

OLD WINE IN NEW PLACES: A NEW APPROACH TO WINE CONSUMER BEHAVIOR IN JAPAN AND CHINA

Roblyn Simeon

San Francisco State University

Lutfus Sayeed

San Francisco State University

Mahmood Hussain

San Francisco State University

The main goal of the present article is to use an integrated involvement approach in order to explore wine consumer behavior in Japan and China. Logistic regression and multiple regression techniques were used in order to test a number of research propositions about the cognitive and participative involvement approach. Although demographic variables such as age, gender, and marital status were significant in some instances, cognitive factors (wine research activity, foreign wine tourism intention, and a positive view of an international wine region) as well as participative involvement variables (high product involvement and domestic wine tourism experience) had a more significant impact on consumer wine preferences. The present study's results support the integration of the consumer wine involvement and place-based marketing approaches. Overall, this present study not only expands the body of research regarding wine consumer behavior in Asia but also compares wine consumers in the large economy of China with those consumers in the more mature economy of Japan.