Alamanos E, Kuznesof S, Ritson C. [The influence of holidays on wine purchasing behaviour: Marketing and tourism insights based on a holiday experience in Greece](#). *International Journal of Tourism Research* 2014 DOI: 10.1002/jtr.1999

Copyright:

This is the peer reviewed version of the following article: Alamanos E, Kuznesof S, Ritson C. [The influence of holidays on wine purchasing behaviour: Marketing and tourism insights based on a holiday experience in Greece](#). *International Journal of Tourism Research* 2014, DOI: 10.1002/jtr.1999, which has been published in final form at <http://dx.doi.org/10.1002/jtr.1999>. This article may be used for non-commercial purposes in accordance With Wiley Terms and Conditions for self-archiving'

DOI link to article:

<http://dx.doi.org/10.1002/jtr.1999>

Date deposited:

07/04/2015

Embargo release date:

24 February 2016

This work is licensed under a [Creative Commons Attribution-NonCommercial 3.0 Unported License](#)

The influence of holidays on wine purchasing behaviour
Marketing and tourism insights based on a holiday experience in Greece

Eleftherios Alamanos ^{*1}, Sharron Kuznesof² and Christopher Ritson³

¹ *Lincoln Business School, University of Lincoln
Brayford Pool, Lincoln, LN6 7TS, UK
Phone: +44(0)1522 835691
Email ealamanos@lincoln.ac.uk*

² *School of Agriculture, Food and Rural Development, Newcastle University,
Newcastle Upon Tyne, NE1 7RU, UK
Phone: +44(0)1912228889
Email sharron.kuznesof@ncl.ac.uk*

³ *School of Agriculture, Food and Rural Development, Newcastle University,
Newcastle Upon Tyne, NE1 7RU, UK
Phone: +44(0)1912226909
Email christopher.ritson@ncl.ac.uk*

* Corresponding author

ABSTRACT

This study explores the influence of a holiday experience in a wine producing country on consumers' future wine purchasing intentions. The paper reports findings from eight focus groups with UK wine consumers who have holidayed in Greece. The findings suggest that the effect is greater on high involved wine consumers and depends on their knowledge about the wines from this particular country, specifically the grape varieties and the wine producing areas, including areas with territorial certifications. This post-holiday effect facilitates the regeneration of memories from holidays when back in the home country which can also generate interest for wine from the holiday destination and facilitate the development of alternative tourism activities such as wine tourism.

Keywords: wine consumption, holiday destination effect, consumer behaviour, local food, post-holiday consumption

INTRODUCTION

Travel destination and country of origin are concepts highly related to country images, linking them to local products. However, previous literature has not examined these concepts together (Lee and Lockshin, 2011, Chang *et al.*, 2010). Previous research on “country of origin” has examined consumers' perceptions of products available in their home countries, with little regard to the influence of visits to other countries on their post-holiday purchasing behaviour. In addition, little is known about the relationship between tourists' image of a destination and their beliefs about a destination's domestic products (Lee and Lockshin, 2011).

Local food is one of the main products which is highly related to both country of origin and tourism. Historically-situated local foods are rooted in cultural norms and mores, determined by topography and climate and shaped by artisanal skills (Fischler, 1988). Local food includes “not only the food which is locally produced but also food which requires raw material from outside an area, but that is processed locally and thereby given a local or regional identity” (Nummedal and Hall, 2006). As local foods can offer unique culinary experiences, they are among the main attributes of a successful tourism destination (Horng and Tsai (2012). It is therefore perhaps unsurprising that food tourism has become a popular form of tourism (Kim *et al.*, 2011) with local cuisines a major attraction (Kim *et al.*, 2009).

Our study examines the influence a holiday experience at a major summer holidays destination has on tourists’ post-holiday wine purchasing behaviour in their home country. Specifically, the study focuses on holiday destinations which produce wines with a low penetration in the international market. We believe that this can have an effect on the economy of these countries by increasing their market share in the international wine market and by attracting new visitors to this area.

Wine is the main focus of our study as it is a product which has developed strong relationship with its country and its region of origin (Bruwer and Johnson, 2010). It is both marketed and regulated on the basis of its place of origin (Famularo *et al.*, 2010).

Greece as a holiday destination, and UK consumers, were used as the focus for this study. Greece is among the ten most popular destinations for UK tourists (Office for National Statistics, 2011) and has a long association with viniculture (Vrontis and Papasolomou, 2007). Most wines are produced from indigenous grape varieties which can generate interest for tourists in general and wine consumers in particular. The

varieties can offer a distinct experience to wine consumers and therefore can constitute a competitive advantage for Greek wine producers. The image of the Greek wines has also improved over the past few years as Greek wines have been awarded in international wine competitions and exhibitions (Bachelor, 2012).

