

MSc. International Business

National College of Ireland

**‘A study of Irish consumer behavior in relation to organic wine:
An investigation into the market growth potential for Chilean
producers’**

Submitted to the National College of Ireland, August 2020

Abstract

The study purpose is to examine individual's motivations, perceptions, attitudes, and beliefs, and also decision-making process in consumer behavior, in order to relate them with planned behavior theory, which seeks to predict consumption behavior by knowing attitudes, subjective norms, and perception of behavior control that create intention and therefore can influence the final behavior. Applying planned behavior theory into the organic wine consumption behavior in Ireland. The aim is to understand what the literature and theory indicates.

Methodology study is qualitative, with an exploratory and descriptive nature, an interpretivist philosophy and a deductive approach. As a method the case study strategy is applied and the data collection is carried out through interviews with wine consumers in Ireland and Chilean specialist's interviews in the wine industry, the literature study together to interviews seeks to deepen the understanding consumer behavior and purchasing decision procedures, focus on organic wine. And wine specialist's interviews seek to understand how the wine industry works.

The case study strategy have been explored the wine consumers processes in Ireland through interviews and it has been distinguished that planned behavior theory can predict behavior. However favorable intentions alone do not determine behavior, given that if the difficulty perception degree or others are able to control the decision, the behavior is determined by the control behavior perception. Therefore, the motivations, perceptions, and favorable attitudes will not determine organic wine purchase. On the other hand, organic wine is also an easy product to substitute; it is easier to get products that do not need an extra effort to find them.

This study has detected a favorable product image by wine consumers in Ireland, but the difficulty degree finding it has been detected. Hence as recommendation, it is suggested studies about organic wine marketing plan and education plan in Ireland.

Submission of Thesis and Dissertation

National College of Ireland **Research Students Declaration Form** *(Thesis/Author Declaration Form)*

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Title of Thesis: ‘A study of Irish consumer behavior in relation to organic wine: An investigation into the market growth potential for Chilean producers’

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I really appreciate every moment lived and learned in this experience.

I would like to say...

Thanks to my mom, dad, sister, nephew and niece for being my unconditional support and love me so much.

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CHAPTER I Introduction

This study begins with a literature review referring to consumer behavior, in deep into some psychological concepts mentioned by Kotler and Keller (2014) in their model of consumer behavior and then relating them to planned behavior theory (Ajzen,1991).

The psychological factors such as motivations, perceptions and attitudes and beliefs are deepened, in order to relate them to the Ajzen theory, which seeks to predict consumer behavior. However, before examining the theory, the consumer behavior process is explored to understand as a whole context.

The sought is to understand how attitudes, subjective norms and behavior control perception come to influence intentions and thus into the behavior, with the theory it seeks to predict consumer behavior, with the aim of searching a business opportunity.

In order to carry out the study, the applied methodology is qualitative analysis, with an interpretive philosophy and an inductive approach, which is explored through eight wine consumers in Ireland interviews and two Chilean wine specialist interviews, being one of them, an organic wine producer, with the aim of understanding the process as a whole.

However, other kinds of methodology and strategies that are carried out in research studies are also explored and reasons why they are not applied in this study are explained.

The strategy applied is case study and the unit of analysis is consumers in their decision-making process, so two kinds of wine consumers are described; first an organic wine consumer and then a case of a traditional wine consumer. This study seeks is to understand consumer behavior in order to recognize what factors must be taken into consideration to detect new business opportunities, by identifying the factors that surround the process.

The aim is to understand the literature and the theory, applying the study in Irish consumer behavior in relation to organic wine. For this reason, the consumption behavior, the purchase procedure and planned behavior theory are examined with the purpose to identify, how attitudes, subjective norms and perceived control behavior influence the intention and final consumer behavior.

Thus, it is necessary to understand the motivations that influence consumers' intentions in their behaviors, their perception and attitudes to organic wine.

The planned behavior theory is explored to predict behaviors according to the intentions and control perception that consumers have. For this reason, interviews are carried out to know the decision-making processes by consumers. To then be able to apply this study with the explored concepts and Ajzen's theory, in reference to the organic wine consumption in Ireland, in this way to verify if it is possible to find a business opportunity and growth in this market with organic wine.

This study has been defined first by understanding what the literature says, then defining and designing the methodology and method according to what is sought with the research question.

After two case studies described and the interviews, the findings determined that although consumers have a positive attitude towards organic wine, it does not determine their purchasing behavior. On the other hand subjective norms or social pressure with this product does not interfere in the decision. The purchase is determined by the perception of control, it means, the difficulty degree to find it and the taste of others. Organic wine is also an easy product to substitute and it is easier to get products that do not need an extra effort to find them. However it has been detected a favorable product image by wine consumers in Ireland. Hence, as recommendation, it is suggested studies about organic wine marketing plan and education plan in Ireland.

1.1 Research Question and Objectives

The research question is related to the planned behavior theory, which indicates that a behavior could be predicted by having distinguished three key concepts in the consumer. Thus, the research question is: How attitudes, subjective norms and perceived behavior control influence the intention and final consumer behavior in relation to organic wine?

Objectives

To understand how attitudes and beliefs influence the purchase intention and final decision in relation to organic wine.

To understand how social pressure, expectations, perceptions and motivations affect the purchase decision in relation to organic wine.

To understand how the difficulty degree and perceptions determines the purchase intention and the final behavior towards organic wine.

To identify a growth opportunity in the organic wine market in Ireland.

1.2 Overview of research structure

The structure of the study is divided into chapters.

The first chapter shows the study introduction, and what will be finding in it; the research question and objectives are defined, and then an overview of research structure.

The second chapter is based on the literature review on consumer behavior, it is deepening into psychological factors such as motivations, perception and attitudes and beliefs of consumers. The consumers' decision process is also defined to end up deepening into the theory of planned behavior. They are described and explored in terms of what is described by different authors and determining why they depth into these concepts and not others. This is mainly due to the fact that the study seeks to relate the concepts explored with the theory.

The third chapter, design research is developed and defined, according to the research question. Different kinds of study methods and methodologies are investigated. Data collection and ethical considerations are defined. And the data analysis obtained from the interviews is described, and every consumer interview was codified according the themes or concepts which are investigated. It is determined that the study is qualitative with an interpretivist philosophy and a deductive approach. The strategy method is the case study and the unit analysis is the consumer going throughout the decisions making process, since two consumers cases are analyzed in their decision-making process. The data is obtained through wine consumer interviews and Chilean wine specialists interviews. Thus, it is possible to explore in depth consumption procedures and production processes. So, interviews are being conducted to identify and understand the organic wine consumption behavior in Ireland and how consumption can be predicted according to the theory.

In the fourth chapter, begins by contextualizing and describing the case studies, following with the case narratives, and then relating them to the planned behavior theory and ending with the findings from the wine specialists interviews.

In the fifth chapter, the study is discussed and concluded. Also some future studies recommendations are shown and the limitations that arose.

Finally, the sixth chapter shows the references used. Follow by the study appendices.

