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The Effect of the Consumer Lifestyle on Wine Purchase Behavior

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Abstract

Purpose – This study aims to investigate domestic wine consumption behavior and make future sales strategies and marketing plans.

Research design, data, and methodology – To achieve the purpose of the study, the surveys were conducted targeting 350 wine customers in Jeju and Seoul. 331 responses were collected, and out of them, 21 responses were deleted because they lacked the proper information fill in. A descriptive statistical analysis was applied to the remaining 310 responses. The statistical techniques used for carrying out hypothesis-testing are EFA_(exploratory factor analysis), multiple-regression analysis, and moderating effect in SPSS 18.0.

Results – The results indicate that fashion oriented, sociality aspiration and rationality seeking lifestyles had significant influence upon internal attributes. However, well-being oriented and having enjoyment oriented lifestyle had no significant influence upon internal attributes. Furthermore, all the types of lifestyles except social aspiration lifestyles had a positive influence upon external attributes, whereas internal or external attributes had positive influence on customer satisfaction.

Conclusions – The consumers who experienced wine purchases think wine selection attributes differ before and after experiencing wine drinking, and it shows that the circumstantial variables as purchase situations prove to be important predicted variables in the behavior field of wine consumers. It implies appropriate wine education according to the consuming trend about wine for wine consumers are needed.

Keywords: Wine Consumption, Consumer Lifestyle, Wine Selection, Customer Satisfaction.

JEL Classifications: D12, E21.

1. Introduction

People's interest in wine culture in the world has increased wine consumption much. And, in Korea, the wine has become popular owing to high income, good health state, drinking of low alcohol content, women's high social status and global business opportunity and others to make new style of drinking culture (Kim & In, 2011). People's interest in wellbeing and healing has increased wine consumption greatly to make change of consumption pattern.

The wine was said to be alcoholic beverage fermented with fresh grape juice in accordance with traditional method at place of origin (Johnson, 2004). The wine is to harvest

good quality grapes and to ferment fresh juice in accordance with tradition and practice in country of origin and to be alcoholic beverage with rich organic acid and complicate flavor.

World wine market should build up reliable brand at excess of the brand to let consumers cognize wine quality (Bruwer & Reilly, 2006). Consumers in Korea also made change of cognition at diversification of import source and wine production countries to consider country, price, brand, cognition, label marking, taste, scent, color, appropriateness with event and alcohol content and others.

The wine is information intensive and high involvement product (Bruwer et al., 2012). At selection of the wine, they are able to understand label when having not overall information, and consumers who learn wine have increased upon request of information on wine history, kind, and terrior.

Wine market scale in Korea accounted for about 320 billion KRW in 2013 to grow up 15.5% every year and to be likely to be 500 billion KRW after 2015. In 2013, wine import in Korea accounted for 171,771ℓ to increase 1.6 times than 107,356ℓ in 2002. (The Association of Wine Import in Korea). 2000 Korea Chile FTA, 2011 Korea EU

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FTA and 2012 Korea USA FTA were made to lower wine price and to be much popular (Jo, 2012). Wine price varied from low price to high price to open wine corner at supermarkets (Jeon, 2009).

These days, not only import but also wine production countries have been diversified to make change of consumers' cognition and to let consumers select wine considering price in country and region, brands, recognition, label, scent, taste, color and event and alcohol contents (Song, 2012).

Consumers can buy wine easily everywhere when they want to buy. Kinds and quality of the wine preferred depending upon consumer types. This study classified life styles into five types according to precedent studies (Moulton et al., 2001). Health, fashion, rationality, social nature and enjoy, and did selection attributes into extrinsic and intrinsic to examine effect upon consumer satisfaction by empirical investigation (Goodman et al., 2007).

2. Theoretical Background

2.1. Consumer lifestyle

In 1960s, studies on lifestyles of the marketing were actively made in the United States to investigate customers' psychological state from point of view of purchase. (Lee, 2009). Early 1960s, a study on lifestyle (Lazer, 1963) was firstly introduced, and methodological test methods were developed. In 1975, not only Jungangilbo but also Tongyang Broadcasting gave lifestyle for the first time, and credit card companies and home shopping companies have actively made use of consumer lifestyles.

Studies on Korean lifestyle have increased to research consumer behaviors actively (Choi, 2002; Lee, 2005; Koo, 2008; Kim & Yoo, 2011; Lee, 2012; Choi & Ra, 2013).

