



Consumer behaviour survey; Factors affecting consumer's wine purchasing decision in a restaurant

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The main purpose of this thesis was to conduct a consumer behaviour survey for the case company Wihuri Wine Academy. The overall objective was to study and understand the consumers wine purchasing decision and what factors affect the decision when purchasing wine in a restaurant. The research was made in cooperation with Wihuri Wine Academy.

The survey was conducted in November and December 2019 with an online survey tool called Google Forms, an application from Google Inc. The research had 20 multiple choice questions and was designed to be completely anonymous.

The main theories and knowledge base in this thesis were Buyer Decision Process that includes Problem Recognition, Information Search, Evaluation of Alternatives, Purchase Decision and Post-Purchase Evaluation. Other theories used in this thesis were Consumer Decision Making and Decision Spectrum, as well as Food and Beverage Marketing and Personal Selling. The research was conducted with a quantitative research survey.

The main result of the research was that there are a number of different factors that affect the consumers buying decision including price, grape type, restaurant employee and origin of the wine, to name few.

The recommendation was that a well-educated restaurant employee with a help from the restaurant's good selection of wines from Old World countries for a reasonable price can affect the consumers buying decision.

Keywords: Buyer Decision Process, Consumer Decision Making, Wine Purchasing Decision

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1 Introduction

This thesis is a consumer buying behaviour survey that was made together with Wihuri Wine Academy, a case company for this thesis. This thesis is a functional thesis and the survey that was made, aims to benefit the case company's marketing and increase their knowledge base about their end customer. The survey tries to gain insight and understanding on what factors affect the consumers wine purchasing decision in a restaurant.

The topic of this thesis was agreed together with Anders Pöntinen, Sales Manager of Wihuri Wine Academy and was chosen as no previous research about the subject has been made inside the company and thus the idea is to create an insight to this unknown subject.

At first, the thesis introduces the main purpose and the research question, as well as a small company introduction about Wihuri Wine Academy. After the introduction, the thesis moves to the theoretical background and knowledge base and explains the key theories that are used in this study. After covering the theories, the next chapter introduces the methodology and the research method of this thesis. After examination of the methodology, the thesis proceeds to empirical study, which introduces the survey questions and information. The thesis then moves to analysis of the survey results, creating an understanding of the data that was gathered. The last part of the thesis process is the suggestions and conclusion part, and this chapter aims to give suggestions for the research question and provide information for the case company, based on the results gathered in the study.

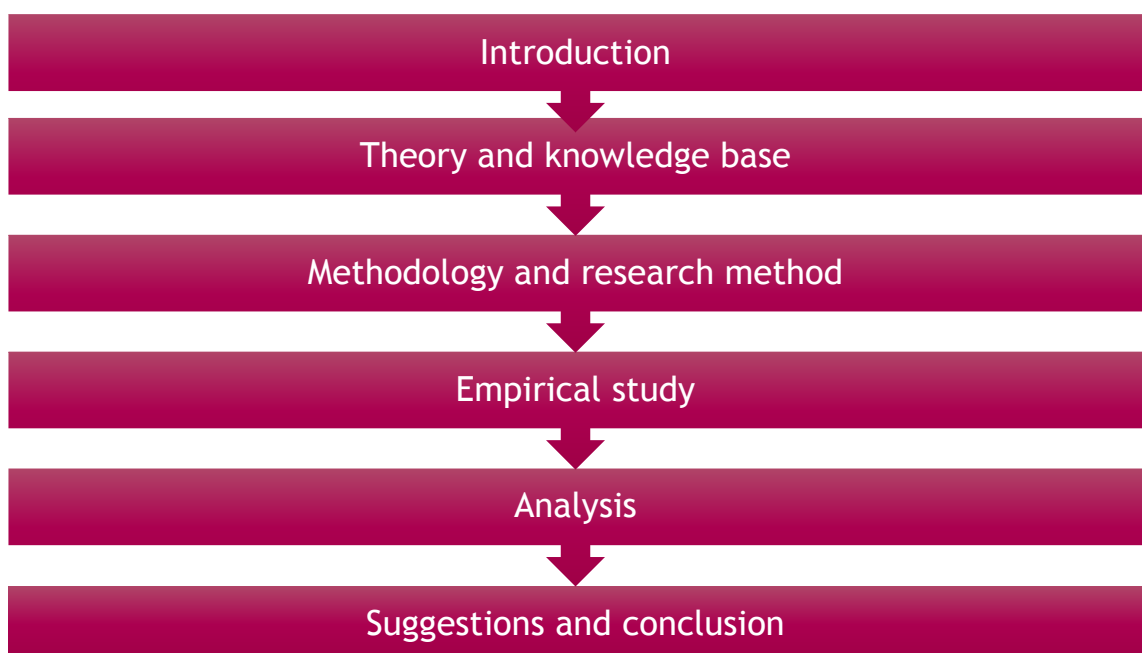


Figure 1 Structure of the thesis

1.1 Purpose of the thesis and the research question

The main focus of this thesis is to conduct a consumer research on what factors affect consumer's wine purchasing decision in a restaurant. Thus, the research question of this thesis is, what are the factors that affect consumer decision making when buying a wine in a restaurant? By studying this, the research aims to find information about the end consumer's purchasing decision and what different factors affect in the decision that was made. The case company is interested in the outcome of this research as Wihuri Wine Academy's customer is the restaurant and the restaurant act's as a link between the end-consumer and the case company. The ability to access and understand data on what the end consumer is interested to buy, should be regarded as the ultimate goal of this thesis and can improve the case company's product placement.

1.2 Company Introduction

Wihuri Wine Academy is a part of Metrotukku wholesale services, which is part of Wihuri Aarnio Oy, a Finnish international family-owned company with over 5000 employees around the world. Wihuri Aarnio Oy is the second largest wholesale company in Finland with total turnover of over 500 million euros.

Wihuri Wine Academy has imported wines since 1995 and they hold a turnover of 1,5 million euros with over 150 products in their catalogue, with goals set on expanding even further. The company's wine sales have doubled in the last two years and objective is to double the sales again in the next two years. Wihuri Wine Academy concentrates solely on Catering Industry (restaurants), as they try to differentiate from competitors by offering unique products that cannot be bought from Alko. The wine departments business area covers whole Finland with main areas being Helsinki metropolitan area, Turku, Tampere and Oulu.

2 Theory and knowledge base

The main purpose of this chapter is to introduce the key theories and knowledge base used in this thesis and they are each individually explained. At first, the Buyer Decision Process theory is explained in detail with each part of this particular theory thoroughly examined. After this the report moves into explaining Consumer Decision Making in general and the ideology regarding it with a subchapter of Decision Spectrum. Then, the report examines food and beverage marketing by focusing on Personal Selling techniques, as the product of this research is wine, sold in restaurants. Information was acquired by using online sources such as professional websites, as well as professional literature.

2.1 Buyer Decision Process

The Buyer Decision Process is a process that the consumer or purchaser goes through before making the final purchasing decision and it has a certain number of stages (Friesner, T. 2014). Buyer decision process benefits the sales and marketing by making marketers aware of how consumers make their journey from knowing the product/service, all the way into the final purchasing decision (iEduNote, 2017). According to iEduNote (2017), there are five stages in Buyer Decision Process including Problem Recognition, Information Search, Evaluation of Alternatives, Purchase Decision and Post-Purchase Evaluation. The businesses main goal should be to understand each stage of the process individually (iEduNote, 2017).