CHAPTER II Literature Review

2.1 Introduction

In the context of the exploratory study, this chapter begins to examine consumer behavior; followed by the exploration of some psychological factors of the Kotler and Keller model, such as motivation, perception, and attitudes and beliefs that influence consumer behavior; since they will be related to the planned behavior theory. In addition, the decision-making process in consumer behavior will be explored. It is carried out from the moment the need and desire arises until the product post-purchase.

After reviewing different theories such as Maslow's motivational theory among others, they have been discarded, since they would not answer the study research question, the planned behavior theory seeks to predict a behavior but at the same time, depth into relevant factors, which help to achieve the study objectives.

In planned behavior theory, three key concepts are identified which are, attitude, subjective norms and the degree of perception behavior control. This theory recognizes that intentions and perception of control play an important role predicting behavior.

Therefore, it is necessary to identify the motivations which are related to social factors or subjective norms; individual's attitudes; and the perception that consumers have towards a good or service, recognizing the process that consumers carry.

2.2 Consumer Behavior

To start, Stankevich (2017) defines consumer behavior as the study of people, groups or organizations and the processes they use in order to meet their needs and the impact that these processes have on the individual and society. And also, indicates that knowing the consumer behavior shows how some psychological factors and the individual environment influence the final decision. Whereas, Ajzen (2008) adds that the consumer is faced with a process before determining and making purchasing behavior. In other words, Solomon, Bamossy, Askegaard and Hogg (2006) indicate that consumer behavior is the study about how consumers acquire, consume and dispose of products or

services, as well as how the processes of selecting, buying, using and deleting, influences consumers and society in general, taking into account the culture where consumer are located, the psychographic, which differences in consumers' personalities and tastes which cannot be measured objectively; and the demographic variables such as birth rate, age distribution, gender, family structure, ethnicity and social class.

However, Rajagopal (2010) considers that consumers evaluate holistically, so that environmental stimulus help in the satisfaction of buying goods and services; consumer behavior is driven by consumer perceptions and social interests; therefore, it is necessary to become familiar with the reference groups, social class, consumption systems, family structure and decision-making, adoption and dissemination, market segmentation, with the aim of understanding the consumer culture, also human activities must be taken into account for example religion, which it is able to influence to the individuals behavior; and, on the other hand, consumer behavior is also influenced by the social status that brands provide. In addition, Tetteh (2019) considers that consumer behavior studies the individual characteristics, in different variables in order to try to understand the consumer and their environment. And also, suggests that the emphasis should be in placed on building relationships and interactions with customers in order to create a buying experience. While, Solomon et al. (2006) adds that one of the consumer behavior primacies is that individuals generally buy goods for what they mean and not for what they are. According to Hoyer and MacInnis (2009) consumers are not always aware of what they are thinking or how they are making decisions. Meanwhile, Tetteh (2019) considers that decision making by consumers is born from wanting to solve problems and different stages are involved to decide, this will also depend on the decision complexity degree.

Solomon et al. (2006) add that consumer behavior as a process, which develops an interaction between consumers and producers; Thus, this process involves different actors; First the consumer who distinguishes a need or desire to satisfy and may be the same person who carries out the purchase process; Then there is the buyer and the user of the product or service, which may be different, such as parents and children; on other situations, people act as influencers, giving good or bad recommendations about the product or service;

and lastly, organizations are also able to act, where an individual determines the purchase decision for the group. Whereas, based in Kotler and Keller (2014), they consider that the consumer behavior's model is composed by several factors such as marketing stimuli and other stimuli; consumer psychology and consumer characteristics; buying decision process and purchase decision, which is detailed in figure 1.

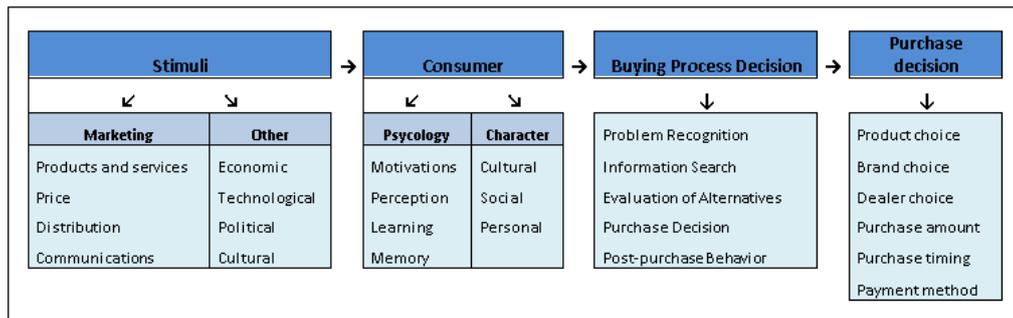


Figure 1 Model of consumer behavior, Kotler and Keller (2014) Marketing Management.

According to what is seeking to understand in order to relate to planned behavior theory, some psychological aspects mentioned by Kloter and Keller will be explored. The concepts that will be deepened and then related to the theory are motivations, perception and attitudes and beliefs; since, they are factors that will influence on planned behavior theory, which is what the study seeks to understand. However, before examining the theory, the decision-making process in consumer behavior will be established because it is necessary to know the process, in order to understand the consumer behavior and the final behavior. Therefore, the concepts of motivation, perception, and attitude and beliefs are explored below to later relate them to the theory.

2.2.1 Consumer motivations

According to Bayton (1958) motivation is driving, wishing, or desiring a sequence of events well known as behavior. Meanwhile, Armitage and Conner (2001) indicate that intentions are the motivational factor, therefore motivations influence into the behavior. Furthermore, Solomon et al. (2006) suggest that a product could be purchased by different reasons, according to

each person; so, it is important to identify the motivations in order to ensure that the offer meets with the consumer wishes and needs. Traditional approaches to consumer behavior focus on the product and the rational satisfaction. However, personal motivations play an important role at the purchase decision time.

Hoyer and MacInnis, (2009) consider that, different factors that improve personal motivation to search externally, these factors are: (1) involvement and perceived risk; (2) The perceived cost and benefits result; (3) the set of considerations nature; (4) uncertainty in relation to the brand; (5) attitudes to search; and (6) the discrepancy between new and old information.

On the other hand, Bayton (1958) identifies three consumer needs categories, which are affective needs with the aim of forming effective and satisfying emotional relationships with others; Ego reinforcement needs, in order to promote the individual personality and achieve recognition and prestige in front of others; And defensive ego needs which seeks to protect the person that is to say avoid physical and psychological damage, avoiding ridicule or loss of prestige in front of others. Meanwhile, Solomon et al. (2006) distinguish three kinds of motivational needs, these are the need for affiliation, power and being unique; it means consumers required to be in company with others and belong to groups, have control and possess individual identity. The objectives could have positive or negative motivation. Consumers direct their behavior towards those with positive value; however, in order not to be socially disapproved and avoid negative results, so they could be also motivated in order to avoid negatives outcome.

From Maslow's point of view, he distinguishes the need hierarchy and indicates that a good can satisfy different needs, wants or objectives. Maslow's theory focuses on human motivation. His focus was general, and he developed it initially to understand personal growth and pursuit of achievement. In his theory he formulates the need hierarchy, in which motivation levels are indicated. Each level has different priorities regarding the benefits that a consumer seeks. People seek to move up the hierarchy due to his dominant motives, which lead to the ultimate goals (Solomon et al., 2006). Therefore, this theory indicates that the basic individual needs must first be met. Moreover, Lussier (2019) adds that Maslow indicated that the motives are

constantly expanding and therefore individuals do not feel satisfied, because people are steadily seeking greater motivations.