Studies on lifestyles were used to establish marketing strategy for market segmentation, and precedent researchers (Alpert & Gatty, 1969; Richard & Sturman, 1977) made use of an analysis technique to understand consumer behavior and to make basic strategies (Solomon, 1994; Park, 1996). Not only qualitative characteristics of motive surveys but also quantitative surveys were made to investigate consumer behavior in segment markets and to make the system.

Individual's lifestyle can be made by their life, interests and opinions (Assasel, 1983) and spend their life, time and money and to be cognitive characteristics having influence upon consumer's behavior and to learn from individual's culture, social class, reference group and family and to be byproduct of individual's value system and/or personality (Engel, Blackwell, & Miniard, 1995).

The lifestyle can be made by society and/or group (Hwang et al., 2011) to be consumer's spending of time and activities and to give opinions on the world and ideas. The lifestyle is said to be a kind of system to be differential of the society and/or a group and to have subjective value

depending upon an individual's behavior and to have objective value of the group.

These days, consumers select consumption in accordance with lifestyle. Consumers think much of individual's values to consume according to individual's life patterns and to want to live life that is slow, simple and natural (Park & Kim, 2005). The life pattern was aimed at wellbeing to raise life satisfaction to be new life trend. Life style has been tested in macroscopic way and microscopic way (Chei, 1992).

Macroscopic test investigates lifestyle of the society and/or group. Not only Yankelovich's monitoring but also VALS (Value and Lifestyle Survey) was used to investigate and to examine social trend and to be difficult to investigate an individual's life (Hong & Park, 2005).

Microscopic test investigates individual's value and lifestyle patterns by psychological testing to find out social trends and to examine difference between consumer groups by AIO (Activities, Interests, Opinions) and/or psychographics (Wells & Tigert, 1971; Pulmmer, 1974; Wells, 1975; Anderson et al., 1994).

A study on wine consumers' life styles was made (McKinna, 1986) to distinguish wine consumers into wine specialist, wine lover, young wine mania, common wine drinker and wine beginner.

An individual's lifestyle has close relation with wine consumption at value and pursuit to develop wine testing items (Bruwer et al., 2002). Wine consumers' lifestyle was classified into potential premium consumer, customary wine mania, pleasure pursuit style of social consumers, fashion and image oriented consumers, and wine beginner.

A study on consumer's behavior and market strategies in the United States (Moulton et al., 2001) said that wine consumers consisted of wine specialist (5%), wine lover (45%), wine beginner (35%) and wine drinker (15%) who took wine in accordance with habit in wine production countries. And, wine drinker was classified into mood switching, meal atmosphere, fun and/or enjoy, society oriented and travel type (Thach & Olson, 2004).

Domestic studies classified wine drinker into wine specialist, wine lover, beginner and outsider (Bang, 2004), and did into wine consumer looking for pleasure, common wine consumer, new style of wine consumer, and wine consumer for others (Lee, 2006), and health pursuit, taste pursuit and fashion pursuit (Lim, 2006).

A study (Koo & Jung, 2006) made domestic wine market segmentation by WRL (wine related life cycle system) (Johnson & Bruwer, 2003; Bruwer et al., 2002) and investigated attributes according to lifestyle: impulse buying, outsider, society oriented, knowledge pursuit, society oriented, impulse buying mania, and knowledge pursuit outsider. The consumers who were short of information on the wine thought much of price and kinds rather than quality, and the ones who were interested in wine related knowledge and information thought much of professional's recommendation and media information.

<Table 1> Consumer's Lifestyle

Lifestyle	General Characteristic
Well-being Lifestyle	Goal of the life is to live healthy life in the society, and to be interested in family's healthy life, and to consume wellbeing products.
Fashion oriented Lifestyle	Want to express his or her image to be sensitive to the fashion. Enjoy shopping pleasure to be sensitive to the fashion.
Rationality seeking Lifestyle	Live consumption life as planned, and do not impulse purchase. Have practical and real consumption style.
Social aspiration Lifestyle	Like to be given social recognition and to be respected from others, and think much of social role. Recommend consumption to keep good relations with others.
Enjoyment oriented Lifestyle	Have improvised and optimistic nature to enjoy hobby life, and weak to the atmosphere and rely upon his or her own mood.

A study on purchase behavior of local wine consumers depending upon wine consumption (Lee, 2009) classified wine consumers into professional, health pursuit, thrifty buying, listening to opinions, impulse buying and event, and so on.

Questionnaire survey on consumers of wine drinking classified consumer's lifestyle (See <Table 1>).