The process begins already before the consumers purchasing decision and still goes on after the purchase decision is made, thus the businesses should understand and concentrate on the whole process, not just the purchase decision. This means that the purchasing decision is just one step in a broader and much bigger buyer process. (Kotler & Armstrong 2012, 176).



Figure 2 Buyer Decision Process

2.1.1 Problem Recognition

This first stage is the consumers recognition of the need or a problem they have and the intention of solving this particular problem (Friesner, T. 2014). During the recognition of the problem, the consumer has a need that can be satisfied with a product or a service. This need may have been triggered by external factors or by internal factors according to iEduNote (2017). Thus, the first step of the consumer buying decision process is need recognition, for example if a consumer is thirsty, the person starts thinking about beverages (SHMA, 2012). As mentioned above, internal factors are the consumer's personal or normal needs such as hunger or thirst, while external factors are things that cause a need to arise such as advertisements or talking with friends. In a simple definition, the consumer recognises a need or a problem (Marketing-Insider, ND). According to Kotler and Armstrong (2012, 176), internal stimuli are individuals' natural needs and they can be triggered when the need advances to a higher level and becomes a drive for the consumer. The external stimuli however are needs that can be triggered by a conversation with a friend or perhaps by an advertisement seen in

a billboard. This can lead into thinking about a possible need that could be satisfied with the product seen or heard just before and thus that need becomes a drive (Kotler & Armstrong 2012, 176).

2.1.2 Information Search

The second stage is where the consumer starts to find information about the product or the service (Friesner, T. 2014). The information search includes commercial sources (advertisements, dealers, sales personnel), personal sources (friends, family, social contacts), public sources (media, organizations and corporations) and experimental sources (examination, using, testing) and all of these are ways to find out more about the product or the service that has the ability to satisfy their need (iEduNote, 2017). Often, the majority of information that reaches the consumer comes from commercial sources and this information is usually controlled by businesses or marketers. However, even with commercial sources giving the most information to the consumer, the personal sources are the best and most powerful sources for the purchaser. This in reality means that commercial sources tend to inform the consumer about a product or a service, while the personal sources evaluate or give more detailed word-of-mouth information about the product that is being purchased (Kotler & Armstrong 2012, 176-177). According to Kotler and Armstrong (2012, 177), the more the consumer gains information about the product or service, the more their consciousness and expertise about certain brands or product features increase. This information that is gathered by the consumer in this stage of the process, can also eliminate some products or services from the consumers consideration (Kotler & Armstrong 2012, 177). Kotler and Armstrong (2012, 177) suggest that the companies should design their marketing in a way that the consumer can become more aware about the company's brand and thus they can pinpoint the consumers information sources and how important the sources are.

2.1.3 Evaluation of Alternatives

When the information has been required, the consumer proceeds to evaluating the alternatives of the choices that were selected to this stage. This covers sections such as the attributes of the service or the product, believing to the brand and satisfaction element (iEduNote, 2017). The consumer simply evaluates the best alternatives before making a purchasing decision (Friesner, T. 2014). In majority of cases, the consumer does not have a straightforward and simple evaluation process and often a number of different evaluation processes are examined. These processes are different with each individual consumer and can also depend on the purchasing situation. This means that sometimes the consumer decides to purchase using intuition and impulsive decision making, sometimes they calculate and examine alternatives very thoroughly and, in some occasion, they search advice from online reviews, sales personnel or their own friends. The consumers might have a variety of different attributes when they are comparing alternatives with each other and sometimes in the complex comparison

process, the consumer might simply value one attribute higher than others, while in other occasion, an option that has many attributes combined can make a difference (Kotler & Armstrong 2012, 177-178). Kotler and Armstrong (2012, 178) propose that the companies and marketers should try to understand the consumers alternative evaluation process in order to have an impact on the consumers buying decision.

2.1.4 Purchase Decision

The fourth stage of the Buyer Decision Process is to make a purchasing decision. After the information search and evaluation of the best possible alternatives, a decision to purchase a certain product or service is made. Evaluation of the product ensured that in this stage the consumer buys the best product or service according to their evaluation standards and makes the purchase (iEduNote, 2017). Despite the fact that the consumer has decided to purchase a certain product or service by evaluating the best alternative, two factors can still change the final decision. The first of these two factors are the attitude of others, meaning that someone who's opinion has an importance for the consumer decides to make the consumer reconsider their options, a change in the decision becomes inevitable. Another factor that can influence in this stage of the process is the unexpected situational factors. This means that something unexpected happens and changes the purchasing decision, for instance a drop in the prices of the product. These two factors that were mentioned above indicate that in occasion, even the preferred and chosen option might not always result in a purchasing decision (Kotler & Armstrong 2012, 178).

2.1.5 Post-Purchase Evaluation

Even after the purchasing decision was made and the product or service is in use, the process does not end. This means that if the product or service does not meet the needs or standards that affected the purchasing decision, the consumer might take actions in order to improve the product or service (Friesner, T. 2014). In this stage the consumer also determines if they are satisfied or dissatisfied for the chosen product or service and could start questioning their own decision and think if the choice was right after all (iEduNote, 2017). The consumers satisfaction towards the product or service depends often from the relationship of the consumers personal expectation of the product and the services or products perceived performance. This simply means that if the product is equal to its expectations, consumer is satisfied and if the product does not reach the expectations and fails to deliver, the consumer is dissatisfied. In some cases, the product or service might even create higher value than expected and this can make the consumer very delighted about the purchase (Kotler & Armstrong 2012, 178). Kotler and Armstrong (2012, 178) also advice the companies to deliver their brand promise to ensure the consumer satisfaction. The consumer satisfaction can be seen as a vital part of maintaining crucial and profitable customer relationship and satisfied end-users can help the company by word-of-mouth marketing, buying other products from the company and can simply

become loyal to the brand. However, bad reputation caused by negative experience of the product can equally affect the company's brand promise and dissatisfied consumers can damage the way other consumers think about the company. Thus, even if companies do not have major difficulties in brand image, they should pay attention towards customer satisfaction and research the area as they can learn what to improve (Kotler & Armstrong 2012, 178).

2.2 Consumer Decision Making

Consumer Decision Making should be regarded as an essential part of consumer behaviour keeping in mind that the choosing and evaluating of products or services varies a lot and consumers frequently need to make decisions about services or products. Often the consumers decision is built by a number of stages in the selection process and the consumers decisions are not always logical. The easy access to online webtools and sources today, have altered the consumers way of buying and the search process of products and services is much easier nowadays due to the number of search sites and web tools. However, the most common problem regarding the searching of information today is the fact that there is too much information available and consumers might find it difficult to acquire the relevant information about products and services. Another aspect guiding our decision-making is that consumers have established a certain mindset of different criteria that has been gathered for a long time, meaning that the consumer already has existing beliefs about certain brands and products, that have been created over time. (Solomon, Bamossy, Askegaard, Hogg 2013, 372-373).

2.2.1 Decision Spectrum

There can be cases where the consumer decision-making process requires different amount of information to be searched. There are different types of problem-solving methods when consumers are making decisions. The first one of these methods is the extensive problem solving that happens when the consumer has no opinion or consisting beliefs of the product that is being purchased and simply they do not have any knowledge of the product category. Whereas the limited problem-solving method indicates that the consumer already has an existing knowledge base of the product or service and have past experience and criteria that help to make the decision easier. In addition to extensive and limited problem solving, in occasion there can also be a routinized response behaviour from the consumer. This means that the consumer already has high knowledge base of the product and they can make the purchase from past experience without much consideration, something they buy often and regularly. (Schiffman & Wisenblit 2019, 376-377).