However, Maslow only considers the motivations, and the study seeks to understand is the process and final consumer behavior. Therefore his theory is not developed, but it is necessary to understand consumers.

In addition, the personals' values influence on motivations in consumer behavior and one of these is materialism, because their possessions give appearance in front to others. On the other hand, some individuals choose contrary to this value and they choose goods that bring them connection to others. In addition, Ernest Dichter identifies that the main motives for consuming are power, masculinity and virility, security, eroticism, morality, social acceptance, individuality, status, femininity, reward, environment, and magic or mystery (Solomon et al., 2006). Hence, the consumption behavior is not simple; the individual motivations sources are not obvious. However, researching motivations can provide useful information for organizations (Kotler, 1965).

2.2.2 Consumer perception

Perception concept refers to how sensory information is organized, identified and interpreted through five senses. Through perception individuals create meanings that are experienced through the senses (Keenan, 2020). Solomon et al. (2006) also consider that in the perception process, stimuli are recognized as sounds, smells, tastes, textures and sight, they are received by the body receptors, bringing the individual attention; then, sensations are interpreted and have an answer which will be the personal perception. In this concept, stimuli are interpreted by people according to what they need, their prejudices and living experiences.

Moreover, Michaels and Carello (1981) consider that perception is in simple words the information discovery, which will produce results later. And, Armitage and Conner (2001) indicate that, social factor or subjective norms are related to perceptions of social standards and pressure exerts into individuals.

According to Solomon et al. (2006) different stages could be distinguished in the stimulus selection and interpretation. These stages compose the perception process and it is composed by sensations, attentions and interpretations that

individuals give; sensations refer to the response to from the senses. They also describe that regarding marketers, the senses are the key of how to direct messages to consumers. As indicated above, the sensory system is composed of vision, smell, sound, touch and taste. They will be defined below as described by Solomon et al.

(1) Vision, visual elements such as advertising, store design and packaging are required to communicate to consumers. It is also done through the size of the product, style, differentiation from the competition, colors which may even have a symbolic value or meaning special in a certain culture.

(2) Smells can stir or calm emotions, they can bring memories to people's minds and relieve stress, and sometimes the smell is associated with certain past experiences.

(3) Music and sounds are also relevant, as these create moods, create awareness and keep the brand in people's minds. On the other hand, the sound when a brand is pronounced, it is also able to influence the product perception; some sound aspects can affect feelings and behaviors of individuals. For example, functional music, called Muzak, is used in offices, shops and shopping malls to relax or stimulate consumers. Although there is no scientific proof, this kind of music helps the people well-being and in shopping activities because it manages to manipulate perceptions.

(4) Touch. Mood states are stimulated or relaxed through the skin sensations, so an important factor in sales is touch. It is important to keep in mind that cultures have different kinds of interpersonal interactions, which is why relationships are different. On the other hand, through touch, consumers associate textures such as soft, rough, smooth, rigid, with the product quality perception. For example, a smooth and soft fabric like silk is associated with luxury.

(5) Taste. The experience between consumers and some products depends on the flavor receptors. Sensory analyzes explain the individuals perception with respect to the product qualities and the results of these indicate the consumer preferences; therefore, distinguishing segments and brand or company position with respect to sensory qualities. However, it is important to keep in mind that, sometimes consumers not only buy for the taste of the product but also for the brand image.

On the other hand, Armitage and Conner (2001) consider that social pressure perceptions lead to the individual group judgments influence into people's behaviors in order to be accepted in a group. Nonetheless, Andrews (2017) emphasizes that gender behavior also influences perceptions, due to men and women act differently, because they have different anatomies in the brain, the way how they have been raised and the different hormonal concentration levels.

In addition, a study carried out by Fraj and Martinez (2006) understands the role of consumers' personality and indicates that situational and variable factors such as perception, values and lifestyles and attitudes can influence the relationship between the individual's personality and behavior.

In this study, the senses play an important role when consumers decide to buy, whether by sight, taste, and so on. Since, they are factors that influence the buying decisions process.

2.2.3 Consumer attitudes and beliefs

According to Hoyer and MacInnis (2009) an attitude is a general expression of how much a person likes or dislikes a product, problem or action; these attitudes are learned over time and are able to keep by years, as they are also associated with past experiences. Whereas, Ajzen (2008) also considers that attitude is a tendency to reaction forward goods with some favorable or unfavorable degree. And, Armitage and Conner (2001) coincide, considering that the more favorable an attitude towards a behavior, the greater the intention to carry it out. In addition, Solomon et al. (2006) indicate that an attitude is the predisposition that individuals set before, in order to evaluate a product or service positively or negatively. Attitudes usually endure over time and are usually applied to more than a moment.

On the other hand, the psychologist Daniel Katz explains how attitudes can facilitate social behavior through the attitude functional theory. Katz indicates that each person has a certain attitude and different from others according to their own reasons and experiences (Solomon et al., 2006). Therefore, social marketing seeks to try to change attitudes and behaviors in a positive way towards society. From marketing viewpoint, Ajzen (2008) also adds that to have an effect on behavior, the focus should be on factors such as advertising,

because when consumers are faced with the product or service choice, they bias to choose what they have a more favorable attitude; hence, marketing is able to influence people's beliefs and attitudes.

In addition, Katz also identifies different attitudes functions. (1) The utilitarian function is related to the basic reward and punishment principles, it means, some of the attitudes are developed based on whether the products produce pleasure or pain; (2) Expressive value function, in this function the attitudes towards a product are formed by what the product says by the person who uses it, it means, not by the direct product attributes, in other words, the consumers carry out a certain type of activities or consumption to show a certain social identity; (3) Ego-defensive function, here the attitudes that are formed to protect themselves from threats or feeling, it seeks to defend the personal's ego; and lastly (4) Knowledge function, in which attitudes are the need result when the consumer is faced with a new product or an ambiguous situation. Attitudes and beliefs could be present due to several functions, but one will be the dominant one (Solomon et al., 2006). These functions are the key in the consumer attitudes formation. Nonetheless, in simple words, Hoyer and MacInnis (2009) suggest that the importance of attitudes and beliefs are (1) to guide the individual thoughts, it means a cognitive function; (2) To influence feelings, it means an affective function, and (3) To affect the decisions behavior, it means a connective function by which attitudes influence and come to determine a behavior.

Moreover, Ajzen (2008) indicates that individual's beliefs associate the product with certain attributes. The consumer attitude and beliefs are determined by his or her evaluations and how he or she associates it personally. And, Solomon et al. (2006) also add, that attitudes are made up of influences, beliefs and behavioral intentions, it means, to say what the consumer feels towards an object, also what he or she believes of the object and lastly the intention to do something about the object; however the intention does not necessarily end in the behavior. Therefore, there is an interrelation between knowing, feeling and doing. However, Ajzen (2015) believes that an individual's attitude towards a certain behavior is proportional to the set of beliefs.