However, Greek wines are not widely available in UK (Mintel, 2012). The value of Greek wine exports to the UK has decreased in the last decade and represents only 2.5% of total Greek wine exports (Hellenic Foreign Trade Board, 2012). Wines from Greece hold small market shares in most international markets. The two most successful markets for Greek wines are Germany and France, two countries with large wine production and strong brand names. Greek exports in these two markets represent 40% and 15% of the total Greek wine exports (Hellenic Foreign Trade Board, 2012). This low import penetration of Greek wines in the UK and the international market makes Greece a more suitable case study to examine the research question compared to other wine producing countries such as France, Italy, and Spain. Hence, this study adds to current knowledge by examining the degree to which wine regional branding is linked with tourism.

The paper is organised as follows. The next section presents a comprehensive literature review of the relationship between food and tourism followed by a discussion on the methodology employed in the study. The main findings are provided in another section whilst conclusions, limitations and suggestions for future research are discussed towards the end of the paper.

LOCAL FOOD AND TOURISM

Sampling local foods is an essential part of a holiday experience. It can be considered as both a cultural activity and a form of entertainment (Hjalager and Richards, 2002) as tourists are introduced to new flavours and culinary traditions of their holiday destinations (Fields, 2002). The demand for locally produced foods can create links between tourism and food (Alonso and Northcote, 2010, Tregear *et al.*, 2007) by adding value to a geographical location as a tourist destination point (Horng and Tsai, 2012) thereby contributing to the area's development (Famularo *et al.*, 2010). This value is greater when local food is protected by territorial certifications such as the Protected Designations of Origin (PDOs) and Protected Geographical Indications (PGIs) associated with the EEC Regulation 2081/92 (Tregear *et al.*, 2007).

Local food is an important factor in creating a competitive advantage for a tourism destination (Horng and Tsai, 2012). Tasting local food satisfies tourists' appetites and offers local cultural experiences (Kim *et al.*, 2009). Therefore tourists' food preferences can influence the choice of holiday destination (Mak *et al.*, 2011). The incorporation of food-related activities in holiday packages creates new interest for tourists and may extend the duration of their visit (Alonso and Northcote, 2010) as tourists seek new activities (Marzo-Navarro and Pedraja-Iglesias, 2009) and tend to adopt more adventurous consumption behaviour (Chang *et al.*, 2010).

Lee and Lockshin (2011) examined whether a country's image as a tourist destination influences consumers' perceptions of the country's products. They identified a sequential process whereby consumers first form an image of the country of origin from the destination image before using this to influence product beliefs. Thereby, a favourable destination image leads to positive product beliefs.

Further research on local foods and tourism have focused on: satisfaction from food tourism visit experiences and future intentions to revisit a particular area (Kim *et al.*, 2011; Moutinho *et al.*, 2012); the role of food as a means of attracting tourists to a particular area (Horng and Tsai, 2012); tourists' food consumption behaviour (Kim *et al.*, 2011); tourists' dining experiences and other food and beverage related activities at destinations such as food tourism, wine tourism, food events (Yuan *et al.*, 2008); and the contribution of these activities to the local economy (Scherrer *et al.*, 2009). However, very little research has examined the behavioural intentions of tourists to acquire, prepare and eat foods sampled whilst on holiday when they return home (Kim *et al.*, 2009).

WINE

Wine is one of the main food products which has created value for rural areas as it offers employment opportunities and corporate investments (Marzo-Navarro and Pedraja-Iglesias, 2009). Wine has also generated rural tourism activities such as wine routes (Alonso and Northcote, 2010), which have been developed at many wine producing areas, especially those with territorial certifications (Gomez and Molina, 2012; Scherrer *et al.*, 2009). Previous studies on wine tourism have examined the socioeconomic and consumption characteristics of winery visitors (Charters and Ali-Knight, 2002), wine lifestyle (Bruwer and Li, 2007), and the socioeconomic impact of wine tourism (Marzo-Navarro and Pedraja-Iglesias, 2009). Lopez-Guzman *et al.*, (2011) have identified that visits to wineries are motivated by the curiosity of consumers who drink the wineries' wines at home.