2.3 Food and beverage marketing

The food and beverage marketing can be very difficult as marketers need to consider the concrete aspects of the dining experience and the abstract aspects of the dining experience. This

means that a customer has to be physically available in the marketing transaction and thus, the customer can be seen as part of the marketer's product. Thus, there is a variety of customers that all have individual assumptions, know-how and awareness and creating a consistent service and product can be challenging (Davis, Lockwood, Alcott & Pantelidis, 2018, 295-296).

2.3.1 Personal Selling

Personal selling can be described as a personal physical interaction used to promote products and services that involve a financial transaction and in the restaurant business, is often done by the restaurant employees. The service or restaurant employees play a crucial role in the consumers decision to purchase a product in a restaurant and their service should be seen as valuable resource for the restaurant. The restaurant employees are in a direct contact with the customer almost instantly when the customer steps into a restaurant and personal selling skills can be used immediately, for instance, offering a glass of wine when handing the food menu for the customer. This personal selling process is continuing throughout the customers restaurant journey, meaning that the employee can influence the consumers purchasing choices by presenting options about certain products. An important part of this type of personal selling is the awareness of the employees as they need to pay attention to the customer and observe the consumer's needs in order to create and realize the needs, only then they can deliver these needs. In order to create a successful personal selling in a restaurant, the employees need to be well educated about the products and services on offer, as well as the technical knowledge of the products in hand. Simply, an effective and carefully planned and executed marketing campaign using personal selling can lead to good results (Davis, Lockwood, Alcott & Pantelidis 2018, 320-321)

3 Methodology and research method

This chapter explains the chosen research method for this thesis that is a quantitative research method. In the first section, the definition and information regarding quantitative research method are explained, simply defining what is quantitative research method. After introducing quantitative research method, a brief examination of Google Forms, the chosen survey tool used in this thesis, is explained. Then, the thesis moves to explaining how and why the quantitative method was chosen and how the research was conducted and planned.

3.1 Quantitative research method

Quantitative research can be defined as an efficient and standardized examination of phenomena that collects quantifiable data and operates using mathematical, statistical and computing techniques. Quantitative research can gather information from current and future

clients by using sampling methods and creating and conducting questionnaires, online surveys and online polls. In quantitative research, structured tools, such as questionnaires and surveys, can provide practical and in-depth information and data from the respondents (Bhat, A. ND)

Quantitative research can be indicated by numerical and graphical data and often requires multiple participants. The survey questions in a quantitative research method are usually multiple-choice questions and results of the research are analysed with statistical data (Streefkerk, R. 2019).

3.2 Google Forms as a survey tool

Google Forms is a cost-free survey tool that is part of Google Docs, which includes other services such as Slides, Docs and Sheets. Google Forms enables the user to gather and examine information through quizzes and surveys. With Google Forms, the user can create surveys and quizzes with a relatively easy and simple online form. The user can then share their quiz or survey the file or form via direct link, social media or email. The usage of Google Forms requires a Google Account and creating it requires first name, last name, username and password. After this Google will verify the user's personal information with a text message that is sent in to their phone number. After a Google Account is created, a survey can be designed using Google Forms (Gavin, B. 2019)

3.3 Methodology

The research questions used in this thesis's survey were designed and created with a co-operation with the case company Wihuri Wine Academy's Sales Manager, Anders Pöntinen. The chosen research method was a quantitative research method as it had the ability to collect the answers required. The decision towards the selected methodology and survey tools was made together with Anders Pöntinen and carefully discussed before implementation. The subject of the research was selected as there was no previous research and survey made about this subject within the company and thus, access to this unknown data was needed. By using the quantitative research method, the subject area could be covered and examined. A face-to-face meeting with Anders Pöntinen was held in the headquarters of Wihuri-Aarnio on November 2019 and the first draft of the survey questions was created. After the meeting, a final version of the questions was made by the author and the last communication was done via email, confirming the final questions to be used. The designed questions were then manually put into the Google Forms survey tool and the survey was published on Facebook, a social media site. The targeted consumers were restaurant visitors of all ages who order alcoholic beverages or wines. The tool retrieved the answers as well as gathered the answer's data together and after 9th of December 2019, the author began to analyse the results and data.

4 Empirical study

The survey was designed in November 2019 together with Anders Pöntinen from Wihuri Wine Academy and was carried out between 25th of November and 9th of December 2019 in Facebook, a social media website. The survey was made with Google Forms and after the creation of questions, the URL-link of the survey was posted in Facebook for the thesis's writer's friends, a total number of friends was approximately 2000+. Another post was made to Viini - group in Facebook, and this particular group has 2789 wine-minded members.

The survey was created to be completely anonymous so that no names or any personal information from the participant's was required and it was conducted in a way that consumers feel relaxed to answer the questions. The survey was created in a way that the answering process for the participant does not take long and was easy to answer.

The questions in this survey are multiple choice questions, with questions 7, 8, 10, 11, 12, 13, 14, 15, 16, 17, 18 and 19 having five different answering options that are, Not important at all, Not very important, Somewhat important, Very important and Extremely important. Question number 1 asks about the gender and has two options, male or female. Question number 2 asks about the respondents age and includes options 18-25, 26-35, 36-45, 46-59, 60+. Question number 3 is the only open question in this survey and has a field where the participant writes their own city of residence. The questions 4, 5 and 6 all have four different options that are 0-1 times per month, 2-3 times per month, 4-5 times per month, 6+ times per month. The question number 9, is the only question that has 3 answering options that are New world wines (Chile, Australia, Argentina, NZ, South-Africa), Old world wines (Europe), Does not matter and these options were created to understand if the participants prefer the New World Wines or the Old world wines, or if it is not important. Ogilvie (2017) describes that Old world wines are based in Europe and the New world wines are wines made in a country where the colonizer introduced the wine making in general. The last question that is the question number 20, has 5 different options that are 20-29€, 30-39€, 40-49€, 50-59€, 60€+.

1. Gender?

Gender?

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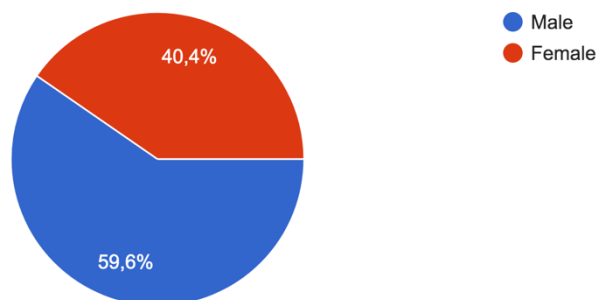


Figure 3. Gender?

The first question of the survey was to find out about the gender of the participant. The answering options were two, either Male or Female. 59,6 % of all the participants were male's and 40,4 % were females. This can be seen above in the Figure 3. A total number of 245 answers was given to this section.

2. Age?

Age?

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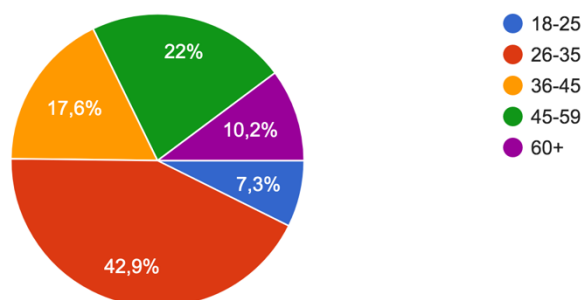


Figure 4. Age?