Meanwhile, Kotler (1965) considers that if two individuals have the same social influence, they will not necessarily have the same attitude. He considers

attitudes to be the social pressure product along with the person's temperament and abilities. He also suggests that attitudes do not guarantee a behavior, because an attitude is a predisposition before starting the buying process. Nevertheless, Hoyer and MacInnis, (2009) add that consumer attitudes can change easily or not according to brand loyalty.

2.2.4 Decision-making process in consumer behavior

It is necessary to understand and be clear with the consumer purchases decision-making process because it allows obtain information about consumers. Different stages in this process are distinguished. For example, Hoyer and MacInnis (2009) recognize four stages which are these are problem recognition, information search about the good or service, decision making and finally evaluation after the purchase. However, Solomon et al. (2006) divided this process into five stages, considering as a stage the alternative evaluations, in order to choose the product or service. While, Ajzen (2008) also distinguishes five stages in this process, first a problem is structured, then it is required to process the information collected about the product, after that, to choose an action plan, where implement the decision, and finally, consumers are able to bring feedback according to the shopping experience and evaluate, this last stage could be a great value in their next purchase decisions. Moreover, Tetteh (2019) considers that the process could be distinguished in six stages. In order to get better stage understanding, this model is described below.

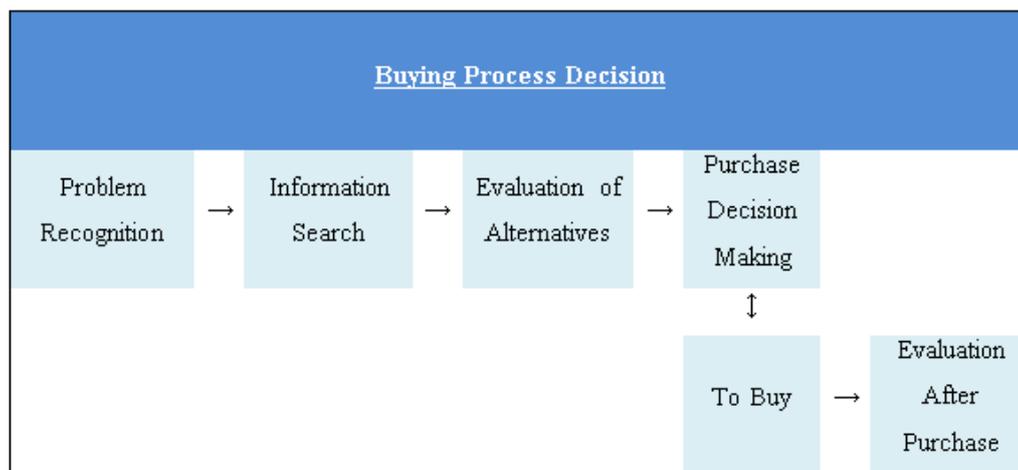


Figure 2 Buying Process Decision (Tetteh, 2019)

The first stage, consumer recognizes the need or desire because it manifests a difference between the actual condition and the desired stage, therefore a problem is recognized. The second stage corresponds to information search, which can be internal and/or external; internally, the consumer searches information according to what he or she knows or remembers. And, if the consumer requires more details, he or she will search external information sources, such as friends and family, marketing information, comparing purchases, and public sources. After information searching, the consumer needs possible alternatives to evaluate. At this stage, evaluation criteria are required by the consumer, such as good or service characteristics that he or she requires, and then the consumer will classify the alternatives, to reach a satisfactory choice according to consumer criteria. The next stage is the purchase decision process, the consumer decides to buy, so they must select among the alternatives they have, among which are good or service details, the packaging, sale points and the methods shopping. Then, it is to buy and it often occurs at the same time as the purchase decision stage, but sometimes product availability issues can bring a period between the purchase decision and the purchase to be made.

Finally, the last stage in the consumer process is the evaluation after the product or service purchase or acquisition, which could be carried out consciously or not, with which the consumer may feel satisfied or not. In the case of not feeling satisfied, it could be due to different factors such as expectations created by the consumer; on the other hand, a satisfied customer could be able to become a loyal customer (Tetteh, 2019).

In addition, Hoyer and MacInnis (2009) consider that a large part of consumer decisions and the way how the information is processed are influenced by culture. Whereas, Tetteh (2019) adds that different variables influence consumer behavior. For example, group or family influences, personal attitudes and perceptions and, planned consumer behavior; external influences also influence, such as to be a member in the society, which the culture, beliefs, customs and habits will influence in the decision making; It means that, consumers are influenced subjects by intercultural and group influences; and the influence variable is affected by environmental forces. Therefore,

consumers are driven to act in a certain way without having feelings or develop beliefs about a product or service.

The decision purchase process will be explored in the interviews with organic wine consumers in Ireland; therefore it is required to understand the process. In this way it can be related to the planned behavior theory that is described below.

2.3 Planned Behavior Theory (PBT)

This theory was raised by Icek Ajzen in 1985 seeking the improvement of the theory of reasoned action, for this he adds perceived behavior control. Therefore, planned behavior theory is an extension of reasoned action theory. Planned behavior theory refers to the consumer intention; their motivations determine the willingness to have or try to have a certain behavior; the theory captures motivating factors that influence the individual behavior (Ajzen, 1991). The core is the individual intention in performing a certain behavior; these intentions are influenced by individual motivations.

This theory seeks to provide an integral framework in order to understand what determines behavior (Ajzen, 2015). Thus, the focus is to predict intentions. It is believed that behavioral intentions could be explained through behavioral beliefs, regulations, and inspection, as well as attitudes, regulations, and the perception behavioral control (Ajzen, 2011).

Perceived behavioral control refers to individuals' perception of the behavior performing which they are interested in performing, it means, the ease or difficulty to do it (Ajzen, 1991). Hence, motivation and the ability to interact are supposed to act on the behavior performance, so it is expected that, the intention to influence the result will be seen reflected according to the behavior control that the individual has.

According to Ajzen (1991, 2008, 2011 and 2015), in this theory the intention could be found immediately in a behavior, this intention is determined by different reasons; this theory refers to three independent concepts that determine intent. These are explained below.

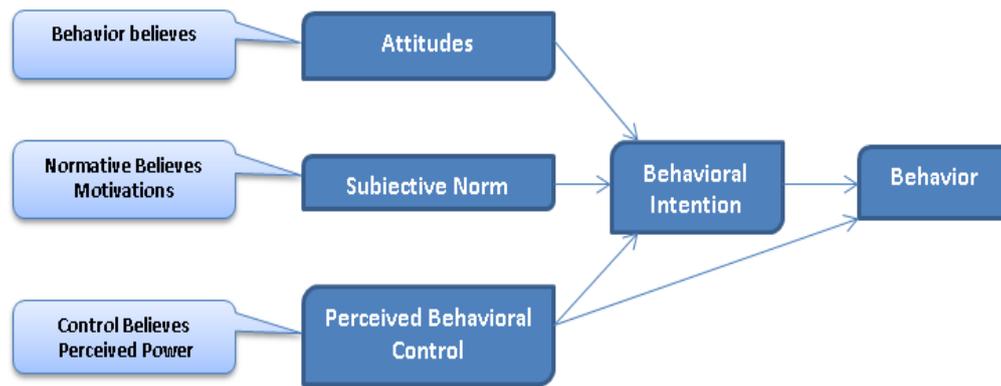


Figure 3 The theory of planned behavior (Ajzen, 1991).