2.2. Wine buying behavior

2.2.1. Wine selection attributes

Consumers think much of wine selection attributes when buying product and/or service. Selection attribute belongs to upper level, and value and satisfaction do to low level. The value of selection attributes has influence upon consumers to let consumers think much of (Jeon et al., 2006).

Attributes of the product was classified into hedonic and practical use (Dhar & Wertenbroch, 2000) and inherent use and incidental use (Olson & Jacoby, 1972). Incidental attributes had product's physical characteristics and incidental characteristics had each product's information. And, the product had various kinds of attributes to have influence upon cognition and assessment on the product and to have incidental factors such as brand, country of origin, advertising, name of shop, and prices. When consumers thought much of inherent attributes and incidental attributes, they assessed product high (Olson, 1978).

Inherent attributes consisted of experimental and exploratory (Zeithaml, 1988). Product attributes relies upon exploratory attributes rather than experimental attributes, and did upon inherent attributes rather than extrinsic attributes when easy understanding of inherent attributes.

As such, attributes having close and direct relation with preference and/or buying decision-making were said to be decisive and/or selective attributes (Lewis, 1981).

Selective attributes made structure of product attributes having difference of preference and buying of customers to distinguish from other attributes (Day, 1984).

Therefore, attributes that consumers thought much of at selection of the product included the ones having decisive and/or not decisive influence upon consumers' behavior such

as product preference and buying and visit to the shop. Attributes having close and direct relation with preference and buying decision-making was said to be determination attributes and to have same meaning of selective attributes.

Consumers can judge wine quality without drinking (Thomas & Pickering, 2003) to understand wine.

Customers who buy wine make purchase decision by intrinsic and extrinsic conditions of the wine (Jover, Montes, & Fuentes, 2004).

When selecting wine, consumers consider intrinsic conditions: taste, flavor, color, kinds of grape, year of production, kinds of wine, country and region of production, and extrinsic conditions such as price, bottle design, brand, label, place of drinking, atmosphere of drinking, use of the wine, role of the health, winery, and harmony with the food, and so on.

The study investigated selection attributes of the wine by intrinsic factors and extrinsic factors: Intrinsic factors include 1) color, flavor and taste 2) kinds of the grape, 3) territory and vintage, 4) kinds of the wine, 5) country and region of production. Extrinsic factors include 1) price, 2) brand, 3) wine package and label, 4) combination with the food, 5) shop employee and sommelier's recommendation, 6) buying experience in the past.

Consumers think much of wine selection attribute when making decision of wine to be cause of satisfaction after buying. In the past, wine selection attributes included place of production, brand, vintage and so on. These days, wine consumers have had different information owing to diversified import and wellbeing culture to have more selection attributes. Price at each region, kinds of the grape, brand cognition, contents of the label, wine color, flavor, taste, event, discount system and design, etc are considered.

Kinds of the grape, place of the production, advertising, contents of the award, brand, professional's recommendation, experience in the past, alcohol content, harmony with food, and partner's recommendation are needed to decide upon the wine (Goodman et al., 2007),

Most of wine consumers think of selection attributes of country and region of production when making decision of buying (Chaney, 2002) because sellers display wine by country of production and/or region. Price, place, award and

brand may have influence upon consumer's selection attributes (Lockshin et al., 2006). Kinds of the wine, retail price, brand, place of production and award experience varied depending upon retail price, kinds of the wine, award, age, nationality, occupation, income, season, contents of the meal and so on. (Moeey et al., 2002).

Place of production, image, presentation, vintage, emotion, sensitiveness, brand, and shop attributes may have critical and non-critical influence upon preference of the wine, actual buying, and visit to the shop (Verdu, Llorens, & Fuentes, 2004). Attribute having close relation with preference behavior and decision making of buying is said to be determination attribute.

2.2.2. Customer satisfaction

Customer satisfaction is said to be affirmative evaluation from subjective point of view of consumption of a product (Westbrook & Black, 1985). Satisfaction is to compare benefit with expense depending upon outcome by the customer (Bolton & Drew, 1991). Satisfaction aggregates some of satisfaction attributes to be similar to attitude. So, satisfaction can be expanded to be transactional concept. (Bitner, 1990; Parasuraman et al., 1988). Some of scholars said that service related satisfaction had a little difference, and that satisfaction was an accumulated evaluation to be outcome of service quality (Cronin & Taylor, 1994). Satisfaction is not concrete transaction but overall rating. And, satisfaction has experimental and emotional factor after consumption (Ostrom & Iacobucci, 1995).