Another potential activity incorporated into holidays is wine festivals which enhance tourism in wine producing destinations (Yuan *et al.*, 2008). However, participation at wine-related activities is influenced by a high degree of involvement of a potential tourist-consumer with wine (Marzo-Navarro and Pedraja-Iglesias, 2009, Famularo *et al.*, 2010). Wine is a product with which consumers form a personal relationship, therefore the collection of information about the wines of a particular country is very important for high involved consumers (Bruwer and Johnson, 2010).

Brown and Getz (2005) suggest that consumers who visit a particular area and taste its wines can become loyal or frequent consumers and promote the wines via word of mouth. In addition, wine tourism has been identified as an important factor influencing the recall of a wine's region of origin during the purchasing decision process (Famularo *et al.*, 2010). Yuan *et al.* (2008) suggest that future research should examine the effect of wine tourism on post-holiday consumer behaviour because of its value creating abilities for the tourism destination. In relation to the post-holiday purchasing behaviour of UK wine consumers, Chancy (2002), in a study which examined the perceived image of Swiss wine, found that UK consumers tend to be influenced by the local food and drinks of the places that they visit.

The literature review presented in this section describes the main links between country of origin, tourism, and food in general, and wine in particular. This study examines the consumption and purchasing behaviour of UK wine consumers and investigates the area of post-holiday consumption and purchasing behaviour of tourists. Given the scarcity of previous work in this area, our paper aims at shedding light on this not well researched area. Therefore, our study addresses the following research question:

Does a tourism experience in Greece have an effect on UK tourists' long term wine purchasing behaviour and on the intentions to buy wine from Greece in the UK in the future? What are the implications of this influence for tourism?

METHODOLOGY

Focus group discussions were employed to explore UK consumers' post-holiday wine consumption and purchasing behaviour (Smithson, 2000). Participants were adults aged 18+, wine consumers who had bought at least one bottle of wine the month prior to the discussion (Perrouy *et al.*, 2006), had been on holidays in Greece, and had tried local wines while they were there. A total of 39 wine consumers, all members of different households, participated in one of 8 focus groups held between January and April 2007 in the North East of England.

A semi-structured discussion guide containing four question areas was used to focus the discussion (Bryman, 2004). The first question was an ice-breaker aimed to facilitate participants' comfort in the discussion environment. The second question area aimed to prompt discussions between participants regarding their general wine consumption. The third question area aimed to facilitate the discussion between participants about their general wine purchasing behaviour. The fourth question area aimed to prompt an in-depth discussion about the effect that holidays have on participants' post-holiday consumption in general and in relation to wine in particular. Two pilot focus groups were employed to assess the flow of the questions and refine question wording (Skinner *et al.*, 2003).

Participants were purposively selected (Malhotra and Peterson, 2006) by non-probability method (Hair *et al.*, 2007), using convenience sampling (Birkett *et al.*, 2004)

as the aim of the study was to facilitate an understanding of the topic and not to generalise the findings (Chang *et al.*, 2010). Based upon the importance of involvement in wine for wine tourism identified within the literature (Marzo-Navarro and Pedraja-Iglesias, 2009, Famularo *et al.*, 2010), highly involved wine consumers were recruited through two wine schools which operate in the area which provide the opportunity to learn about wine production in general and more specifically the grape varieties of the main wine producing countries. This was based on the hypothesis that those who attend wine classes display a higher degree of involvement with wine compared to those who do not attend such classes. Less involved wine participants were recruited through personal contacts. Discussants' profiles varied by age, gender and socioeconomic categorization, with similar profiles within groups to encourage participants' interaction (Table 1) (Charters and Pettigrew, 2006).

[Take in Table 1 here]

Participants' consent was given to record digitally the discussions (McLellan *et al.*, 2003). NVivo7 was used to manage full transcripts of the discussions and facilitate data coding, thereby reducing the administrative time spent on physically organizing data (Tung and Ritchie, 2011).

A thematic analysis was applied to each of the main discussion areas (Guest *et al.*, 2006). During the initial coding phase, involvement with wine was identified as a key concept in examining participants' wine related behaviour. Level of involvement formed the basis of a behavioural segmentation. Individuals were coded within NVivo7 as 'cases', and one level of this variable (high involved, low involved) was attached to

each participant. This grouping was based on participants' replies to a question in the focus groups asking them whether they attend wine events and read wine reviews. Based on the responses, eleven participants who attend wine classes and read wine reviews were characterised as high involved and the remaining 28 were characterised as low involved. This categorisation facilitated a more rigorous examination of participants' behaviour. Attitudinal and behavioural differences between participants were explored by employing content analysis (Stolz and Schmid, 2008). Specifically, potential differences between high and low involved participants in relation to the main concepts identified during the initial coding were examined by running queries with NVivo7 and by examining the number of references by high and low involved participants to these concepts and whether these references were negative or positive. In the findings that follow, quotes from participants were identified by using unique identification numbers to each participant to preserve anonymity.