The first is attitude, it means, the approval or disapproval degree towards the behavior being analyzed; It has relation with the behavioral beliefs, that should be consider because they refer to what is perceived as positive or negative consequences and there are evaluated, since that in the individual memory, these beliefs are been deposited through past experiences; so, the attitude towards a certain behavior is formed.

The second concept is the social factor called the subjective norm, which refers to the social pressure that influences whether or not to perform a certain behavior; therefore, expectations should be taken into account along with the individual motivations in order to fulfill the consumer expectations. In other words, the subjective norms are related to performing the behavior.

And the third concept is the perceived behavioral control degree; it means the perception towards the difficulty degree of behavior performing. Also, taking into account previous experiences; therefore, control beliefs must be considered, which is related to the factors perceptions that are able to influence the individual behavior.

In addition, Saito (2009) describes that according to planned behavior theory, the intention to carry it out is going immediate towards the behavior. And, it is understood that the greater the intention, the probability of its performance will be greater. So, the perceived behavior control influences the behavior. On the other hand, Armitage and Conner (2001) consider that if attitudes are strong or social factors are able to exert power over the individual decisions, the perceived behavior control may be less predictive of consumers' intentions. So,

Ajzen (1991) argues that the perceived behavior control intention degree will depend on the kind of behavior and the situation which is happening.

Furthermore, Ajzen (1991) recognizes that intention and perception of behavior control are useful to predict; however, additional research is needed. And, on the other hand, little real control over a behavior will lean to decrease the predictive intention validity. Nonetheless, the theory considers that the more favorable the factors mentioned above, the stronger the intention should be to carry it out. Ajzen (2008) also indicates that individuals are expected to execute their intentions as soon as they could do so, but with the control degree necessary to carry out the behavior.

In addition, Ajzen (2008) adds that the rational decisions process is not assumed in this theory. And social behavior is managed, reasoned, controlled or planned according to the possible consequences that an act may involve, including expectations and factors that may interfere with performance. Also, consumer behavior recognizes several factors that are expected to influence the consumer intentions and behavior, such as demographic characteristics, where it must take into account age, gender, religion, education, income, and on the other hand, identify different personalities, general attitudes, emotions, motivations and so on. All of them have influences on behavior, normative, and control beliefs. Ajzen (2015) also considers that the information can change some beliefs that influence on the intentions.

For example, according to a study made by Ajzen (2015) regarding a healthy diet indicates that anticipating the maintaining the diet difficulty, reduces the intentions of individuals to maintain a behavior. To the planned behavior theory, the intention that a person has on the behavior will depend on the control of being able to concretize, since the individuals act according to intentions that they have only if they have control over the behavior. Another study made by Ajzen (2008) considers that this theory assumes that beliefs guide the consumer intentions and actions towards the product purchase and not due the good characteristics, for this reason marketing could be able to deliver towards the product better advantages. Ajzen (2015) also indicates that as far as people's intention and perception take control into account, the correlation between these variables generally does not add variations in behavior.

In addition, Armitage, Conner and Norman (1999) conducted studies regarding condom use and food choice applying the reasoned action and planned behavior theories and indicate that their study results also depend on consumer mood. For example, if the mood is positive, self-identity will be a behavior predictor. However in a negative mood, attitude and identity are independent. But statistics results indicated that the self-identity and intention relation was not significant. In addition, Shepherd, Magnusson and Sjöden (2005) consider that planned behavior theory is a good choice to examine the decision to buy and consume organic products. Their study carried out in Swedish indicate that in Europe the organic products consumption has increased and the health is a common consumer reason, however a group also does it for the environment, they determined with the study that health is the most important factor that predicts the attitude towards the purchase.

2.4 Discussion and research question

Nowadays, organizations are aware of the importance that consumers are in order to increase market and sales. They have realized that, attention must be paid in individuals in order to develop their products and strategies. A greater knowledge about consumers better results. Therefore, having knowledge about consumer behavior allows to organizations to detect opportunities in markets; they can develop better marketing strategies and reach an appropriate segment. It is necessary to understand the consumer motivations, needs, desires and expectations, perceptions and attitudes, in order to influence them and to predict the consumption result. Therefore, it is interesting to understand consumer behavior, in order to identify new niches in which organizations can develop and carry out improvements.

The consumer behavior world is made up by several factors such as: (1) Stimuli that consumers receive, either through marketing such as products or services, prices, distribution, advertisement; or others such as economic, technological, political, or cultural factors; (2) Psychological or character consumer aspects; psychological aspects such as learning, memories, motivations, perception, attitudes and beliefs, these last four have been deepened, since the relationship with planned behavior theory, since understanding and knowing the motivations, perceptions, attitudes and beliefs

of individuals will help understand their behavior with the theory. And on the other hand, there are cultural, social and personal consumers factors; (3) Purchase decision process, which must be defined to know how the process is carried out by the consumer; And (4) the purchase decision is identified in consumer behavior which distinguishes product alternatives, brands, distributor, times and payment options.

Although the consumption behavior model (Figure 1) shows factors related to stimuli and consumers characteristics, purchasing process and decision-making; the study purpose with the planned behavior theory, it does not deep into the stimuli or in consumer characteristics, these will be considered constant, since the study focuses on psychological aspects of individuals such as motivations, perceptions, attitudes and beliefs, because they are connected with Ajzan's theory (figure 3) which presents a model more detailed of the factors related to each other such as attitudes, subjective norms and perceived behavior control. And it seeks to predict behaviors, but it is also necessary to have purchasing process distinct, as shown in figure 2, since the consumer goes through stages to reach or not a final consumption and then to evaluate the product and the buying experience.

Motivation is an aspect reviewed. They are the engine to achieve a goal and an added need to an impulse or desire that is desired or must be satisfied, so that consumers have a motivated behavior towards a goal. Thus, it is interesting to understand which the motivation role in purchasing behavior is, since motivation may also be stimulated by social factors. Therefore, the motivational role in consumer behavior is drives people to seek a goal or object or result. However, motivations could be influenced by social pressure or expectations which affect the subjective norms mentioned in the theory, and therefore influence on intentions and thus on behavior.

Whereas, in perceptions aspect, the information is received through of stimuli that are identified and interpreted by senses. So, consumer considers the difficulty and control degree to achieve a goal, and also social pressure is taking into account, which is involved in planned behavior theory. Because, if the consumer perceives a high risk or difficulty to achieve the goal, they will look for other ways or they will not follow with the idea of achieving it. Thus, the factors are interconnected and it is required to understand perceptions

formation, since the perception will influence on consumers motivations and attitudes.