Customer satisfaction is expectation to the market to evaluate experience in the past and forecast in the future at time elapse (Fornell et al., 1996). The difference between outcome and expectation of the customer is said to be either satisfaction or dissatisfaction, and customer's satisfaction can produce new customer by repurchase, words of mouth effect, recommendation to be important at management activities of enterprises (Kotler et al., 2007).

Consumers experience favorable and/or unfavorable emotion when buying, comparing, evaluating and selecting wine. and customers are satisfied with good taste and/or quality of wine and service (Song, 2012).

An empirical analysis on wine selection attributes was done to investigate effect of selection attribute upon satisfaction (Jeon et al., 2006) and to find out significance of selection attributes. Increase of environmental factor and preference factor raised satisfaction.

Wine attributes, prices, employee's service, information on the wine and experience in the past had influence upon customer satisfaction and revisit intention (Jung, 2008).

Wine selection attributes include values, reason and exaggeration, and exaggeration had significant influence upon customer satisfaction (Jeon, 2010). Consumers' selection attributes had significant influence upon customer satisfaction, and wine consumers' selection attributes had significant

influence upon wine brand and health effect (Jeun & Park, 2009). Wine shop inspected effect of selection attributes upon satisfaction after buying to have positive influence upon wine characteristics, price, cognition and others, and wine characteristics was the strongest variable (Seo & Han, 2010).

Effect of disagreement between expectation before buying of the wine and after buying had no causal relation, and disagreement between performance after wine buying and expectation had influence upon satisfaction after wine buying (Seo et al., 2012).

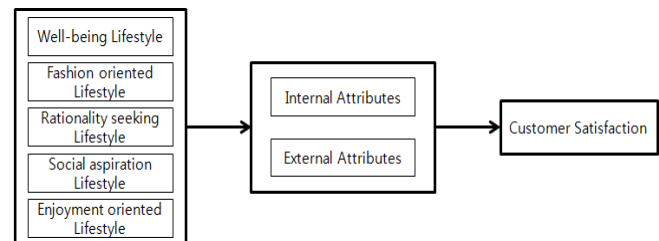
Price and quality of service value of house wine had influence upon customer satisfaction (Min et al., 2012).

3. Model and Hypotheses

3.1. Model

The purpose of the study was to investigate effect of consumer's lifestyle upon wine buying behavior.

The study examined structure and empirical aspects: First, consumer lifestyle was divided into wellbeing oriented, fashion oriented, rationality seeking, social aspiration and enjoyment oriented (Kim, 2008; Lee, 2009), and it included intrinsic and extrinsic attributes in wine selection (Goodman et al., 2007; Koo & Jung, 2006). Questionnaire survey was performed to investigate the effects between the factors (Ban, 2012; Seo et al., 2012). The model was summarized in <Figure 1>.



<Figure 1> Research Model

3.2. Hypotheses

3.2.1. Consumer lifestyle and wine selection

These days, consumers selects and concentrates on their consumption in accordance with their lifestyle. Consumers who thought much of individual value consume to meet life patterns, and liked to live natural lives that were slow and simple (Park & Kim, 2005).

Social lifestyle differentiated from others' one to have inherent activity area, interest, attitude and value and to have differential life style (Wells, 1975). This study investigated consumer's lifestyle by wellbeing lifestyle, fashion oriented, rationality oriented, social aspiration and enjoyment oriented (Moulton et al., 2001; Kim, 2008; Lee, 2009).

Consumers make attitude based on belief in product attributes to decide upon purchase. The attitude is said to be either positive or negative rating. Hypothesis was made: Value of wine selection attribute may vary depending upon consumer's lifestyle.

- <Hypothesis 1> Wine consumers' lifestyle has positive influence upon intrinsic attributes at wine selection.
 - <H1-1> Wellbeing has positive influence upon intrinsic attribute at selection of the wine.
 - <H1-2> Fashion oriented has positive influence upon intrinsic attribute at selection of the wine.
 - <H1-3> Rationality seeking has positive influence upon intrinsic attribute at selection of the wine.
 - <H1-4> Social aspiration has positive influence upon intrinsic attribute at selection of the wine.
 - <H1-5> Enjoyment oriented has positive influence upon intrinsic attribute at selection of the wine.
- <Hypothesis 2> Wine consumer's lifestyle has positive influence upon extrinsic attribute at selection of the wine.
 - <H2-1> Wellbeing has positive influence upon extrinsic attribute at selection of the wine.
 - <H2-2> Fashion oriented has positive influence upon extrinsic attribute at selection of the wine.
 - <H2-3> Rationality seeking has positive influence upon extrinsic attribute at selection of the wine.
 - <H2-4> Social aspiration has positive influence upon extrinsic attributes at selection of the wine.
 - <H2-5> Enjoyment oriented has positive influence upon extrinsic attributes at selection of the wine.