The second question was to determine the age of the respondent. The answering options were 18-25, 26-35, 36-45, 46-59, 60+. As shown in Figure 4 above, the largest age group of the participants was 26-35 with percentage of 42,9 %, second largest being 45-59 with 22 %.

The third largest group was 36-45 with 17,6 %, fourth largest group was 60+ with 10,2 % and the smallest group was 18-25 with 7,3 %. A total number of 245 answers was given to this section.

3. City of residence?

City of residence

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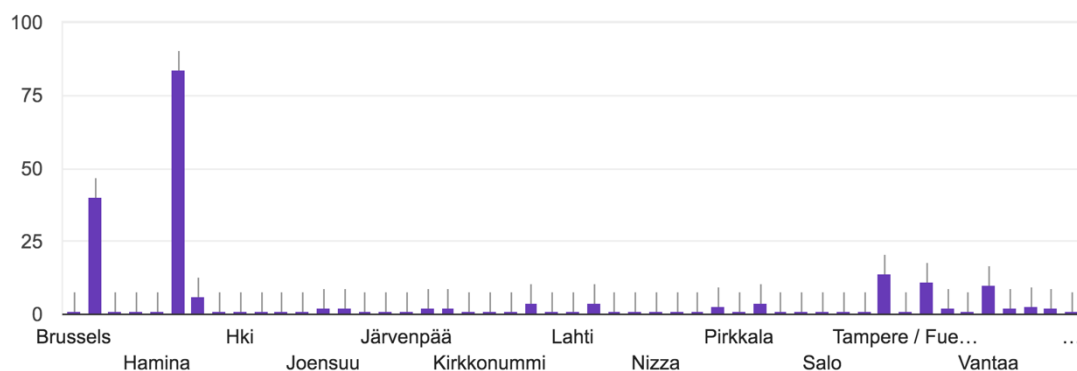


Figure 5. City of residence?

The third question was the only open question in this survey and was done to determine the city of residence of the participant. As seen above in the Figure 5, the largest group of respondents were based in Helsinki with a total percentage of 39,4 %. The second largest group was from Espoo with a total of 17,5 %, the second largest city in Finland. Third largest group was in Tampere with 6,1 %, fourth largest was in Turku with 4,8 % and fifth largest in Vantaa with 4,4 %. Kuopio, Porvoo and Lappeenranta had a same percentage of respondents with 1,8 % and the rest of cities had a lower percentage than 1,8 %. In the survey a number of responds was also made outside of Finland from countries such as Italy, Belgium, France and Austria. The total number of respondents was 228 in this section, which meant that not all participants wanted to answer their city of residence.

4. How often do you visit a restaurant, pub or a bar?

How often do you visit a restaurant, pub or a bar?

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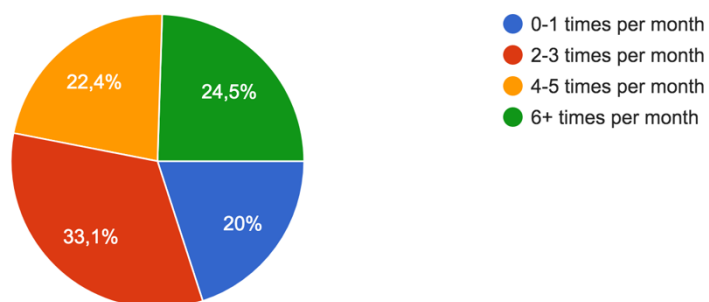


Figure 6. How often do you visit a restaurant, pub or a bar?

The fourth question aimed to determine the monthly number of visits in a restaurant, pub or a bar amongst the participants. As can be seen above in the Figure 6, the answering options were 0-1 times per month, 2-3 times per month, 4-5 times per month, 6+ times per month. The largest percentage was 33,1 % and was in the category of 2-3 times per month. The second largest percentage was in 6+ times per month with a 24,5 % of answers. The third largest was 4-5 times per month with 22,4 % and fourth and last was 0-1 times per month with 20 %. The total number of answers was 245.

5. How often do you eat in a restaurant, pub or a bar (excluding lunch)?

How often do you eat in a restaurant, pub or a bar (excluding lunch)?

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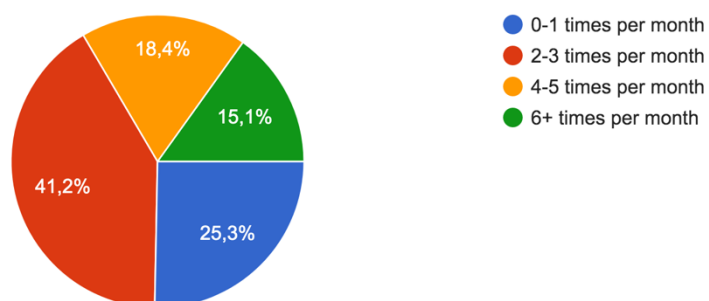


Figure 7. How often do you eat in a restaurant, pub or a bar? (excluding lunch).

The fifth question was aimed to determine the number of eating times in a restaurant, pub or a bar and was aimed to exclude lunch as in Finland, having lunch in a restaurant is very common in work places and can give irrelevant data for this survey analysis. As can be seen above in the Figure 7, the answering options of this question were 0-1 times per month, 2-3 times per month, 4-5 times per month, 6+ times per month. The largest percentage was 41,2 % and this was in the option 2-3 times per month. The second largest percentage was in the option 0-1 times per month with a total of 25,3 %. The third largest was in 4-5 times per month, which had a total of 18,4 % and the fourth and last option was 6+ times per month and had a total of 15,1 %. A total number of 245 responds was given in this section.

6. How often do you order wine when eating in a restaurant, pub or a bar?

How often do you order wine when eating in a restaurant, pub or a bar?

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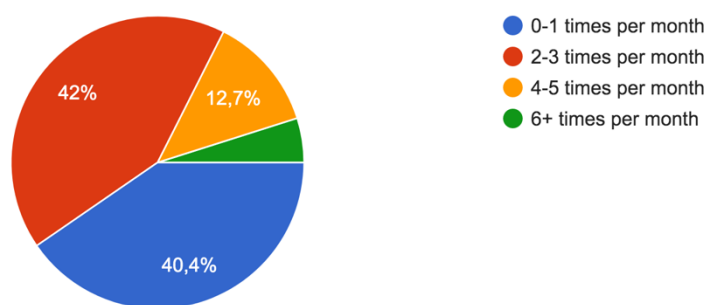


Figure 8. How often do you order wine when eating in a restaurant, pub or a bar?

The sixth question in this survey was to determine the number of times the participant orders wine when eating in a restaurant, pub or a bar. As can be seen above in the Figure 8, the options were 0-1 times per month, 2-3 times per month, 4-5 times per month, 6+ times per month. The largest number of responds were on the option 2-3 times per month and had a percentage total of 42 %. The second largest percentage was in the option 0-1 times per month with a total of 40,4 %. The third largest percentage was in the option 4-5 times per month with a total of 12,7 %, leaving 6+ to have the lowest percentage of 4,9 %. The total number of answers was 245 in this question.

7. How important is it for you that the wine you are buying is organic or biodynamic?

How important is it for you that the wine you are buying is organic or biodynamic?

