

# International Wine Marketing & Wine Tourism Database

Topic: China as a consumer

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## **The influence of tour destination image on Chinese consumer's preference for Australian wine?**

Bowe, Jasha

Tourism is one of the world's largest industries mobilising millions of travellers every year to visit countries far and wide. What if exporters could effectively target this travelling consumer cohort? In this paper we consider the influence that experiencing a country as a tour destination has on perceptions of products produced in that country and the intention to purchase those products in the future. Design/methodology/approach: We draw on Associative Network Theory (ANT) to offer a rationale as to how and why a country's Tour Destination Image (TDI) may play an important role in promoting its export products. This provides an alternative model and theoretical basis to those studies that have traditionally underpinned Country of Origin Image (COI) and Tour Destination Image (TDI) studies with more linear cognitive processing theories. We test this by tapping the tour destination images, preference for and intention to purchase Australian wine of Chinese tourists in Australia and compare them to Chinese consumers in China. Findings: The results of this study provide evidentiary support to our proposed use of ANT, and the influence that TDI may have on purchase behaviours. Practical implications: This has implications for wine exporters looking to target travelling consumers when on holidays.

## **Effects of information and country of origin on Chinese consumer preferences for wine: an experimental approach in the field**

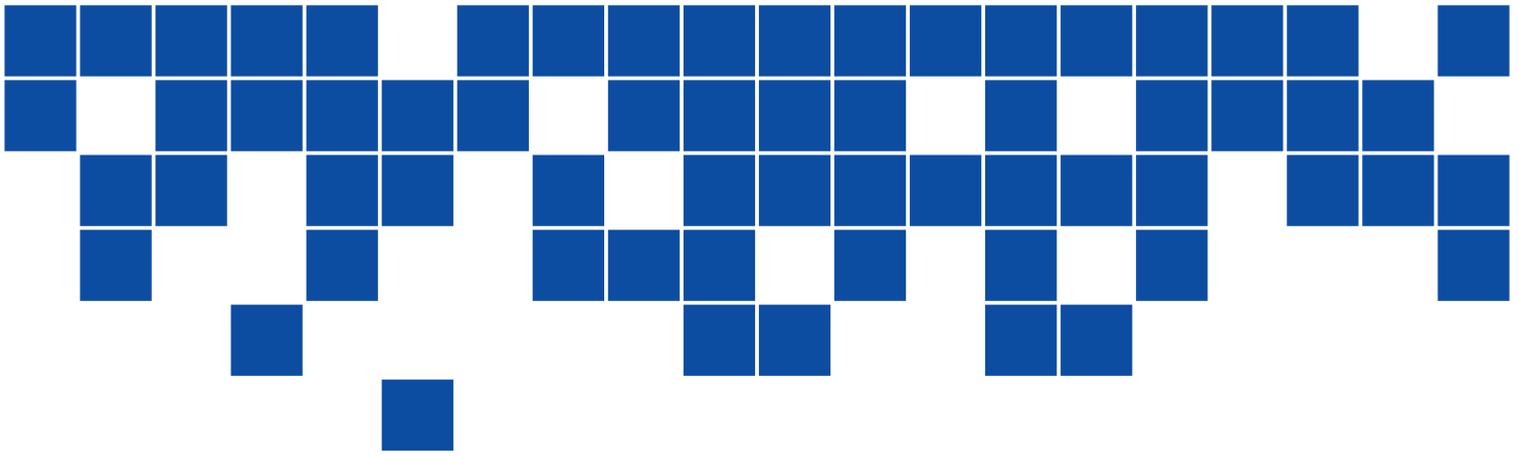
Wang, Hainan

The authors investigate the effects of information and origin of production on Chinese consumers' Willingness-to-Pay (WTP) for wine. By using a second-price sealed-bid auction mechanism, which was first developed by Vickrey (1961), the authors organized experimental auctions in both Beijing and Shanghai, China. The items for auctions are four different wine products originated in China, France, USA, and Australia. And there are two comparison groups, with or without information exposure. With 436 participants in total, the author's experiments collected data on their WTP's and socio-demographics. The data shows that participants would like to pay the highest price for the wine from France, while their WTP for the Chinese wine is the lowest among the four. Furthermore, the authors find important factors affecting their WTP for wine, including age, gender, employment status, education status, household income, and household size



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### **The Castel Group's winning strategies on the Chinese market (case study)**

Han, Huai-yuan

The Chinese market is very attractive, however very hard to enter and even harder to grow on. This case study shows us the successful strategies applied by the Castel Group on the Chinese wine market. (Author's abstract)

### **Gan bei! Wine drinking habits in China**

Osidacz, Patricia C.

The article provides some of the latest insights into the wine consumption and purchase **behaviors of** consumers in China, compared with behavior of consumers in Australia

### **National wine market - China**

Sun, Ben B.

Since 2003, the wine market has experienced an average annual growth rate (AAGR) of 17 percent by volume and currently holds a retail value of 7.15 billion dollars. Over the same time period, China's imported wine market has achieved a 37 percent AAGR, holding a current customs value of \$381 million. Overall, 51 percent of wine is sold in the on-trade sector; the rest sold in the off-trade retail sector. Of retail purchases, 86 percent of bottles purchased were priced below \$7 in 2008. Three exporting countries - France, Australia and Chile - comprise 70 percent of the imported wine market, while four domestic companies control 27 percent of the total wine market. The United States ranks fifth in terms of value among countries exporting wine to China, but is losing market share in a growing market. (Author's abstract)

### **China's role in global competition in the wine industry: a new contestant and future trends**

Mitry, Darryl J.

The producers in the wine industry are competing in an increasingly global marketplace. More specifically this article is interested in China's wine market and the role of China in global competitive strategies. The phenomenal growth of the Chinese economy over the past decade has encouraged international suppliers to enter the Chinese market. International wine suppliers lust after a huge potential market in a country of over 1,300,000,000 people. Simultaneously, there has also been a significant growth of production and marketing of wines by Chinese-owned wineries. This contribution explores the implications of China's marketplace and also China as a creative and strategic producer.(Author's abstract)