3.2.2. Wine selection attributes and customer satisfaction

When customers buy wine, they experience favorable and unfavorable emotion at comparison, rating and selection to experience good and bad emotion of wine taste and quality (Song, 2012).

Customer satisfaction can be defined: First, cognitive point of view is used (Howard & Sheth, 1969). Second, customer satisfaction can be rated by expectation and disagreement. Demand and desire on customer satisfaction shall be rated, and customer's prior expectation and actual outcome shall be judged to verify agreement and/or disagreement and to evaluate consumer's cognitive process. Third, customer satisfaction is to be emotional reaction. Customer satisfaction is said to rate disagreement and perceived outcome and to produce emotion (Babin & Griffin, 1998). Fourth, customer satisfaction combines cognitive judgment with emotional reaction (Oliver, 1997). Customer satisfaction differs from processing of product and/or service, disagreement process, and simple emotion of happiness, and satisfaction reacts to consumer's satisfaction and to judge satisfaction on characteristics of product and/or service at agreeable level.

- <Hypothesis 3> Wine selection attribute has positive influence upon customer satisfaction.
 - <H3-1> Wine's intrinsic attribute has positive influence upon customer satisfaction.
 - <H3-2> Wine's extrinsic attribute has positive influence upon customer satisfaction.

The subject was consumers at Seoul, Gyeonggi and Jeju. Sampling was done by convenience sampling, and questionnaire survey was done.

4. Empirical Analysis and Findings

4.1. Characteristics of interviewees

<Table 2> Characteristics of Sample

Factor		Frequency	Ratio(%)	Factor		Frequency	Ratio(%)	
Sex	Men	163	52.6	Job	Service	115	37.1	
	Women	147	47.4		Professional	27	8.7	
Age	20s	37	11.9		Office worker	98	31.6	
	30s	101	32.6		Engineer	13	4.2	
	40s	115	37.1		Professor/ teacher	8	2.6	
	50 years old or higher	57	18.4		Civil servant	9	2.9	
	High school graduate or below	17	5.5		Self employed	25	8.1	
Education	2-years college graduate	71	22.9		Housewives	15	4.8	
	College graduate	189	61.0		Income	below than 2 million KRW	56	18.1
	Graduate school graduate	33	10.6			2 million ~ 3 million KRW	111	35.8
Marriage	Married	207	66.8	3 million ~ 5 million KRW		84	27.1	
	Unmarried	103	33.2	5 million ~ 7 million KRW		38	12.3	
						7 million KRW or more	21	6.8
		310 persons	100%			310 persons	100%	

<Table 3> Wine Purchase Character of Sample

Factor		Frequency	Ratio (%)	Factor		Frequency	Ratio (%)
Frequency	Like to drink	48	15.5	Buying place	Wine shop	88	28.4
	Drink from time to time	262	84.5		Restaurant	27	8.7
Interval	1 time or more a month	81	26.1		Convenience store	20	6.5
	1 time every 3 month	70	22.6		Big mart	161	51.9
	On anniversary	87	28.1		Department store	15	4.5
	1 to 2 times a year	72	23.2	less than 20,000 KRW	31	10.0	
Drinking place	Home	166	53.5	Expenditure	20,000~30,000 KRW	134	43.2
	Restaurant	70	22.6		40,000~50,000 KRW	102	32.9
	Wine bar	50	16.1		50,000~70,000 KRW	24	7.7
	Hotel	24	7.7		70,000~100,000 KRW	12	3.9
					100,000 KRW or more	7	2.3
Information source	Books/magazine	27	8.7		Wine preferred	red wine	191
	On internet	94	30.3	White wine		88	28.4
	Wine shop	53	17.1	Rose wine		24	7.7
	Professional	24	7.7	Others		7	2.3
	Friend/ fellow	112	36.1	Country of production		France	104
Accept	Actively accept	59	19.0		Italy	42	13.5
	Accept	216	69.7		USA	25	8.1
	Neglect	22	7.1		Chile	107	34.5
	Largely neglect	13	4.2		Germany	8	2.6
Purpose	Drink by himself	166	53.5		Australia	15	4.8
	For gift	93	30.0		South Korea	9	2.9
	For party	51	16.5				
		310 persons	100%			310 persons	100%

The interviewees had demographic characteristics as shown in <Table 2>. Ratio of both men (52.6%) and women (47.4%) was similar. The age was the 30s (32.6%) and the 40s (37.1%) to be young. Most of the interviewees were college graduate or higher and got married (66.8%). Not only service job but also office workers occupied 68.8% to be high. The interviewees' monthly income was 2 million to 3 million KRW (35.8%) and 3 million to 5 million KRW (27.1%). Buying decision for wine was summarized in <Table 3>.

