

WHEN WINE MEETS GENERATION Z

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Abstract Generation Z refers to people born in the 90s and raised in the 2000s. They have several nicknames, for example Generation 2020, the Internet Generation, Digital Natives, Screensters, and Zeds. This generation is technologically smarter than the others are and prefers to communicate via social networks. This study is about the relationship between Generation Z and wine consumption. An online survey among students was conducted to achieve this aim. The study was conducted in November and December 2020, in several Central European countries among 123 students aged 18–15 years. The results showed that the majority of respondents consider their knowledge of wines to be mediocre. Most respondents drink wine several times a month and prefer white wine. They also like to drink pure wine or wine with sweet drinks, and, when selecting a bottle of wine, taste, smell, and price are the most important factors. More than 50% of respondents buy wine at supermarkets and only 36% in wineries or wine shops. Generation Z has just begun to participate in wine tourism. As a result, their knowledge will be further upgraded and their opinions will change over the years.

Keywords:

wine,
wine consumption,
Generation Z,
wine tourism
millennials

1 Introduction

Generation Z or GenZeris are people born in the 90s and raised in the 2000s. They have several nicknames, for example Generation 2020, the Internet Generation, Digital Natives, Screensters, and Zeds. This generation is technologically smarter than the others and prefers to communicate via social networks. They are the first generation born in an integrated and globally connected world where the internet is always available. A recent study found that more than half of teens do not wear a wristwatch because they use a smartphone to figure out time, get directions, or take pictures (Lanier, 2017).

Millennials used to be classified as digital natives, growing up around technology all their lives. However, Generation Z is the first truly connected generation since birth. Many members of Generation Z not only do not remember a time before the internet, but they do not remember the time before social media. This constant connection of Generation Z consumes information faster than any generation before (Lanier, 2017).

Generation Z has a positive attitude towards technology, and they are not afraid to try new things (Danilo et al., 2014). How exactly is Generation Z different from earlier generations? They use technology to solve their problems, help coordinate their activities, or provide them with relevant people or information. They find answers to questions on Google and YouTube, but they lack critical thinking skills to evaluate sources (Francis & Hoefel, 2018). They want to change the world, they are socially responsible, and know their work is important. Living through a global recession, Generation Z is focused on reasonable and stable careers, security, and privacy (Rotham, 2020).

2 Wine tourism

Wine tourism is one of the subtypes of gastronomic tourism, referring to tourism that features visits to vineyards, wineries, wine tasting, wine consumption, and wine shopping (UNWTO, n. d.).

Wine tourism is connected by four concepts that lead to an ideal ratio, namely entertainment, education, (a)esthetics, and escapism, or 4E. These parts are also said to be a motivating factor for visiting and experiencing wine tourism (Thanh & Kirova, 2018).

Wine tourism has appeared in recent years as a tourism of special interest and today there is a lot of research on this topic. The growing interest of tourists in this type of tourism has led to the study of wine tourism to an increasing extent. Also, given the growing number of tourists interested in this type of tourism, many destinations have begun to transition towards sustainable wine tourism. Montella (2017) believes that sustainable wine tourism depends on the development of tourism based on economically, ecologically, and social sustainability (Ritchie & Crouch, 2003). As well as tourism in general, tourists' awareness of "green tourism" is important, including in wine tourism.

Today wine tourism is significant in the wine and tourism industries and is one of the most rapidly growing industries in the world. The problem is that we cannot recognize whether tourists are visiting some region only because of the wine or whether there are some other motives.

2.1 Generation Z and tourism

According to research conducted by the European travel commission (2020), which was based on 2,800 people, aged from 18 to 24 years, in China, Germany, Great Britain, and the United States of America, Generation Z believes that tourism is good for local communities, but is also aware of other positive aspects of travelling, such as getting to know new cultures and valuable life lessons. It is important that we understand the needs of Generation Z for foreseeing the development of their demands on the tourism market. The research has shown that their main reasons when deciding for a travel destination are the quality of services that they pay for (47%), affordable plane tickets (45%), and safety (42%). When asked about accommodation, one of three respondents preferred a hotel with four or five stars, which tells us that this generation will be combining cheap transportation with luxury accommodation. When asked about future motives for travelling in Europe 75% of them mentioned food and beverage, 67% local urban culture, and 62% museum and concert visitation.