On the other hand, the decision is based on attitudes and believes. These are the individual personal value. Attitudes influence intentions and therefore behaviors, reason why it is possible to be interpreted that, a greater valuation there will be a greater intention. In addition, there are also beliefs about what will happen if a certain behavior is carried out or not. And at the same time, attitudes are influenced by feelings and individuals intentions. Therefore, it is necessary to understand how the attitudes and beliefs act on purchase intention by consumers.

In addition, Tetteh's consumption process model is shown because he specifies each stage clearly and in detail. So, different stages are distinguished about the consumer behavior decision-making process, which are influenced by several factors. The individual's motivations, perceptions and attitudes and beliefs will influence the process from the moment that the need or problem is detected to the post-purchase. For example, when recognizing a problem or need, the consumer will be influenced by the motivations that has; then she or he will look for information, the amount requires will depend on the individual's attitude, and after the options will evaluate according to perceptions; it means, stimuli and past experiences, to make the decision and make the purchase; finally, consumers will evaluate according to their perception and expectations towards the good or service.

Furthermore, it is necessary to understand that, the individual purchasing behavior and their purchasing decision are influenced by different factors, such as stimuli from marketing or others such as the economy, technology, politics and culture, in addition to social, personal and psychological factors. Therefore, understanding these characteristics is fundamental in order to detect opportunities and develop appropriate strategies. However, this study emphasizes some psychological factors that are related to the planned behavior theory concepts. The aim is connect the variables and determine if intentions plus perceived control behavior could be predicting the final behavior.

Planned behavior theory indicates that intentions take the motivational factors that influence behaviors and considers three main factors: attitudes, subjective norms and perceived behavioral control degree. Intentions are attitudes

objective; at the same time, they are motivated by certain stimuli that the individual has, and the perception also influence them. The theory postulates that the interactions together with the perceived control behavior degree could predict the consumer's behavior. Since, when is understand the intention and control degree about determined disposition, it could be possible to predict the behavior.

As a result, behavior beliefs influence to attitudes, so into the individual's intentions and thus the behavior. It is personal nature. For example if the individual strongly believes and values an object or idea, the individual will have a greater intention to obtain the object or support the idea and thus influence into the behavior.

On the other hand, normative believes, motivations and perceptions will influence subjective norms, owing to social pressure could influence people; therefore in their intentions and behaviors. It is also related to the normative expectations from others; it means normative beliefs and social influence. However, the individual's own motivations are added, since if their motivation is greater than what society indicates, the behavior will take place anyway. Social pressure perceptions are not primarily focused on behavior, they are focus on social behavior; it means, the pressure associated with the behavior. In simple words, for example throwing garbage on the street, it is unacceptable behavior, there is social pressure not to do it, but if the person wants to do it, he or she will do it; nevertheless there is a social pressure towards social behavior. Finally, the control beliefs and the power perception will influence the perceived behavioral control degree, where the individual perceptions will also influence the intentions and thus, the behavior. In other words, this variable is influenced by difficulty degree that the consumer perceives to carry out his or her aim. Since, if the difficulty perception is greater, the intention to achieve the objective may decrease and thus obstruct the behavior performance.

Hence, in this process it is necessary to understand the consumer motivations, their perceptions, attitudes and beliefs, to be able to distinguish where their interests and intentions are, focused on detecting new business opportunities. So, a higher motivation degree, a good product perception, plus favorable attitude, it could help the consumer to decide their consumer behavior process to carry out certain behavior.

Therefore, the research question is: How attitudes, subjective norms and perceived behavior control influence the intention and final consumer behavior in relation to organic wine? In other words, the objectives with the question seeks to understand how attitudes and beliefs influence the purchase intention and final decision in relation to organic wine; then, how social pressure, expectations, perceptions and motivations influence the final determination in relation to organic wine; Also to understand how the difficulty degree and the perception determines the purchase intention and the final behavior towards organic wine. And lastly, to identify a growth opportunity toward the organic wine market in Ireland

Throughout the years, the wine purity taste has improved and the charm have been reason enough for marketing to promote increased sales (Jones and Grandjean, 2018). According to Rahman, Stumpf and Reynolds (2014) organic wine is produced from better quality and organically grown grapes. And Wine Folly (2016) considers that Organic, it refers to the good purity and uses non-synthesized ingredients. In addition, Di Vita, Pappalardo, Chinnici, La Via and D'Amico (2019), indicate that organic wine name has two qualities. On the one hand, wine, which is related to fun, sharing and pleasure, and on the other hand the word organic is directly related to the environment and being healthy. By joining these two concepts one would imagine that it is a successes product but it is not, it is still a low demand product. Their research indicates that people are willing to pay an extra for organic wine, since their personal motivations; they give greater value to the environment protection. In addition, MarketLine (2014) indicate that, throughout the years, wine consumption in Ireland has been growing, and since an unfavorable climate in Ireland for cultivating grapes, most wine is imported and there is a wide variety of brands available, although tax levels are high. Despite this after beer, wine is the most consumed in Ireland (Lawrence, 2019, p. 20). However and despite that organic wine consumption has raised, its popularity and consumption remain below the traditional wine, reaching 3.6% of the market in 2018 (Checkout, 2018).

Therefore, this study seeks to understand and explore how the factors indicated in the planned behavior theory influence the products purchase and thus, a purchase behavior towards organic wine could be predicted; it means, if they have more or less favorable attitudes towards the product; the subjective norms

or social pressure and expectations change or modify their behavior; and if the perceived behavior control influence the intention and, so the behavior, either because other decides what kind of wine to buy or difficulty degree to find or access to the organic wine choice.

The empirical setting will be carried out through interviews in order to describe the consumer's behavior process and identifying how their attitudes, subjective norms and behavior control perception can have an intention that influences behavior and therefore, it could be predicted applying in organic wine consumption in Ireland.

The theory indicates that a favorable attitude towards the product, increases the purchase intention, and therefore influences the behavior; On the other hand, it indicates that if the consumer perception towards subjective norms is greater, it also will influence the intention and, therefore the behavior. For example, if the social pressure is favorable or not with the environment and the consumer's perception towards organic wine it is favorable or not, they also influence the intention and the behavior; and then the behavior control perception. For example if the difficulty degree finding the kind of wine that the consumer wants in organic or someone else decides what kind of wine to drink.

In order to explore and get the answer to the research question and the study aims, in the next chapter, the methodology structure, research method, data collection, ethical considerations, data analysis and limitations will be carried out and will be established and designed in detail. With the aim of being as precise as possible and detailing why each step has been decided.

CHAPTER III Research Design

3.1 Introduction

In the previous chapter, consumer behavior, the consumer's decision process, and concepts such as motivations, perceptions, and attitudes and beliefs were explored with the aim of understanding them in order to connect them with planned behavior theory, which seeks to predict behavior by understanding attitudes, norms, and subjective norms and perception behavior control, that lead the consumer to have an intention and then a determinate behavior, the concepts are insert in the theory. Thus, it is important to understand them, in order to answer the study research question which is how attitudes, subjective norms and perceived behavior control influence the intention and final consumer behavior in relation to organic wine.

Since, the objectives are to understand how attitudes and beliefs influence the purchase intention and final decision in relation to organic wine; to understand how social pressure, expectations, perceptions and motivations influence the final determination in relation to organic wine; Also to understand how the difficulty degree and the perception determines the purchase intention and the final behavior towards a product or service in relation to organic wine; and to identify a growth opportunity in the organic wine market in Ireland.