4.2. Reliability and Validity

An exploratory factor analysis was done after removing some of test items. Principle component analysis was done to find out factors, and varimax was used to simplify factor loading.

Reliability and validity by exploratory factor analysis were summarized in <Table 4>. Factor loading of each variable was minimum 0.536 to be appropriate, and eigen values

were more than 1 to have validity. ANOVA of 69.3% exceeds reference of 60%, and KMO statistics was 0.936 to be appropriate for factor analysis, and was significant at Bartlett test ($\chi^2=14698.910$, $df=1128$, significance probability =0.000). According to the exploratory factor analysis, Cronbach's α exceeded 0.7 to have internal consistency.

4.3. Descriptive statistics and correlation

All the variables showed positive relation as shown in the <Table 5>.

Lifestyle had high correlation with parameters and dependent variables. Health seeking had close relation with extrinsic attribute ($r=0.305$), and social aspiration did with satisfaction ($r=0.318$), and rationality seeking did with extrinsic factor ($r=0.261$). Fashion oriented and enjoyment oriented had relation with satisfaction ($r=.319$, $r=217$). Wine intrinsic attribute had relation with satisfaction after drinking, and extrinsic attributes had influence upon selection.

<Table 4> Exploratory factor analysis

Factor	Variable	Factor loading	Communality	eigen value	variance extracted (%)	Reliability	
						AID* Cronbach' α	Cronbach's α
Well-being Lifestyle	Sound life balance	.886	.878	3.848	10.235	.887	.926
	Healthy social life	.853	.826			.901	
	Nature friendly life	.845	.785			.917	
	Life energy	.845	.816			.909	
Fashion oriented Lifestyle	Advanced consumption life	.890	.844	3.731	9.912	.875	.912
	Consumption recognizing other persons	.873	.829			.886	
	Expression of his or her image	.848	.831			.872	
	Pleasure seeking	.703	.675			.910	
Social aspiration Lifestyle	Keeping good relation with group	.895	.869	3.362	9.123	.860	.910
	Role and belonging	.868	.838			.870	
	Social recognition	.804	.785			.892	
Enjoyment oriented Lifestyle	Change of surroundings	.874	.819	3.247	8.733	.822	.858
	Keep hobby life	.819	.791			.794	
	Satisfy impulse desire	.714	.614			.821	
	Shopping pleasure	.646	.583			.839	
Rationality seeking Lifestyle	Planned consumption life	.860	.823	3.196	8.432	.778	.852
	Actual consumption life	.811	.741			.805	
	Realistic life	.709	.732			.809	
	Cultural life	.674	.651			.825	
Internal Attribute	Kinds of the wine	.858	.706	2.948	8.234	.845	.868
	Place of the production of the wine	.854	.790			.834	
	Scent of the wine	.839	.646			.855	
	Quality mark of the wine	.830	.740			.844	
	Kinds of the wine	.824	.694			.844	
	Taste of the wine	.776	.578			.871	
	Vintage of the wine	.767	.629			.851	
External Attribute	Sales promotion of the wine	.897	.814	2.703	7.554	.693	.781
	Design of wine bottle	.832	.756			.708	
	Wine shop	.746	.701			.739	
	Label description	.587	.623			.750	
	Buying experience in the past	.544	.611			.768	
	Wine brand	.524	.506			.774	
Customer Satisfaction	Satisfied with social recognition	.861	.792	2.590	7.125	.860	.843
	Overall satisfaction	.774	.652			.820	
	Value to pay	.763	.644			.808	
	Reasonable selection	.640	.602			.792	
	Practical value	.636	.585			.772	
KMO and Bartlett's test KMO=.936 $\chi^2=14698.910$ df=1128, significance probability=0.000				ANOVA	69.3%		