A study by Robinson and Schänzel (2019) suggests that Generation Z made up one-third of the USA population in 2020 and that it comprises the most powerful spenders. This drives changes in tourism. The study says that the new Generation will change tourism as the Generation Z is more digitally advanced and is searching for a more digital experience when travelling, the tourist destinations will have to adapt to this new era. Since Generation Z is becoming older and independent, they will figure out the new era of tourism. In another study by Monaco (2018), the Generation Z is also viewed as the more digital-native generation. This may be because they grew up with technology by their side. It is also said that Generation Z is characterized by an unprecedented awareness and determination as consumers. This means that, in the 2020s, they will be the most active players in the tourism market. And tourism as experience will change based on what they like. In the coming years Generation Z will comprise about half of all travellers, that is why it is the new focus of travel industry.

2.2 Wine tourism and youth

Research on wine tourism usually includes studies on certain generations of wine tourists. Generation Z is the new one, that is being included in wine tourism now, but there still are not enough studies concerning this field. According to research about consuming wine, they found out that Generation Z drinks less wine than the earlier generation – generation Y. A study in Greece showed that 78% of young between 18 and 24 years old prefer drinking other alcoholic beverages to wine. This is important for wine tourism, since disinterest in drinking wine leads to lower interest in wine tourism (Stergiou, 2019).

Bédé and Massa (2015) believe that the Generation Z is getting increased attention in wine tourism but point out that most of the research is done in the United Kingdom, United States of America, and Australia. They warn that with the arrival of the new generation on the market, the providers will be forced to change their marketing plans and adjust them to the characteristics of the new generation. They found out that their biggest motives for drinking wine are taste, social acceptance, and sometimes also health reasons. Authors believe the Generation Z has more knowledge about the negative effects of excessive alcohol consumption and is more aware of them than the earlier generations. In interviews with various wine producers that belong to this generation, they found out that they stand for raising awareness about the importance of drinking responsibly and in moderation. They

would also like to become more familiar with the culture of drinking wine. Authors also say that young French, who belong to this generation, are aware of the so-called 'French Paradox', the phenomenon of drinking wine with the intention of reducing the number of health problems caused by France's rich cuisine (sklic?).

A remarkably similar study was already conducted in Greece in 2018, which was based on 306 members of generation Z. They also yielded the same results, namely that younger people understand wine tourism as a nicely spent day in the company of their friends in a pleasant ambient with wine tasting, even though the wine was not the most important aspect. They also discovered that respondents paid a lot of attention to what the price included (Stergiou, Airey & Apostolakis, 2018).

In 2019 a study was conducted in Spain, more specifically in Barcelona, where they interviewed 136 people, aged between 18 and 27. They found out that 60% of them had already had previous experiences with wine tourism. The new generation is mostly interested in visiting wine cellars and vineyards with the taste of the wines produced there. Similar as in Stergiou (2019), respondents expressed relatively poor knowledge about wine. As regards wine tourism, the most important factors for Spaniards are landscape and food; they also mentioned the importance of culture, heritage, and the quality of wine. Most of the participants said that they were happy with their wine tourism experience and that they shared their feeling and the experience on social media (Toro Teruel & Pozo Marigó, 2019).

Creed and McIlveen (2019) ask themselves how significant a role enological terminology plays with wine tourists. The language of wine tourism and wine itself is full of different phrases that are not clear to the younger wine tourists and they could be the reason for noninterest in wine tourism.

3 Methodology

This paper presents a quantitative approach to data collection with a presentation of the prevalence of wine consumption among young people. The method therefore includes a quantitative approach to data collection through an online survey questionnaire. This research was conducted in November and December 2020, in several European countries, such as Slovenia, Croatia, Serbia, and Bosnia and Herzegovina. The focus of the work is on gathering as many young people as possible who consume wine to explore the prevalence of certain habits in that