FINDINGS

Participants' post-holiday wine purchasing behaviour depends on several factors. The main concepts which derived from the discussions were the knowledge about the wine production in the country of origin, the territorial certifications, the price, the perceived difference in supply, and the perceived difference in taste. These concepts are explained below.

Knowledge about the wine production in the country

Knowledge about the country of origin of wine is important for UK consumers. Information about the climate and the grape varieties of a particular holiday destination were observed to influence post-holiday wine purchasing decision making.

C62 (high involved): ... if you know the climate and the grape and I think actually that wouldn't actually grow in such a hot climate or such a cold climate that would probably influence me...

This can also apply to a particular region of a country and the grape varieties which are cultivated in this area.

C63 (high involved): ... yeah, so that's true, because I would think if I am looking for certain kind of grape and it was from a region that I knew that grew that well then I would be influenced by that...

Territorial certifications

If a particular destination is a wine producing area protected with territorial certifications, this does not tend to have a significant effect on consumer post-holiday purchasing behaviour. Participants in general displayed limited knowledge about this concept and this factor was important only for high involved consumers who were familiar with the wines from these areas.

C55 (low involved): ... I do not think that I would notice this is a high quality wine because... it's something that it is subjective to you...

C81 (high involved): ... Only if it was a region that I knew exactly what to expect from that particular region ...

Price

Low involved participants tend to buy wine from lower price bands, thereby, in order to be willing to buy a wine from a country in which they have been on holidays, this wine would have to be in their personal price range.

C52 (low involved): ... definitely I am influenced by the places where I have been on holidays, but that will come down with price again...

However, most participants, in particular the low involved, stated that they would not be willing to buy a wine from a country which they had visited on holidays due to the following two factors:

Perceived difference in supply:

Many participants believe that wines in the UK are different and usually of a poorer quality compared to those sold in the domestic market of the countries of origin.

C12 (low involved): ... I have tried them in Germany and I think that is different of what they tend to market here, different from the bottles that you can get there because some friend gave us three bottles from there during Christmas and they were nothing like those you can get on the shelves, they were lovely, they get those from a wine club...

The perceived correlation between the quality and price of wine was consistent across the groups as participants at the fifth focus group expressed a similar opinion.

C51 (low involved): ... The same in France, they are like keeping the good stuff in the country...

C55 (low involved): ... I think, typically, if you are somewhere... in a particular region the wine you get, if you get a local wine, you get a good local wine from that region it will be reasonably good because it will be pretty much the best wine that they have available, they keep that, the local population and export the rest of it...

Perceived difference in taste

Most participants, in particular the low involved, were not willing to look for a wine that they drank while they were on holidays, because of the belief that the experience will not be the same and the wine will taste different (and usually inferior).

C23 (low involved): ... when you are on holidays you bring few bottles at home it doesn't taste the same here, I do not know if it is the sunshine or something else...

Wine from Greece

All participants had been to Greece on holidays and had previous experience of drinking wine while they were there. However, they were not familiar with Greek wine; as their experience was limited to consumption in Greek restaurants as an accompaniment to Greek food, and was usually the house wine of the restaurant. The main barriers to the purchase wine from Greece in the UK are discussed below:

a) Knowledge: Lack of knowledge about Greek wine is the main disadvantage. Most respondents stated that they are not familiar with wine from Greece. High involved participants discussed a lack of knowledge about the Greek indigenous grape varieties. Therefore, they do not have a reference point about the wine prior to purchase.

C66 (high involved): ... we were in Crete on holidays we stayed with... [Greek hotel], the food was outstanding and the wine had been Greek wine but I can't remember what it was ...

b) Perceptions of Retsina: Retsina had very negative connotations in terms of product quality. Most participants had drunk Retsina whilst on holiday in Greece and expressed disliking this particular type of wine. This association with Retsina influenced most participants' overall perceptions of wine from Greece.

C33 (low involved): ... I went [to Greece] some years ago and we got Retsina, and unfortunately is not a nice wine ...

c) Availability: Availability was mentioned by all participants. Most of them stated that Greek wine is not available at outlets where they usually purchase wine in UK.

C41 (low involved): ...I shop in supermarkets for wine and I do not think that there is a Greek section even in Sainsbury's, I do not think that there is a Greek section for wine, so I have to broaden my... erm... wine buying abilities to get Greek wine, so it is not very likely that I would pick it up accidentally...