<Table 5> Correlation among Variables

Variables	Inter-Construct Correlations							
	Well-being Lifestyle	Fashion oriented Lifestyle	Social aspiration Lifestyle	Enjoyment oriented Lifestyle	Rationality seeking Lifestyle	Internal Attribute	External Attribute	Customer Satisfaction
Well-being Lifestyle	1							
Fashion oriented Lifestyle	.468**	1						
Social aspiration Lifestyle	.441**	.441**	1					
Enjoyment oriented Lifestyle	.285**	.322**	.415**	1				
Rationality seeking Lifestyle	.313**	.250**	.389**	.514**	1			
Internal Attribute	.095	.254**	.134*	.170**	.096	1		
External Attribute	.305**	.290**	.297**	.179**	.261**	.438**	1	
Customer Satisfaction	.330**	.319**	.318**	.217**	.191**	.350**	.343**	1

* p<0.05, ** Significant at both sides (p<0.01)

4.4. Hypothesis test

4.4.1. Relation between lifestyles and wine selection attributes

<Table 6> Paired samples test for Internal attribute

Model	unstandard estimate		standard estimate	t	sig.	Collinearity Statistics		
	B	standard error	β			Tolerance	VIF	
Internal Attribute	constant	4.190	.211		19.842	.000		
	Well-being	-.031	.043	-.049	-7.36	.462	.697	1.435
	Fashion oriented	.160	.044	.241	3.649	.000***	.699	1.430
	Rationality seeking	.134	.053	.187	2.478	.009**	.655	1.528
	Social aspiration	.095	.046	.127	1.989	.045*	.667	1.498
	Enjoyment oriented	-.004	.042	-.007	-.099	.921	.686	1.457
R=.374, R ² =.140, Corrected R ² =.138, F=4.931, p=.000, Durbin-Watson = 1.798								

***p<0.001, **p<0.01, *p<0.0

Five lifestyles had positive relation with wine's intrinsic attributes (0.374) to have R² of 14.0% <Table 6>. Durbin-Watson of 1.798 had no correlation between residuals to have appropriate regression. With independent variables of wellbeing, fashion oriented, rationality seeking, enjoyment oriented and social aspiration, the regression was significant. With fashion oriented (t=3.649), rationality seeking (t=2.478) and social aspiration (t=1.989), regression was significant. With wellbeing (t=-.736) and enjoyment oriented (t=-.099) was not significant. Fashion oriented (β=.241) had the

greatest influence, and wine consumers were interested in taste, scent, kinds of the grape, kinds of the wine, vintage and other intrinsic attributes. <H1-2>, <H1-3> and <H1-4> were adopted, but <H1-1> and <H1-5> were rejected.

4.4.2. Lifestyles and relations with extrinsic attributes

Lifestyle had close relation with extrinsic attributes (r=0.394) (15.6%) <Table 7>. Durbin-Watson of 1.978 was appropriate for regression model.

Lifestyle had significant relation with extrinsic attributes except for social aspiration (t=-.591): wellbeing (t=2.339), fashion oriented (t=2.206), rationality seeking (t=1.970) and enjoyment oriented (t=2.358). Wine price, brand, label description, design, combination with food, shop's characteristics and other extrinsic attributes were important to select wine. Wellbeing ($\beta=.149$) and enjoyment oriented ($\beta=.150$) were important for consumers to select wine. <H2-1>, <H2-2>, <H2-3> and <H2-5> were adopted, but <H2-4> was rejected.

4.4.3. Wine selection attributes and customer satisfaction

Wine selection attribute had positive relation with customer satisfaction (0.409) (16.7%) <Table 8>. Durbin-Watson of 1.825 had no correlation between residuals to have appropriate regression model.

Consumers evaluated alternatives by intrinsic and extrinsic attributes to raise customer satisfaction. Not only intrinsic attribute (t=4.271) but also extrinsic attribute (t=4.048) had significant influence upon customer satisfaction. Intrinsic attribute ($\beta=.247$) had more influence than extrinsic attribute ($\beta=.235$). Both <H3-1> and <H3-2> were adopted.