regard. A survey questionnaire was developed via the online application 1ka, a Slovenian website for creating internet surveys, which was then distributed among young people, members of Generation Z. This survey questionnaire was available online and was active for a total of two weeks, from Monday, 23 November 2020, until Monday, 7 December 2020. The survey questionnaire was shared via the social networks WhatsApp, Facebook, Instagram, as well as via e-mail. This survey questionnaire was completed by 268 people, while 123 questionnaires were completed correctly. All participants in this study were young people who belong to Generation Z and were from 18 to 25 years old. Most of the participants, 26 of them, or 21% were 22 years old. Another 24 people, or 20%, who completed the survey questionnaire were 21 years old. Nineteen people who filled out the questionnaire were 20 years old, a total of 15%, and 14% of them, 17, were 19 years old. Fourteen people, 11% of participants, were 23 years old, and 7% of participants, 8 of them, were 24 years old. The remaining 12%, or 15 people, were either 18 years old, or over 25. Also, all of them have consumed wine at least once in their lives so far. This method of collecting data for research provided access to many people from different countries, with different views on wine, and various motives for wine consumption. In this way, the online survey was the drive for access to many people for further research and data analysis.

Concerning the questions themselves that were used in the survey, it is important to note that we asked questions that were previously asked in surveys with a similar topic to ours. This is exactly how we created a survey that suited our needs to get the information that was important to us. The whole survey contains 10 questions, of which the first and ninth questions are dedicated to knowledge about wine, the second, third, fourth, seventh, and eighth questions ask about wine consumption, the fifth and sixth questions explore motives regarding wine consumption, and the tenth question is a basic demographic question. The following table shows what the question was, and what the source for each question was.

Table 1: Source of questions

Question	Source
1. Please use the following scale to define your level of wine knowledge. (Please rate on a scale from 1-7, where 1 means no knowledge and 7 means a lot of knowledge)	Duarte Alonso, A. (2005). Wine tourism experiences in New Zealand: An exploratory study (Doctoral dissertation, Lincoln University).
2. How often do you consume wine?	Li, J. G. et al., (2011). The wine drinking behavior of young adults: an exploratory study in China. <i>British Food Journal</i> .
3. What type of wine you usually consume?	Garcia, T., Barrena, R., & Grande, I. (2013). The wine consumption preferences of young people: a Spanish case study. <i>International Journal of Wine Business Research</i> .
4. Where do you prefer to buy wine?	Kušar, V. (2012). Analiza odločanja mladih za nakup vina in drugih alkoholnih pijač. (Diplomsko delo, Univerza v Ljubljani)
5. What are your motives for drinking wine?	Our own source, we devised the question ourselves
6. What is important to you when choosing wine?	Duarte, F., Madeira, J., & Barreira, M. M. (2010). Wine purchase and consumption in Portugal – an exploratory analysis of young adults' motives/attitudes and purchase attributes. <i>Ciência e Técnica Vitivinícola</i> , 63-73.
7. How do you like to drink your wine?	Duarte, F., Madeira, J., & Barreira, M. M. (2010). Wine purchase and consumption in Portugal – an exploratory analysis of young adults' motives/attitudes and purchase attributes. <i>Ciência e Técnica Vitivinícola</i> , 63-73.
8. Where do you consume wine?	Li, J. G. et al., (2011). The wine drinking behavior of young adults: an exploratory study in China. <i>British Food Journal</i> .
9. What are your information sources on wine?	Duarte, F., Madeira, J., & Barreira, M. M. (2010). Wine purchase and consumption in Portugal – an exploratory analysis of young adults' motives/attitudes and purchase attributes. <i>Ciência e Técnica Vitivinícola</i> , 63-73.
10. How old are you?	Hall, C. M., Mitchell, R., & Treloar, P. (2004). Wine tourism and the Generation Y market: Any possibilities?

4 Results and discussion

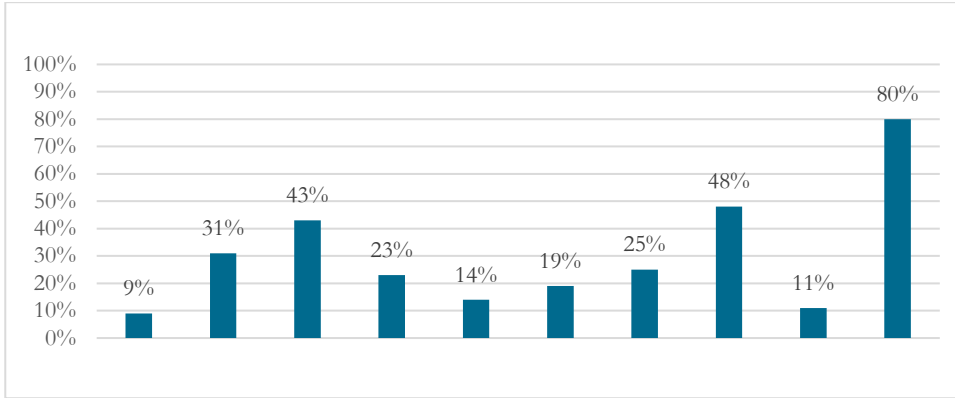
One question asked how often young people consume wine. This question was answered by 122 respondents. The largest number of respondents answered that they consume wine during weekends or at dedicated events. Later, we wanted to know, what are motives for drinking wine, as you can see on graph 1.