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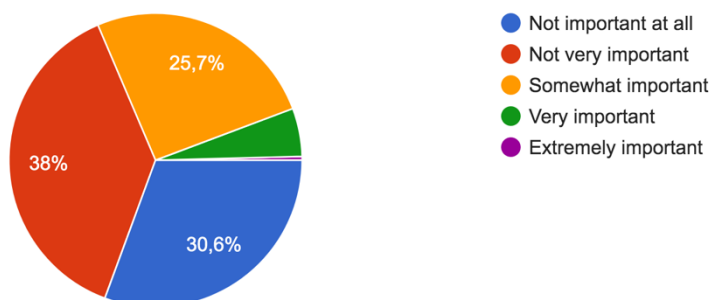


Figure 9. How important is it for you that the wine you are buying is organic or biodynamic?

In the seventh question the aim was to determine how important for the respondent is that the wine they are buying is organic or biodynamic. This question is the first of 12 questions in this survey that have the same five answering options that are Not important at all, Not very important, Somewhat important, Very important, Extremely important. As can be seen above in the Figure 9, the largest percentage of answers in this question was in the option Not very important with a total of 38 %. The second largest percentage was in the Not important at all option with a total of 30,6 %. The third highest percentage was in the option Somewhat important with a total of 25,7 %. The fourth largest percentage was in the option Very important with a total of 5,3 %, leaving the option Extremely important to have the lowest percentage of 0,4 %. The total number of replies in this question was 245.

8. How important is the country of origin of the wine for you?

How important is the country of origin of the wine for you?

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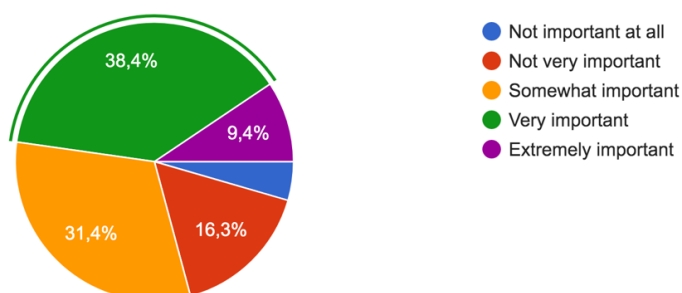


Figure 10. How important is the country of origin of the wine for you?

The eighth question in this survey was to determine how important for the participant is the country of origin of the wine. As can be seen above in the Figure 10, the answering options were Not important at all, Not very important, Somewhat important, Very important, Extremely important. The highest percentage of answers were in the option Very important and had a total percentage of 38,4 %. The second largest percentage was in the option Somewhat important with a total of 31,4 %. The third largest percentage was in the option Not very important with a total of 16,3 %. The fourth largest percentage was in the option Extremely important with a total of 9,4 %, leaving the lowest percentage to the option Not important at all with a total of 4,5 %. The total number of participants in this question was 245.

9. Which of these wine styles do you prefer buying?

Which one of these wine styles do you prefer buying?

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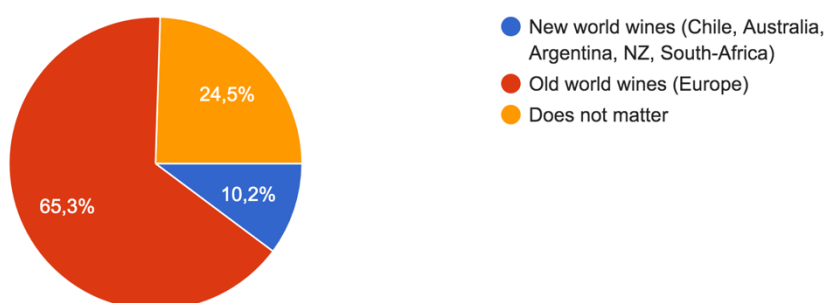


Figure 11. Which one of these wine styles do you prefer buying?

The ninth question was the only one with 3 answering options, that can be seen above in the figure 11, were New world wines (Chile, Australia, Argentina, NZ, South-Africa), Old world wines (Europe), Does not matter. The idea was to understand if the participants prefer Old World Wines or New World Wines. The majority of the responds, a total percentage of 65,3 %, was in the option Old World Wines and that 24,5 % was in the option Does not matter. This meant that only 10,2 % of the responds were in the option New World Wines. The total number of responds was 245.

10. When buying wine in a restaurant, how important is it for you that you have heard the wine producers name before?

When buying wine in a restaurant, how important is it for you that you have heard the wine producers name before?

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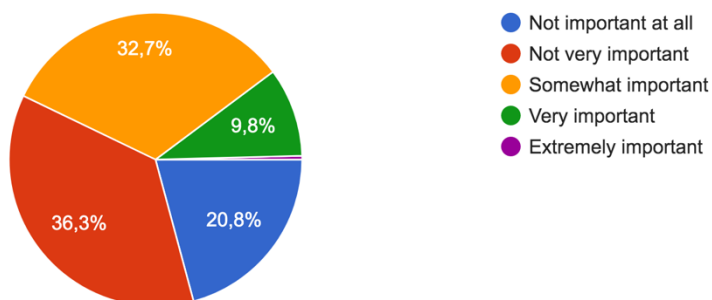


Figure 12. When buying wine in a restaurant, how important is it for you that you have heard the wine producers name before?

As can be seen above in the Figure 12, the question number ten was aimed to determine that how important for the participants is that they have heard the wine producers name before they are ordering the wine. The answering options for this question were Not important at all, Not very important, Somewhat important, Very important, Extremely important. The highest percentage was in the option Not very important with a total of 36,3 %. The second highest was in the option Somewhat important with a total of 32,7 %. The third highest percentage was in the option Not important at all with a total of 20,8 %. The fourth largest percentage was in the option Very important with a total of 9,8 % and the last lowest percentage of 0,4 % was in the option Extremely important. The number of answers in this question was 245.

11. How important is it for you that you know the wine from before, before ordering it?

How important is it for you that you know the wine from before, before ordering it?

245 vastausta

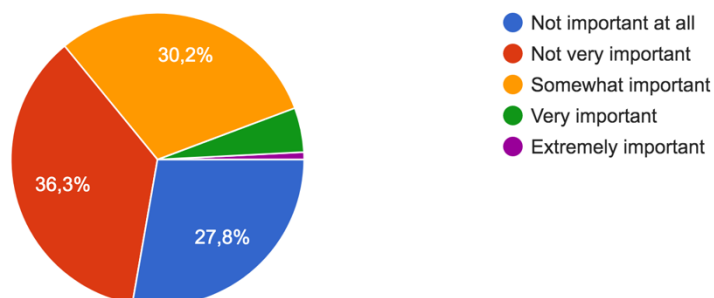


Figure 13. How important is it for you that you know the wine from before, before ordering it?

The question number eleven was designed to determine that how important for the participants is that they know the wine from before, before they are ordering the wine. In the Figure 13, it can be seen that the options for this question were Not important at all, Not very important, Somewhat important, Very important, Extremely important. The largest percentage of the answers were in the option Not very important with a total of 36,3 %. The second largest percentage was in the option Somewhat important with a total of 30,2 %. The third largest was in the option Not important at all with a total of 27,8 %. The fourth highest percentage was in the option Very important with a total of 4,9 %, leaving the option Extremely important to be the lowest with a percentage of 0,8 %. The total number of replies in this question was 245.

12. How important is it for you that the wine you are ordering is also available through Alko?

How important is it for you that the wine you are ordering is also available through Alko?