In this chapter, the study methodology and method carried out is developed, established and justified. In addition, the data collection and ethical considerations are defined, and then the data is analyzed in order to proceed to the next chapter where the findings are described, and ending with conclusions, recommendations and limitations chapter. Every detail has been mentioned in order to find the answer to the study research question.

3.2 Methodology

Below describes the research methodology and the research method. First is contextualizes regarding research modes, methodological design, research philosophy, research approach, and then the methodology is defined. The same structure happens with the research method. It begins with the strategy and methods contextualization, to later determine the study structure.

3.2.1 Research methodology

According to Saunders, Lewis, and Thornhill (2015) there are three research kinds, called quantitative, qualitative, and mixed; and in turn their, the nature they could be exploratory, descriptive, explanatory, evaluative, or a combination of these. The quantitative design is carried out by means of numerical data, instead qualitative in non-numerical data such as words, images, videos, and so on. Therefore, quantitative is used as a synonym for any data collection technique through graphics or statistics, while qualitative focuses on data collection through interviews or data analysis that is generated with the use of non-numerical data. In simple words Carson, Gilmore and Chad (2002) indicate that the qualitative research method seeks to generate key research phenomena, while the quantitative method research general perspectives.

Saunders et al. (2015) also add that, the methodological nature design can be exploratory. It means that open questions are used in order to discover what is happening with the interest theme, which has the advantage of being flexible and adaptable to changes. Regarding the descriptive nature, it seeks to obtain data to accurately describe events, people or situations. It is an exploratory search expansion and it is an explanatory search forerunner, which seeks to study a situation or problem to explain the variables relationship. On the other hand, the evaluative nature seeks to find out how well something works, it seeks to evaluate responses. Moreover, it is possible to use mixed study designs.

Therefore, this study is qualitative, since it seeks to understand how the planned behavior theory apply to the process through which the organic wine purchase is made, focusing on understanding attitudes, subjective norms and the control perception during the process, using the combination of exploratory and descriptive designs. Since they are developed with interviews and help to understand the context and what is happening with wine consumers in Ireland, while the explanatory design is not be apply because it is structured to analyze statistical and quantitative data.

In addition, according to Saunders et al. (2015) research philosophy can be understood as beliefs and assumptions system about the knowledge development. And they mention philosophies like positivism, critical realism,

interpretivist, postmodernism and pragmatism. However, Quinlan (2011) considers some philosophical framework, such as: (1) Positivism. It indicates that there is an objective reality and that reality is separate from consciousness; (2) Constructivism. It indicates that a social phenomenon is developing in social contexts and that individual and groups bring about their own realities; (3) Interpretivist. It indicates that the interpretation comes from all knowledge; (4) Hermeneutics. It refers to the interpretation theory and the interpretation processes study; (5) Symbolic interactionism. It indicates that reality arises through the meaning as a whole that develops from the individuals interaction; (6) Functionalism. It studies the structures in society and how these meet the society needs. (7) Structuralism. It focuses on that human culture can be understood as a signs system, with structures and different practices to do things; (8) Critical theory. It is the examination and society criticism, in order to expose domination systems; (9) Feminism. It indicates the political, social, sexual and economic equality that must exist between women and men; (10) Post- structuralism. It comes from a structuralism critique; (11) Post-modernism. It challenges and rejects the modernist approach simplicity, in which scientists explored, analyzed and explained the world in empirical terms rational objectives. Nonetheless, Dawes (2012) and Carson, et al. (2002) consider that qualitative research is more consistent with the interpretive approach.

Among the mentioned philosophies, it was also evaluated to apply the positivism and realism philosophy but according to Dawes (2012) positivism philosophy is focuses on discovering patterns in observable events and generating explanations and critical realism focuses on cause and effect, thus seeking to understand past events that could have affected the present, so they have also been discarded because they does not apply what is sought in this study. Hence, given what this study seeks to understand, interpretive is the philosophical foundation. Since, it believes that the own experiences and context influence on the experience. So, it does not agree with the generalization. This philosophy avoids rigidities, thus it adjusts to the study that is sought do. Dawes (2012) adds that interpretive philosophy involves interpreting meanings and actions according to the subjective frame of

individual reference. For the study, by exploring in depth is possible to understand the case fully.

On the other hand, it is important to consider the research approach could be deductive or inductive. Dawes, (2012) describes as deductive approach, where a theory or conceptual framework is developed and then tested, while inductive refers to a theoretical test, with a sample where the investigation result can be generalized. Meanwhile, Carson, et al. (2002) also considers that deductive approach involves developing a conceptual theory before trying empirical research methods, while, the inductive approach is a data observation that guides the investigation; it implies making observations. Hence, this study applies an inductive approach. Since it seeks to explore and understand the consumption behavior with organic wine in Ireland. Observing and exploring consumer process and how affect attitudes and beliefs, social pressure and consumer perceptions and the difficulty degree that is perceived which will influence the purchase intention and therefore in the behavior.

3.2.2 Research method

In order to define the research method, it is necessary to establish the strategy. According to Saunders et al. (2015) strategies can be distinguished in terms of the research kind. For example, for quantitative research, experimental strategies or structured observation surveys are used. However, qualitative research is related to a variety of strategies, which may share characteristics but have specific approaches and particular procedures. Some qualitative strategies are: ethnography, action research, grounded theory, archival research and case study. Nevertheless, case study, or in a mixed methods research design could also be used in quantitative research as well.

Hence, experiment and survey strategies are not applied, because the ability to understand the context is limited and they are mainly aimed at quantitative research. On the other hand, Saunders et al. (2015) define the qualitative strategies as: (1) ethnographic strategy emanates from the anthropology field and its focus on a group culture or social world study; it is a written account of a people or ethnic group; (2) Action Research is a strategy designed to solve organizational problems through participatory and collaborative approaches for participants; (3) Grounded theory focuses on data collection techniques and

analytical procedures; it is developed inductively. It was developed as a process to analyze, interpret, and explain the interpretations that individuals create to make sense of their daily experiences with certain situations; (4) The archival research strategy purpose is promote organizational learning by developing solutions through problem detection, action planning, action and action evaluation; it is action research rather than action research. (5) Case study may refer to different subject such as a person, a group, an organization, an association, a change process, an event and so on. This strategy can bring insights from intensive and in-depth research into a phenomenon study in its real-life context. And also can offer the chance to use a mixed methods research design, although the strategy may rely on a mono or multi-method. Therefore, ethnography, action research, grounded theory and archival research do not apply in this study and it has been determined to apply case study strategy, because it explore in-depth and can helps to answer the research question and get the objectives.

3.2.2.1 Case study strategy

This strategy is considered by Eriksson and Kovalainen (2008) as the construction and resolution of one or more cases, where different data sources and analysis methods can be used to solve the case. For this reason, they add that case study research is best described as a research strategy. They also indicate two definitions of this strategy according to Creswell (1998) and Yin (2002). Creswell considers that a case study is a bounded system exploration, which can be defined in time and place terms and through a detailed data collection and integrating different information sources. Meanwhile, Yin defines case study as an empirical investigation that explores a contemporary phenomenon, this happens when the limits between the phenomenon and the context are not fully evident, and in which multiple sources of evidence are used.