Nevertheless, some high involved respondents were informed to a greater extent regarding where they can find wine from Greece. However, they also highlighted the problem of availability. Hence, where available, Greek wine was associated with limited selection.

C64 (high involved): ... I think in this country part of the problem is that there isn't really much choice even if you were looking to buy Greek wine I think Tesco is... under the hundreds of wines there are still two Greek wines, one white wine and one red, most supermarkets probably don't stock more than that...

d) Greek grape variety names: Grape variety is an important cue in the wine buying decision-making process for high involved participants. These participants identified the complexity of either pronouncing or reading the names of the indigenous Greek grape varieties. These barriers made it difficult for the participants to remember and pronounce them.

C71 (high involved): ... what stands out is that to an English person, most of the Greek names a) I can't pronounced them, b) can't read them and c) I can't remember them...

In contrast, the main characteristics of wine from Greece which participants considered as important and which could increase their knowledge about wine from Greece and therefore prompt them buy wine from Greece after coming back from their holidays are:

a) Greek grape varieties: Notwithstanding the potential complexity of Greek grape variety names, some high involved participants argued that the uniqueness of the grape varieties could be an advantage for Greek wine:

C81 (high involved): ... I would be more inclined to go for an indigenous grape... I think from the marketing point of view to be better of going for the unique angle...

b) Terroir: The second characteristic of Greek wine which was mentioned both by high and low involved participants are the suitable growing conditions because of the climate of Greece which facilitates vine cultivation.

C84 (low involved): ... Greece has almost everything needed for production of good wine ... the soil, the weather, the sun ...

C64 (high involved): ... and now I am thinking about it, why doesn't Greece have a bigger profile?... imagine the climate and the soil as well which is good for wine producing so, why not?...

Differences between high involved and low involved consumers

The second phase of the data analysis examined the differences between high and low involved participants in relation to the main concepts identified during the initial phase of the data analysis. As discussed in the methodology section, the differences were examined by running queries with NVivo7. The findings from these queries are presented in Table 2.

[Take in Table 2 here]

In relation to the knowledge about the country of origin, the eleven references by the high involved participants were all positive, whereas all the references by the low involved participants were negative. However, if the holiday destination is a wine producing area with territorial certifications this does not tend to have a big influence on consumers' consumption and purchasing behaviour mainly due to the lack of knowledge about it. Therefore, most references by the participants were negative. Price tends to have a negative effect on low involved participants and they tend to get negatively influenced by their perceptions of the taste of local wines and the perceived difference in supply of wines at the country of origin compared with the wine available in their home country.

Figure 1 summarises the proposed conceptual model of the effect of holidays on post-holiday wine purchasing behaviour in consumers' home country. Participants' post-holiday wine consumption and purchasing behaviour is directly linked with their involvement with wine. High involved participants displayed the highest degree of willingness to purchase wine from the country that they visited on holidays when they return to their home country. However, this willingness is highly related to their knowledge about the wines from that particular country, as an increased level of knowledge contributes positively towards this. In the case that the holiday destination was a wine region with a territorial certification, the certification was considered as an important wine purchasing cue only by high involved consumers. However, if high involved consumers were not familiar with the area, this would not be an important prompt to buy a wine from that country. Low involved consumers displayed a limited

knowledge about territorial certifications and this factor therefore does not influence their post-holiday wine purchasing behaviour.

The other factors which influence consumers' preferences towards the country of origin of wine do not tend to influence the adoption of a positive post-holiday wine purchasing behaviour. In addition, participants regardless of their degree of involvement with wine believe that there is a difference in supply in their home country. In other words they believe that they will not be able to find in their home country the wines which they tried while on holidays. The participants also expressed the opinion that the wines that are exported from a wine producing country are wines of lower quality compare to those which are available in the country's domestic market. Finally, all participants' regardless of their degree of involvement with wine, highlighted that they have a different perception of the taste of a particular wine while they are on holidays compared with when they try the same wine in their home country.

[Take in Figure 1 here]

CONCLUSIONS AND IMPLICATIONS

Our findings contradict a previous study by Chancy (2002) which argues that visiting a country is one of the most important reasons for UK consumers buying a wine from a country for the first time. However, Chancy's (2002) findings are derived from a question included in a survey examining the case of wines from well-known wine producing countries. This different methodological approach can explain the difference in findings as consumers who visit well-known wine producing countries are more easily influenced by this holiday experience. Our study also revealed that the most

important factor in influencing participants' post-holiday wine purchasing behaviour is the knowledge about wine production at the tourist destination. Therefore, it is suggested that wine producers in collaboration with holiday makers should educate visitors about the domestic grape varieties which are used in wine production which can offer a unique selling point to the wineries and the current production practices.