245 vastausta

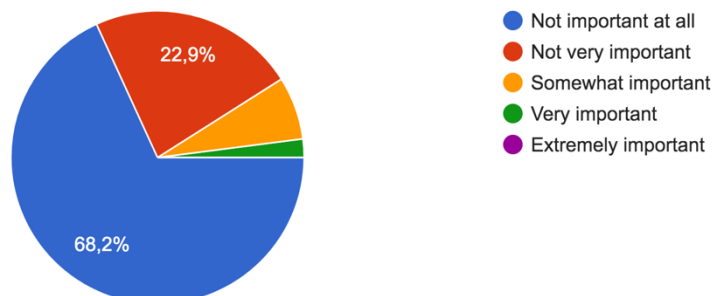


Figure 14. How important is it for you that the wine you are ordering is also available through Alko?

The question number twelve was aimed to understand that is it important for the respondents that the wine they are ordering is also available in Alko (a Finnish Government Enterprise for alcoholic beverages). As can be seen above in the Figure 14, the answering options for this question were Not important at all, Not very important, Somewhat important, Very important, Extremely important. The highest percentage of answers came from the option Not important at all, receiving a total of 68,2 %. The second largest percentage was in the option Not very important with a total of 22,9 % and the third highest percentage was in the option Somewhat important with a total of 6,9 %. The fourth and lowest percentage of 2 % was in the option Very important, meaning that the option Extremely important had no responds at all. The total number of responds in this question was 245.

13. How important is it for you to search information online about the wine you are purchasing?

How important is it for you to search information online about the wine you are purchasing?

245 vastausta

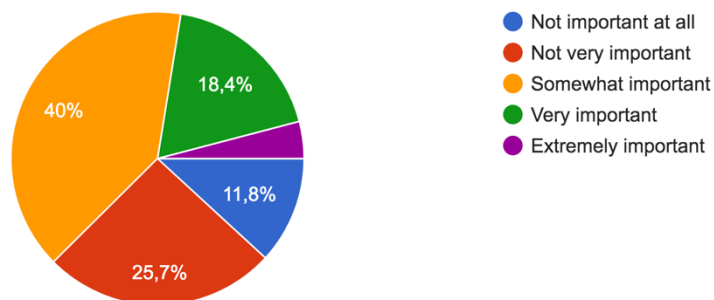


Figure 15. How important is it for you to search information online about the wine you are purchasing?

The question number thirteen was created to determine how important for the respondents is to search information online about the wine they are purchasing. As seen in the Figure 15, the answering options were Not important at all, Not very important, Somewhat important, Very important, Extremely important. The highest percentage of answers was in the option Somewhat important with a total of 40 %. The second highest percentage was in the option Not very important with a total of 25,7 %. The third highest percentage was in the option Very important with a total of 18,4 %. The fourth largest percentage was in the option Not important at all with a total of 11,8 %, leaving the option Extremely important in the last position with a total of 4,1 %. The total amount of answers in this question was 245.

14. How important role in your wine decision making does the restaurant employee/waiter have?

How important role in your wine decision making does the restaurant employee/waiter have?

244 vastausta

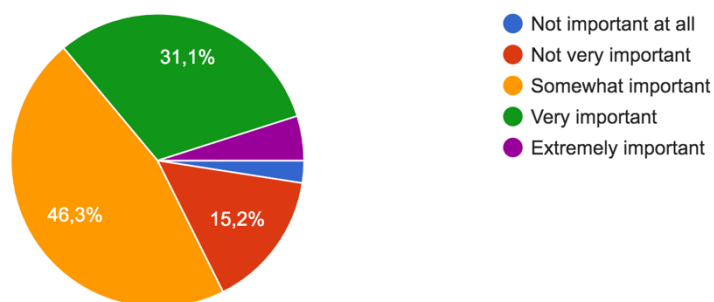


Figure 16. How important role in your decision making does the restaurant employee/waiter have?

The question number fourteen was aimed to understand how important role for the participant does the restaurant employee or waiter have when they are choosing a wine. As seen in the Figure 16, the options for this question were Not important at all, Not very important, Somewhat important, Very important, Extremely important. The largest percentage of the answers were in the option Somewhat important with a total of 46,3 %. The second highest percentage was in the option Very important with a total of 31,1 %. The third highest percentage was in the option Not very important with a total of 15,2 %. The fourth highest percentage was in the option Extremely important with a total of 4,9 %, meaning that the lowest percentage was in the option Not important at all with a total of 2,5 %. In this question, a total number of replies was 244.

15. How important role does the food you are ordering have on your choice of wine?

How important role does the food you are ordering have on your choice of wine?

244 vastausta

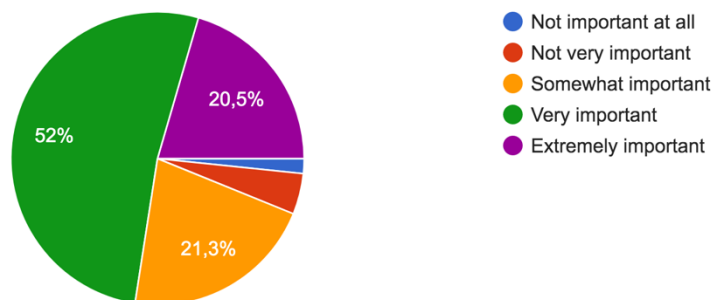


Figure 17. How important role does the food you are ordering have on your choice of wine?

The question number fifteen was created to understand that how important role for the participants does the food they are ordering have on their choice of wine. As can be seen in the Figure 17, the answering options were Not important at all, Not very important, Somewhat important, Very important, Extremely important. The highest percentage of answers were in the option Very important with a total of 52 %. The second highest percentage was in the option Somewhat important with a total of 21,3 %. The third highest percentage was in the option Extremely important with a total of 20,5 %. The fourth highest percentage was in the option Not very important with a total of 4,5 %, meaning that the lowest percentage was in the option Not important at all with a total of 1,6 %. The total number of replies in this question was 244.

16. How big importance does the grape of the wine have in your buying decision?

How big importance does the grape of the wine have in your buying decision?

245 vastausta

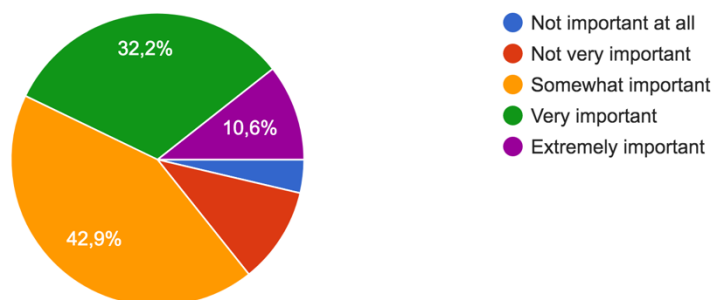


Figure 18. How big importance does the grape of the wine have in your buying decision?

The question number sixteen was aimed to determine the importance of the grape of the wine in the buying decision of the participant. As seen in the Figure 18, the options for this question were Not important at all, Not very important, Somewhat important, Very important, Extremely important. The largest percentage of this question was in the option Somewhat important with 42,9 %. The second largest percentage was in the option Very important with 32,2 %. The options Extremely important and Not very important shared the same percentage of 10,6 %, while the lowest percentage was in the option Not important at with 3,7 %. The amount of answers in this question was 245.

17. How important role does wine advertisements in the restaurant have on your buying decision?

How important role does wine advertisements in the restaurant have on your buying decision?