Graph 1: What are your motives for drinking wine?

Source: Own.

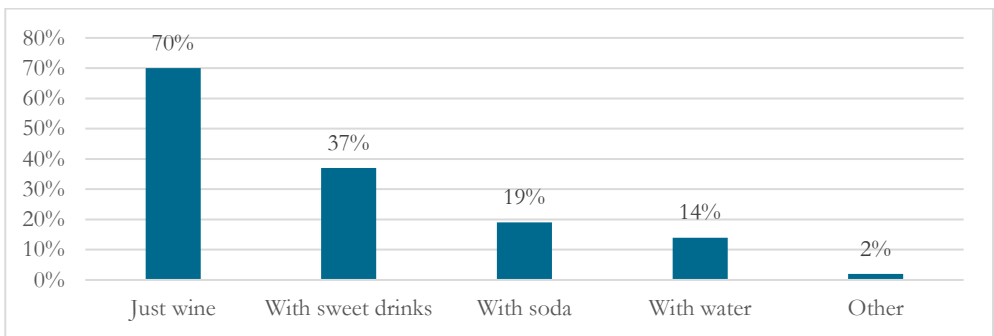
A total of nine answers were given and the respondents could choose multiple options. The first eight answers were given and last answer was ‘other’ and was left for the respondent to enter their motive by themselves. 85 people chose the answer ‘I like the taste of wine’, while the answer ‘wine goes well with meals’ was chosen by 56 people. 32 people said that they ‘like to know about and enjoy wine quality’, and the answer ‘wine is cheap’ was chosen by 16 people. 12 people think that ‘wine enjoyment is a factor of social status’ and 24 people ‘prefer wine to other drinks’. 24 respondents drink wine when ‘visiting some specific wine regions’ and 26 when ‘visiting wine cellars’. 9 respondents chose the answer ‘other’, of whom 7 specified their statement with the following answers: we produce wine at home, to get drunk, consume alcohol and party with friends.



Graph 2: What is important for you when choosing wine?

Source: Own.

From this question, we wanted to find out what is important for young people when they are choosing wine. Only 11 respondents (9%) said the label is important, 38 (31%) chose the type of grape as key factor, and 53 (43%) mentioned price as important fact. Region of origin was important to 29 people (23%), vintage was important for 17 (14%) of respondents, brand was important fact to 24 young people (19%), the name of wine producer was mentioned in answers from 31 (25%) respondents, the smell of wine was important to 60 (48%) of young people, the amount of wine is important for 14 (11%) of respondents, and the taste is most important for 99 (80%) of young respondents.



Graph 3: How do you like to drink your wine?

Source: Own.

We were interested in how young people like to drink their wine. We learned that young people mostly drink straight wine, because 86 people choose this opinion as the answer (70%). Young people, 45 of them, drink their wine in combination with sweet drinks (Coca-Cola, Fanta, Sprite..) (37%), rather than with carbonated water (23 of them or 19%). Only 17 young people drink their wine mixed with water (14%). We found that young people prefer to mix their wine with carbonated soft drinks like Coca-Cola or Fanta, rather than with carbonated water. The reason for this may be that young people prefer the sweeter taste of wine. Respondents also share that they prefer to drink wine in combination with “Jamnica”, a Croatian sparkling spring water.

RESEARCH QUESTIONS

RQ1: What are gen Z's drinking habits connected to wine?

The answers help draw conclusions about gen Z's drinking habits connected to wine.