Previous literature suggests that a bottle of wine also includes elements of the landscape/scenery, tradition and history of a country and the wineries are trying to educate consumers on these elements (Scherrer *et al.*, 2009). Therefore, countries with a similar wine production and export profile to Greece can develop a strong unique selling point based on the links between wine making and history. Hence, it is suggested that wine tasting events and wine courses can be organised to increase tourists' level of knowledge about wine from these countries and build their brand name as wine producing countries. However, these actions will be successful only if they also take place in the UK targeting high involved consumers. This can revive the memories from holidays and thereby it affects the overall holiday experience. It may also enhance consumers' interest for these wine producing areas and may prompt them to revisit the area to participate in wine-related activities, which in the case of Greece and other wine producing countries currently attract mainly domestic visitors. Therefore, countries such as Greece and Portugal can attract visitors throughout the year and not only during the summer holiday season which can have a significant contribution to the economy of these countries which are currently facing major financial problems.

High involved consumers should also be targeted because they are willing to buy wines from the higher price bands compare to mainstream consumers who have an average spent of £5 to £6 for a bottle of wine, with own brand wines becoming very

popular for this particular segment in the UK market (Intel, 2012). High involved consumers consider grape variety and country of origin as important purchasing characteristics and they tend to read wine reviews and attend wine events. The most appropriate strategy in approaching high involved consumers is via word of mouth communications and wine reviews from experts, such as wine educators, and wine events which they are willing to attend. Hence, in attempting to increase the level of awareness of wine consumers, such courses should be identified and collaborations with the educators should be established. In addition, wine experts should be contacted and encouraged to write reviews. This will contribute in building the brand name of wine producing countries with similar characteristics to Greece.

Visiting a region with territorial certifications in wine production does not seem to be important for consumers when visiting a foreign country. Therefore efforts to communicate this characteristic should focus once again only on high involvement consumers. This is in contrast to the findings from previous studies (Gomez and Molina, 2012; Scherrer *et al.*, 2009) which suggest that territorial certifications hold a significant role in wine marketing. However, these studies have been carried out with consumers from the same country who may have a better knowledge about the region.

Given the limited knowledge of UK wine consumers about wine from Greece and the small size of Greek wineries, marketing strategies should directly address consumers with activities such as wine tastings and should focus on tangible rather than intangible characteristics of wine. Therefore, marketing campaigns should mainly target high involved consumers based on the attitudinal and behavioural characteristics which influence their consumption and purchasing behaviour.

LIMITATIONS AND FUTURE RESEARCH DIRECTIONS

The study is an exploratory approach to examine the influence of a holiday experience on post-holiday wine consumption. The conclusions are drawn from a series of focus group discussions, and therefore they cannot be generalised to the UK population. However, the generalisation of the findings was beyond the scope of this paper. The aim of the paper was to facilitate the understanding of the factors which influence the post-holiday purchasing behaviour of wine consumers. The focus groups were carried out only in North East England thereby this may have influenced the opinions that have been discussed. However, the area was considered as appropriate to host the study. The North East of England displays the highest volumes of alcohol consumption in the UK both at home and out home (Defra, 2010). Wine consumption is lower compared to other areas in UK (HM Revenue and Customs, 2010), therefore this area has a good potential for growth. In addition, several food companies such as KFC have tested their products in that area as it is considered as representative of the UK consumer habits (Johnson, 2009). The findings are also based on self-reported attitudes and behaviour. This is a limitation which applies to most marketing studies as the researchers have to rely on respondents' willingness to report their true behaviour, which may have been influenced by various factors such as the degree to which the adoption of a particular behaviour is considered as socially acceptable. Finally, the participants expressed their perceptions of their future consumption and there is no actual measure of their consumption, something that would need a follow up study to examine any increase (or decrease) in their consumption of Greek wine after visiting the country.

Specifically, future research can employ quantitative methods to facilitate the generalisation of the findings to the UK population. In addition, future studies can expand the model presented in this study to include more products and be carried out in more countries and therefore provide a more complete picture of the influence of holidays on the tourists' post-holiday consumption and purchasing behaviour. Future studies can also employ a more longitudinal approach by examining the consumption and purchasing behaviour of consumers before and after a holiday experience and therefore be able to look for statistically significant differences in their behaviour.