<Table 7> Paired samples test for External attribute

Model		unstandard estimate		standard estimate	t	sig.	Collinearity Statistics	
		B	standard error	β			Tolerance	VIF
External Attribute	constant	3.451	.171		20.139	.000		
	Well-being	.081	.035	.149	2.339	.020*	.697	1.435
	Fashion oriented	.079	.036	.139	2.206	.028*	.699	1.430
	Rationality seeking	.084	.043	.128	1.970	.050*	.655	1.528
	Social aspiration	-.022	.037	-.038	-.591	.555	.667	1.498
	Enjoyment oriented	.081	.034	.150	2.358	.019*	.686	1.457
R=.394, R ² =.156, corrected R ² =.142, F=11.206, p=.000, Durbin-Watson = 1.978								

***p<0.001, **p<0.01, *p<0.05

<Table 8> Paired samples test for Consumer Satisfaction

Model		unstandard estimate		standard estimate	t	sig.	Collinearity Statistics	
		B	standard error	β			Tolerance	VIF
Customer Satisfaction	constant	2.287	.301		7.592	.000		
	Internal Attribute	.230	.054	.247	4.271	.000***	.808	1.237
	External Attribute	.257	.063	.235	4.048	.000***	.808	1.237
R=.409, R ² =.167, corrected R ² =.162, F=30.795, p=.000, Durbin-Watson = 1.825								

***p<0.001, **p<0.01, *p<0.05

Test results of the hypotheses were (<Table 9>):

<Table 9> Table of Result

H	dependent variables	independent variables	t	sig.	regression equation		adoption/rejection	
					F	p.		
H1	H1-1	Internal attribute	Well-being	-.736	.462	19.842	.000	rejection
	H1-2		Fashion oriented	3.649	.000***			adoption
	H1-3		Rationality seeking	2.478	.009**			adoption
	H1-4		Social aspiration	1.989	.045*			adoption
	H1-5		Enjoyment oriented	-.099	.921			rejection
H2	H2-1	External attribute	Well-being	2.339	.020*	20.139	.000	adoption
	H2-2		Fashion oriented	2.206	.028*			adoption
	H2-3		Rationality seeking	1.970	.050*			adoption
	H2-4		Social aspiration	-.591	.555			rejection
	H2-5		Enjoyment oriented	2.358	.019*			adoption
H3	H3-1	customer satisfaction	Internal Attribute	4.271	.000***	7.592	.000	adoption
	H3-2		External Attribute	4.048	.000***			adoption

5. Conclusions

This study investigated effects of wine consumers's lifestyle upon selective attribute and customer satisfaction.

The findings of experimental analysis and hypotheses were:

Consumers who were short of wine related knowledge thought much of wine price and kinds, and consumers who had plenty of wine information thought much of professional's recommendation and media information when buying wine (Koo & Jung, 2006; Johson & Bruwer, 2003; Bruwer et al., 2002). In this study, wine selection attribute varied depending upon wine consumer's lifestyles to be similar to findings of precedent studies. Consumers of rationality seeking, social aspiration and enjoyment oriented cognized intrinsic characteristics such as taste, scent and color, and the ones of fashion oriented, rationality seeking and social aspiration were influenced by external attributes such as packing, self status, image and brand(Kim, 2008). Consumers of fashion oriented were influenced by intrinsic attributes more than the ones of enjoyment oriented. Consumers of social aspiration had no relation with extrinsic attributes. In modern society, consumers thought of wine in affirmative way to buy easily.

Wine selection attributes have important influence upon customer satisfaction (Jun et al., 2006; Seo et al., 2012; Min et al., 2012).

Marketing implications were: First, wine consumer's lifestyle consisted of health seeking, fashion seeking, social nature seeking, enjoy seeking and reasonability seeking. These days, wellbeing culture was thought to be social trend. Wine marketers should approach to wine education and event in friendly way to explore consumers positively. A research should be done to investigate consumer's lifestyle and to make main stream of the wine.

Second, wine selection attributes varied differently depending upon wine consumer's lifestyle. Inherent attributes had influence upon fashion seeking, sociality seeking and reasonability seeking consumers, while extrinsic attributes had influence upon others than sociality seeking. This was because wine consumers who were short of knowledge selected wine according to external characteristics. Wine marketers should promote sales to let wine consumers have good experience and drink good quality wine, and should have knowledge on the wine, for instance, wine briefing on Internet.

Third, wine selection attribute had affirmative influence upon customer satisfaction. When wine consumers selected wine according to various kinds of factors, they could be satisfied with their selection. Systematic explanation on the wine, improvement of buying environment, and consumers' access and buying convenience were needed.

The study gave implications; Sampling was done in Seoul and Jeju, and there is a limit to generalize. Thus, further studies shall do sampling throughout the nation to have high

quality research result, and do sampling considering geographic characteristics, scale, wine buying motives and causal relations, and research by statistics technique to give implications of buying behavior of wine consumers.

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