245 vastausta

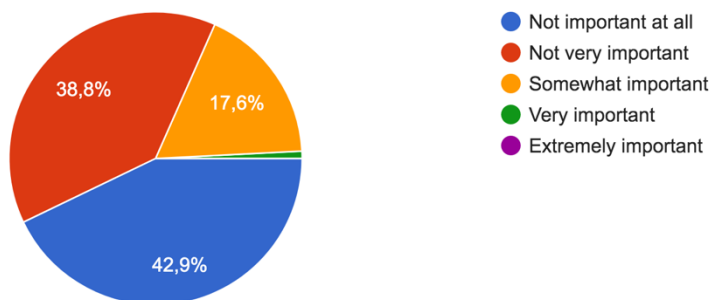


Figure 19. How important role does wine advertisements in the restaurant have on your buying decision?

The seventieth question was designed to find out how important role the wine advertisements in the restaurant have on the participants buying decision. As seen in the Figure 19 above, the questions answering options were Not important at all, Not very important, Somewhat important, Very important, Extremely important. The highest percentage of the answers were in the option Not important at all with a total of 42,9 %. The second highest percentage was in the option Not very important with a total of 38,8 % and the third highest percentage was in the option Somewhat important with a total of 17,6 %. The lowest percentage was in the option Very important with 0,8 % and the option Extremely important had no replies at all. The number of answers in this question was 245.

18. How important role does advertisements from other sources (internet, print media) have on your buying decision?

How important role does advertisements from other sources (internet, print media) have on your buying decision?

244 vastausta

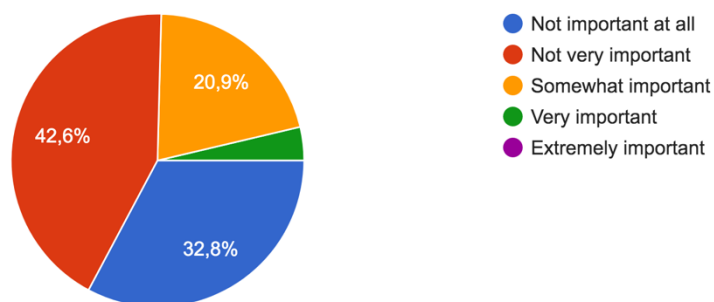


Figure 20. How important role does advertisements from other sources (internet, print media) have on your buying decision?

The question number eighteen was aimed to discover how important role the advertisement from sources, such as print media and internet, have in the respondent's wine buying decision. The answering options in this question were Not important at all, Not very important, Somewhat important, Very important, Extremely important. As seen in the Figure 20 above, the highest percentage of answers were in the option Not very important with a total of 42,6 %. The second highest percentage was in the option Not important at all with total of 32,8 % and the third highest percentage was in the question Somewhat important with a total of 20,9 %. The lowest percentage was in the option Very Important with a total of 3,7 % and the option Extremely important had no answers at all. The amount of answers received in this question was 244.

19. How important role does the price of the wine bottle have on your buying decision?

How important role does the price of the wine bottle have on your buying decision?

245 vastausta

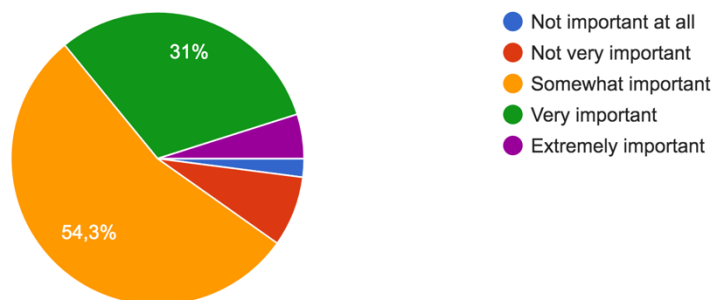


Figure 21. How important role does the price of the wine bottle have on your buying decision?

The question number nineteen was designed to understand how important role the price of the wine bottle has in the participants wine buying decision. As seen in the Figure 21, the question options for this question were Not important at all, Not very important, Somewhat important, Very important, Extremely important. The highest percentage of the options was in the option Somewhat important with a total of 54,3 %. The second highest percentage was in the option Very important having 31 %. The third highest percentage was in the option Not very important with a total of 7,8 %. The second lowest percentage was in the option Extremely important with a total of 4,9 %, leaving the option Not important at all to the lowest percentage of 2 %. The number of responds to this question was 245.

20. How much do you feel comfortable at spending on a bottle of wine at a restaurant on average?

How much do you feel comfortable at spending on a bottle of wine at a restaurant on average?

245 vastausta

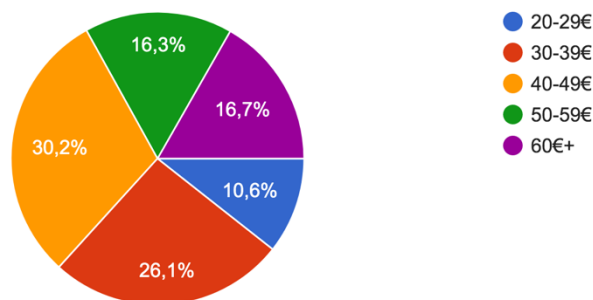


Figure 22. How much do you feel comfortable at spending on a bottle of wine at a restaurant on average?

The twentieth and the last question of this survey was about finding out how much the participants feel comfortable at spending on a bottle of wine in a restaurant on average. As seen in the Figure 22, the question options were 20-29€, 30-39€, 40-49€, 50-59€, 60€+. The highest percentage was in the option 40-49 € with a total of 30,2 %. The second highest percentage was in the option 30-39€ with a total of 26,1 %. The third highest percentage was in the option 60+ € with a total of 16,7 %. The second lowest percentage was in the option in the 50-59 € with total of 16,3 %, leaving the option 20-29 € to have the lowest percentage of 10,6 %. The amount of answers in this question was 245.

5 Analysis

The demographic figures in this survey provided a variety of solid information that is analysed in this chapter. The majority of the respondents were males in this survey with a total percentage number of 59,6 % but a solid number of female respondents answered the survey also with a total percentage number of 40,4 %. The largest age group that answered in this survey was from the age group of 26-35 with a 42,9 % but in overall, but the survey created a vast number of responds from various different age groups as all age groups between 18-60+ were represented. One of the main reasons why 26-35 was the largest age group of respondents can be that the thesis's writer is within that age group and thus the majority of friends is in that particular group. The majority of the participants in this survey live in the Helsinki Metropolitan area with an overall percentage of over 60 %. The survey however created interest very widely as answers from 32 different cities were collected with some of them being outside of Finland.

The majority of the respondents visit a restaurant, pub or a bar 2-3 times per month with the second highest being 6+ times per month. The third largest group was 4-5 times per month with 22,4 % and this means that if these three highest percentages are put together, a total percentage of 80 % is the result. The outcome of this means that participants from this survey eat in a restaurant at least 2 times per month. The next question's answers provide us with information that when participants go to a restaurant, pub or a bar, they most likely will eat there also as the highest number of answers was given to option 2-3 times per month with a total percentage of 41,2 %. The answers in this question excluded daily lunches and even when they are excluded from the results, a majority of respondents still eat while visiting a restaurant, pub or a bar. When asked about how often participants order wine when eating in a restaurant, a combined 59,6 % of the participants order wine 2-6+ times per month and 40,4 % of the participants order 0-1 times per month. This shows that participants are likely to order wine while having a dinner or eating in a restaurant.

The participants do not think that it is important if the wine they are ordering is organic or biodynamic wines as 38 % of respondents think that it is not very important and 30,6 % think it is not important at all. However, 25,7 % think that it is Somewhat important and only a combined 5,7 %, value organic and biodynamic wines.