REFERENCES

- Alonso AD, Northcote J. 2010. The development of olive tourism in Western Australia: A case study of an emerging tourism industry. *International Journal of Tourism Research* **12**: 696-708.
- Bachelor L. 2012. Wine awards: Greece given reason to raise a glass. The Guardian, 22 May. Available at: <http://www.guardian.co.uk/money/2012/may/22/wine-awards-greece-raise-glass> (accessed 26 August 2012).
- Birkett D, Johnson D, Thompson JR, Oberg D. 2004. Reaching low - income families: Focus group results provide direction for a behavioral approach to WIC services. *Journal of the American Dietetic Association* **104**: 1277-1280.
- Brown G, Getz D. 2005. Linking wine preferences to the choice of wine tourism destinations. *Journal of Travel Research* **43**: 266-276.
- Bruwer J, Johnson R. 2010. Place-based marketing and regional branding strategy perspectives in the California wine industry. *Journal of Consumer Marketing* **27** (1): 5-16.

- Bruwer J, Li E. 2007. Wine-related lifestyle (WRL) market segmentation: Demographic and behavioural factors. *Journal of Wine Research* **18** (1): 19-34.
- Bryman A. 2004. *Social Research Methods. Second Edition*. Oxford University Press: Oxford.
- Chancy IM. 2002. Promoting wine by country. *International Journal of Wine Marketing* **14** (1): 34-40.
- Chang RCY, Kivela J, Mak AHN. 2010. Food preferences of Chinese tourists. *Annals of Tourism Research* **37** (4): 989-1011.
- Charters S, Ali-Knight J. 2002. Who is the wine tourist? *Tourism Management* **23**: 311-319.
- Charters S, Pettigrew S. 2006. Product involvement and the evaluation of wine quality. *Qualitative Market Research: An international Journal* **9** (2): 181-193.
- Defra. 2010. Family food. Defra Food Statistics Unit. Available at: <http://www.defra.gov.uk/statistics/files/defra-stats-foodfarm-food-familyfood-2010-120328.pdf> (accessed 27 August 2012).
- Famularo B, Bruwer J, Li E. 2010. Region of origin as choice factor: wine knowledge and wine tourism involvement influence. *International Journal of Wine Business Research* **22** (4): 362-385.
- Fields K. 2002. *Demand for the gastronomy tourism product: motivational factors*. In Hjalager A, Richards G. (Eds.) *Tourism and Gastronomy*. Routledge: London; 36-50.
- Fischler C. 1988. Food, self and identity. *Social Science Information* **27** (2): 275-292.
- Gomez M, Molina A. 2012. Wine tourism in Spain: Denomination of origin effects on brand equity. *International Journal of Tourism Research* **14** (4): 353-368.

- Guest G, Bunce A, Johnson L. 2006. How many interviews are enough? An experiment with data saturation and variability. *Field Methods* **18** (1): 59-82.
- Hair JF, Money AH, Samouel P, Page M. 2007. *Research methods for business*. John Wiley & Sons: West Sussex, England.
- Hellenic Foreign Trade Board. 2012. Main countries importing Greek products by product category and by year - Wine from fresh grapes. Available at: http://www.hepo.gr/portal/site/ope/menuitem.49d7d1e66f46c766e733a789c51000a0/?vgnextoid=c3d032567a712210VgnVCM100000d4cb10acRCRD&lang_ch_oosen=el (accessed 25 August 2012).
- Hjalager A, Richards G. 2002. *Tourism and gastronomy*. Routledge: London.
- HM Revenue and Customs. 2010. Econometric analysis of alcohol consumption in the UK. Available at: <http://www.hmrc.gov.uk/research/alcohol-consumption-uk.pdf> (accessed 05 September 2012).
- Hong JS, Tsai CT. 2012. Culinary tourism strategic development: an Asian-Pacific perspective. *International Journal of Tourism Research* **14**: 40-55.
- Johnson S. (2009). Do consumers want more healthy options at fast food restaurants? PR Week report, 09 June. Available at: <http://www.prweek.com/uk/opinion/login/911713/> (accessed 27 August 2012).
- Kim YG, Eves A, Scarles C. 2009. Building a model of local food consumption on trips and holidays: A grounded theory approach. *International Journal of Hospitality Management* **28**: 423-431.
- Kim YH, Kim M, Goh BK. 2011. An examination of food tourist's behavior: Using the modified theory of reasoned action. *Tourism Management* **32**: 1159-1165.