Analysis showed that, Gen Z buy wine the most at the supermarket. Based on this question, we concluded that people prefer to buy wine at a supermarket, probably because of easier availability and price. When young people choose wine, the most important thing to them is taste. Other important characteristic were type of grape, price, label, origin of wine and brand. We learned that young people mostly drink just wine, they do not mix it. Some of them drink it in combination with sweet drinks rather than with carbonated water. The favourite source of information about wine for young people is from their family and friends.

RQ2: What are the wine drinking habits of generation Z (how often do they drink wine and where, which sort is preferred by most, and what are the main motives for decision about wine choice)?

We found out that 26% of respondents consume wine a few times a month. From that, we conclude that members of Generation Z drink wine for relaxation. We were interested in the sort of wine that young people prefer and found that 59% of young people prefer white wine, 55% red wine, and far fewer, at 26%, voted for rosé wine. Sparkling wine was chosen by 12%. The main motives for wine choice are that young people love the taste of wine, as reported by 68% of respondents. 45% of them said that wine goes well with meals, other 26% enjoy wine quality and 13% responded

that wine is cheap. From that, we confirm the earlier fact that young people enjoy quality wine and that they do not view it as a regular beverage.

RQ3: What plays a significant role/characteristic for young people when buying wine?

We discovered that taste is most important for 80% of respondents and the smell of wine for 48% of respondents. Also 43% list the price as an important factor for buying wine, which is expected because they are mostly students who do not have their own income and are financially supported by their parents. 31% of respondents voted for type of grape, 25% of young people prefer the name of the vintner, region of origin was voted for by 31%, brand is important for 19%, vintage is preferred by 14%, amount of wine is considered by 11%, and 9% said that label is important. We also concluded that young people prefer to buy wine at supermarkets, 53%, which we can connect with earlier finding about prices and paying of wine products. As we already know, markets have the cheapest price of drinks, wineries visited by 25%, enotecas are visited by 11%, and 11% said that they buy drinks in club, restaurant.

5 Conclusion

The aim of our research was to discover the habits of young people in consuming wine and their attitude towards wine. We focused on Generation Z. At the outset, we researched several scientific articles related to the field. It is a generation that grew up with advanced technology, cell phones, the internet, and the emergence of social networks. People born in the 90s are more visual types and are used to being constantly connected, as well as to being able to access any information at any time. We also got acquainted with wine tourism through extant literature. Wine tourism is part of culinary tourism and is very widespread around the world. It applies to vineyards, wineries, wine tasting, wine consumption, and wine purchases. The wine tourism industry is one of the fastest growing industries in the world. The relationship between Generation Z and wine tourism is that young people are only now starting to get involved in wine tourism and for that reason there is not much research on this topic yet. Previous research has shown that Generation Z drinks less wine than previous generations and that they prefer some other alcoholic beverages.

After the study, we discovered a few interesting facts. The majority of respondents consider their knowledge of wines to be mediocre. When choosing a wine, the taste, smell, and price are the most important to the respondents. Most respondents like to drink pure wine or wine with sweet drinks. Most people consume wine at home, and there is a very small difference between those who consume it in restaurants and bars, at parties and special events. Family and friends are the most common source of information about wines, followed by the internet and social networks.

Most of the responses obtained were expected and are similar to those from other studies. We were surprised by the result that most young people, 70% of respondents, drink wine alone. We would expect that the most common answer would be mixing wine in sweets and drinks, but only 35% of people answer that.

We believe these results will change over the years as Generation Z ages. As we mentioned at the beginning, Generation Z is just beginning to participate in wine tourism. As a result, their knowledge will be further upgraded and opinions will change. For further research on the same topic, we recommend that more countries be covered. A comparison of Slovenia and Italy, as well as some other countries, would also be useful. A lot of young people filled out our survey, but a large number of responses were incomplete, so we recommend setting in the survey program that all questions are mandatory. This topic is an excellent basis for some further research. Our suggestion is expanding research in the form of age group comparisons, involving wine providers.

Wine tourism is currently dominated by Generation X, but the situation will change over the years. Generation Z is the next generation that will soon have purchasing power to travel, going on trips and visiting wine cellars. Therefore, it is important to be aware of their characteristics, to be able to work with them, and offer them products suitable for them.

Acknowledgments*

The article was written with the help of 3rd year students of the Faculty of Tourism, University of Maribor at the subject Sociology of Tourism.

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