The wine's origin however has an interest amongst participants as 38,4 % value it as Very important and the second largest group of answers is in Somewhat important. The results show that especially the Old world wines (from Europe) interest participants as they value them with a majority percentage of 65,3 %, with only 10,2 % of participants preferring New world wines.

Only 10 % of the participants think it is important that they have heard the wine producers name before they are ordering the wine and the 57,1 % majority of respondents think it is not important. This same can be determined from the results in the next question as 64,1 % of all respondents think it is not important that they do not know the wine from before, before ordering the wine. Only 5,7 % value the option of knowing the wine from before and 30 % think it Somewhat important. For a vast majority of the participants, with a staggering combined percentage of 91,1 %, it is not important that the wine they are buying in a restaurant is available in Alko, a Finnish government alcohol store.

For searching information online before ordering the wine, a majority of people do not have a clear opinion with 40 % answering that it is Somewhat important. However, 18,4 % do search information online and is understandable with the current online search tools being so easily available.

The restaurant employee or waiter however tends to have a somewhat important role in the wine buying decision as 46,3 % value it Somewhat important and 31,1 % value it as important. Only 2,5 % think it is not important at all, so it can be assumed that the restaurant employee can have an impact on the decision.

The food the participants are ordering does have a big impact on their choice of wine as a vast combined majority of 72,5 % think that it is important. What is interesting in these results is that from the rest of the answers left in this question, 21,3 % think it is Somewhat important. This information provides us with an assumption that the food participants are about to eat, really does affect in their choice of wine.

According to the results, the grape of the wine also affects the wine buying decision as 42,8 value it important and 42,9 Somewhat important. This means that the grape type does have an interest for the participants, even if in some extent it is not the most important category to consider.

Over 80 % of the participants think that advertisements in the restaurant are not important and it can be assumed after the results that advertising is generally not important as also in the next question about other advertising channels, the 75 % majority do not consider advertising to affect their wine purchasing decision.

The price of the wine however has somewhat importance for the participants as 54,3 % value it Somewhat important and 31 % value it important. This means that the price of the wine has an impact to some extent.

The majority of participants think that the wine bottle should be priced between 30-50 euros with a combined total percentage of 56,3 %. What might be surprising is that a combined 33 % of all the participants are willing to spend 50+ euros on a bottle of wine, leaving the least picked option to be 20-29 euros.

6 Suggestions and conclusion

Based on the data and analysis in this survey there is a number of different factors that affect consumer decision making when buying a wine in a restaurant. The consumers are likely to eat in a restaurant more than 2 times per month excluding the lunch and are likely to order wine while eating in a restaurant and there are several factors that affect the consumers wine purchasing decision in a restaurant.

Based on the results in this survey, consumers rarely value organic or biodynamic wine when ordering wine in a restaurant and are more interested in the origin of the wine. This means that the Old world wines that are produced in Europe, rather than New world wines, are the ones that are likely to be purchased and thus concentrating on offering a good selection of Old world wines for the consumer can be the key for successful business. The consumers, according to this survey, do not think that they need to know the wine producer from before and the same applies for hearing about the wine producers name before, while also the wines that are bought in the restaurant do not have to be in the Alko selection.

Even in this era of online search tools, the majority of consumers do not search information online before making the wine purchasing decision in the restaurant. They also do not value advertising neither in the restaurant or from other sources when they are about to buy wine, which means that spending large sum of money on advertising can be a waste of resources. Rather than spending money on advertising, the restaurant employees and waiters should be educated to know about the wines as they have a role in the consumers buying decision process and thus can make a difference.

Another major concentration factor in the consumers wine purchasing decision is the food and the grape. Both of these have a significant impact on the consumers buying decision and should be treated as so. This means that a variety of wines from different grapes should be presented in the restaurant and also paired with the restaurant's food menu. They should be thought in a way that the food and the wine have a symbiosis of flavours and can benefit from each other. This in reality also correlates with the restaurant employee's knowledge base as they need to be educated to know what wine & food combination's work together. If the restaurant changes their food menu often, then the wine selection should be updated as well, in order to keep the harmony between the food and the wine.

As seen in the analysis, the price of the wine bottle can affect the consumers buying behaviour and prices should be kept decent. According to the results in this survey, the average price of the wine bottle in a restaurant should be between 30-50 euros and can maybe accompanied with few more expensive options of 60+ euros. This could lead to the solution that every individual client can pick from the option that suits their needs best.

As a conclusion, this survey and research was successful as real-life data from the consumers buying behaviour and decision was collected and analysed. This means that the results and suggestions from this survey can be adapted to real-life business and can provide the case company Wihuri Wine Academy some important information. From this information, a working business plan can be developed, and the results could help the company in their product placement.

7 Credibility

The credibility of this survey can be seen good as a total number 245 participants answered in the survey. This means that the data that was gathered from around Finland and from different age groups make the results valid and reliable. All the respondents were given the same URL-link online and the database and questions were same for all participants. This created solid reliable data that can be used further on.

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Appendices

Appendix 1; Survey Questions

Appendix 1: Survey Questions

1. Gender? Male, Female
2. Age? 18-25, 26-35, 36-45, 46-59, 60+
3. City of residence
4. How often do you visit a restaurant, pub or a bar?
0-1 times per month, 2-3 times per month, 4-5 times per month, 6+ times per month
5. How often do you eat in a restaurant, pub or a bar?
0-1 times per month, 2-3 times per month, 4-5 times per month, 6+ times per month
6. How often do you order wine when eating in a restaurant, pub or a bar?
0-1 times per month, 2-3 times per month, 4-5 times per month, 6+ times per month
7. How important is it for you that the wine you are buying is organic or biodynamic?
Not important at all, Not very important, Somewhat important, Very important, Extremely important
8. How important is the country of origin of the wine for you?
Not important at all, Not very important, Somewhat important, Very important, Extremely important
9. Which one of these wine styles do you prefer buying?
New world wines (Chile, Australia, Argentina, NZ, South-Africa), Old world wines (Europe), Does not matter
10. When buying wine in a restaurant, how important is it for you that you have heard the wine producers name before?
Not important at all, Not very important, Somewhat important, Very important, Extremely important
11. How important is it for you that you know the wine from before, before ordering it?
Not important at all, Not very important, Somewhat important, Very important, Extremely important
12. How important is it for you that the wine you are ordering is also available through Alko?
Not important at all, Not very important, Somewhat important, Very important, Extremely important
13. How important is it for you to search information online about the wine you are purchasing?
Not important at all, Not very important, Somewhat important, Very important, Extremely important
14. How important role in your decision making does the restaurant employee/waiter have?
Not important at all, Not very important, Somewhat important, Very important, Extremely important
15. How important role does the food you are ordering have on your choice of wine?
Not important at all, Not very important, Somewhat important, Very important, Extremely important
16. How big importance does the grape of the wine have in your buying decision?
Not important at all, Not very important, Somewhat important, Very important, Extremely important
17. How important role does wine advertisements in the restaurant have on your buying decision?
Not important at all, Not very important, Somewhat important, Very important, Extremely important
18. How important role does advertisements from other sources (internet, print media) have on your buying decision?
Not important at all, Not very important, Somewhat important, Very important, Extremely important

19. How important role does the price of the wine bottle have on your buying decision?

Not important at all, Not very important, Somewhat important, Very important, Extremely important

20. How much do you feel comfortable at spending on a bottle of wine at a restaurant on average?

20-29€, 30-39€, 40-49€, 50-59€, 60€+