- Lee R, Lockshin, L. 2011. Halo effect of tourists' destination image on domestic product perceptions. *Australasian Marketing Journal* **19**: 7-13.
- Lopez-Guzman T, Rodriguez-Garcia J, Sanchez-Canizares S, Lujan-Garcia MJ, Lopez-Guzman T. 2011. The development of wine tourism in Spain. *International Journal of Wine Business Research* **23** (4): 374-386.
- Mak AHN, Lumbers M, Eves A. 2011. Globalisation and food consumption in tourism. *Annals of Tourism Research* **39** (1): 171-196.
- Malhotra NK, Peterson M. 2006. *Basic Marketing Research A Decision-Making Approach*. Pearson Education: New Jersey.
- Marzo-Navarro M, Pedraja-Iglesias M. 2009. Wine tourism development from the perspective of the potential tourist in Spain. *International Journal of Contemporary Hospitality Management* **21** (7): 816-835.
- McLellan E, Macqueen K, Neidig J. 2003. Beyond the qualitative interview: Data preparation and transcription. *Field Methods* **15**: 63-84.
- Mintel. 2012. Wine UK – September 2012. Available at: <http://academic.mintel.com/display/590239/> (accessed 03 September 2012).
- Moutinho L, Albayrak T, Caber M. 2012. How far does overall service quality of a destination affect customers' post-purchase behaviours? *International Journal of Tourism Research* **14** (4): 307-322.
- Nummedal M, Hall M. 2006. Local food and tourism: An investigation of the New Zealand South Island's bed and breakfast section's use and perception of local food. *Tourism Review International* **9**: 365-378.
- Office for National Statistics. 2011. Monthly overseas travel and tourism, March 2011. Available at:

- <http://www.ons.gov.uk/ons/publications/index.html?pageSize=50&newquery=overseas&sortBy=pubdate&sortDirection=DESCENDING&content-type=publicationContentTypes&pubdateRangeType=> (accessed 31 August 2011).
- Perrouy JP, d'Hauteville F, Lockshin L. 2006. The influence of wine attributes on region of origin equity: An analysis of the moderating effect of consumer's perceived expertise. *Agribusiness* **22** (3): 323 - 341.
- Scherrer P, Alonso A, Sheridan L. 2009. Expanding the destination image: Wine tourism in the Canary Islands. *International Journal of Tourism Research* **11** (5): 451-463.
- Skinner H, Biscope S, Poland B, Goldberg E. 2003. How adolescents use technology for health information: Implications for health professionals from focus group studies. *Journal of Medical Internet Research* **5** (4): e32.
- Smithson J. 2000. Using and analysing focus groups: limitations and possibilities. *International Journal of Social Research Methodology* **3** (2): 103-119.
- Stolz H, Schmid O. 2008. Consumer attitudes and expectations of organic wine. 16th IFOAM Organic World Congress. Modena, Italy. Available at: <http://orgprints.org/view/projects/conference.html> (accessed 10 December 2011).
- Tregear A, Arfini F, Belletti G, Marescotti A. 2007. Regional foods and rural development: The role of product qualification. *Journal of Rural Studies* **23**: 12-22.
- Tung VWS, Ritchie JRB. 2011. Exploring the essence of memorable tourism experiences. *Annals of Tourism Research* **38** (4): 1367-1386.

- Vrontis D, Papasolomou I. 2007. Brand and product building: the case of the Cyprus wine industry. *Journal of Product & Brand Management* **16** (3): 159-167.
- Yuan J, Morrison AM, Cai LA, Linton S. 2008. A model of wine tourist behaviour: A festival approach. *International Journal of Tourism Research* **10**: 207-219.

Table 1: Focus Groups participants' profile

Group Number	Gender		Age Range	Occupation
	Male	Female		
1	0	4	26 - 45	3 Full Time Parents – 1 In Full Time Employment
2	0	5	46 - 66+	2 In Full Time Employment – 1 Full Time Parent – 2 Retired
3	4	2	36 - 55	5 In Full Time Employment – 1 Full Time Parent
4	2	3	18 - 35	2 In Full Time Employment – 3 Research Students
5	2	3	18 - 25	5 In Full Time Employment
6	1	5	36 - 55	5 In Full Time Employment – 1 Retired
7	2	2	62+	4 Retired
8	4	0	36 - 45	4 In Full Time Employment

Table 2: References to the concepts which influence post-holiday wine purchasing behaviour

	High Involved	Low Involved
Knowledge about the country of origin	11 (+)	5 (-)
Appellations of origin	7: 3(+) 4(-)	4 (-)
Price	0	19 (-)
Perceived taste of the wine	0	7 (-)
Perceived difference in supply	3 (-)	10 (-)

Figure 1: Proposed conceptual model of the effect of holiday destination on post-holiday wine purchasing behaviour