In addition, Dawes (2013) indicates that, case study strategy is apt for exploring, explaining, understanding and describing the research problem or question and adds that according to Yin (2009) case study is proper for looking at a phenomenon in depth and in context, since it does not attempt to control the context.

However, Eriksson and Kovalainen (2008) add that Yin (2002) argues, when resources are available, multiple methods should be chosen and they suggest that a strategy can be developed by two types of study (1) Intensive study of case studies. Where the objective is to understand a unique case from the inside, providing a holistic and contextualized description. And (2) Extensive case study research; its objective is to prepare, test or generate in-depth interviews used as the main data source. While, Saunders et al. (2015) also add that Yin (2014) suggests that, the case study can be applied for descriptive and explanatory purposes, in addition to exploratory. And he adds that deductive approach can be used as an explanatory study.

Saunders et al. (2015) consider this strategy as a challenge given that its nature is intensive and deep, and it also needs to identify, define and gain access to a case study environment. They also indicate that Yin (2014) distinguishes between four case study strategies based on two discrete dimensions such as single case versus multiple cases and holistic case versus embedded case. On the other hand, Yin (2014) considers that a multiple strategy can combine a small sample of cases chosen to predict replication.

In addition, Saunders et al. (2015) mention two kinds of time horizons called Cross sectional and longitudinal. This study focuses on cross sectional. Since, it seeks to understand what happens at the moment, while longitudinal seeks to understand changes over time.

Therefore, the case study strategy is developed since sought to understand how attitudes, subjective norms and perception of behavior control can predict behavior. For these reasons the study is qualitative, with interpretivist philosophy and inductive approach. The strategy model applied is case study because it allows us to explore a phenomenon and understand its context. This strategy can also be applied to different individuals employing interviews that allow us to describe consumption processes, which is what the study is seeking to understand,

Regarding the techniques and procedures, the study is carried out through interviews to wine consumers and Chilean wine specialists that allow exploring procedures through descriptions in order to understand the context as a whole; the interviews are semi-structured and in-depth to achieve a better exploration. However, this study is carried out in a single embedded case study design, in

the multiple units of analysis context. The unit analysis is the consumer going throughout the decisions making process, since two consumers cases are analyzed in their decision-making process. First who buy organic wine and second who buy traditional wine.

3.3 Research Strategy

The data collection and ethical considerations made in the study are described below.

3.3.1 Data Collection/ Selecting samples

The case study strategy is an action plan to achieve a goal (Saunders et al., 2015), for this reason is important to decide the right data collection. Mills, Durepos and Wiebe (2012) indicate that sampling in this strategy kind is complex since different ways can be found, however it offers flexibility in justifying the sample choice. Also, case study may examine a holistic case, it means, a single study unit, or it may involve more than one analysis, in other words, an embedded case study. Therefore, it has been determined to carry out an embedded case study, in order to observe different procedures with the unit analysis of consumer making decision process related to organic wine purchase.

Saunders et al., (2015) and Quinlan (2011) consider two kinds of sampling techniques called Probability and Non-probability. Probability sampling seeks to find answers with statistical calculations and it is often associated with research strategies from surveys and experiments. However, Non-probability sampling is a non-random choice sample. It provides different techniques for selecting samples, and the choice have a subjective judgment. Non probability sampling techniques are: (1) Quota sampling, it is a stratified sample is used in structured interviews and has similar requirements on sample sizes as probabilistic sampling techniques; (2) Purposive or judgmental sampling. It is employed by researchers adopting the grounded theory strategy; (3) Volunteer or snowball sampling. Participants are volunteers to be research part and thus are not chosen; (4) Haphazard or convenience sampling. The sample is selected without any obvious organizing principle in relation to the research question, selection is random since, it is readily available or convenient but it is prone to

bias and influence. However, the cases appear in the sample only for the ease of obtaining them; Nonetheless, Saunders et al., (2015) indicate that convenience samples can meet intentional sample selection criteria relevant to the research objective and it could be considered as convenient because access has been negotiated through contacts.

Therefore, this study applies the convenient sampling technique, since the sample is selected through eight wine's consumers. It has selected adult people who consume wine in Ireland in order to know their decision process, attitudes, motivations and perceptions. However, those who do not consume wine have been excluded, since what is sought is to apply the planned behavior theory with organic wine. Therefore it does not make sense to interview those who prefer another kind of alcohol or do not consume alcohol, since they are not able describe their evaluation processes, decision or attitudes towards organic wine.

On another hand, the interviews seek to capture direct quotes about the personal perspectives and lived interviewee's experiences, carefully directing the questions. Thus, it is conducted with empathetic neutrality seeking understanding without judgment by showing openness and respect to listen and observe the interviewee, giving them full attention.

Through consumer wine interviews is seeking to get direct information about individual's personal perspectives and experiences. It has direct contact with interviewees, with empathic neutrality, without judgment by showing respect being fully present, focus on individual experiences. It is clear that the situation could dynamic and their preference could be modified.

With exploratory and descriptive approach, it seeks a better understanding for general interest and consumer process and to understand by observing the detail.

The data collection method has been carried out by one-on-one interviews by zoom and a couple of them were face to face, however, all of them have been audio recorder. Each question was focus on according to the concepts examined in the literature review and the planned behavior theory. The consumer's interview has addressed the following questions.

Interview Schedule

Questions	
Introduction	Do you like wine?
Motivations	Could you tell me what your motivations to buy wine are?
Process	Could you describe or tell me your wine process purchase? Do you get information before to buy?
	How do you evaluate the options?
	Which factors affect in your purchase? Do you have preferences such as brand, origin, kind of wine? Do you consider the price?
Attitude	What is your perception of organic wine?
	Do you consider that you have a favorable attitude towards organic wine? Do you consider that this attitude determines your purchase decision?
Subjective norms	Do you have any motivation to buy organic wine such as not using pesticides?
	How does the social pressure regarding the environmental care influence in your organic wine buying decision?
	Are you motivated to buy organic wine knowing that an external organization certifies the production? It means, someone else is controlling the process.
Perceived control	Which is your perception about to find organic wine? Do you think it is difficult to find it?
	Who determine which kind of wine to buy? Do you buy based in your decision or others?

Figure 4 Consumers interview schedule

On the other hand, two Chilean wine specialists have been interviewed, with the aim of knowing the wine production and sale process. One of the interviewees owns an organic wine production.

In these interviews the questions were focus on process explanation. Being with their history, how long they have been in the industry, then talking about the wine production process, from grape production to bottling. After that talking about, how the distribution and export process are; and also, comparing between organic wine and traditional wine production.

3.3.2 Ethical Considerations

In this study people are respected. The interview participant anonymity and confidentiality are preserved. Participants are treated as autonomous individuals and therefore are not forced or influenced to participate in the study. Their right to withdraw from the study at any time has been is respected. They are informed that the objective is to know their consumption decision-

making procedures focused on the organic wine consumption and information on the objective is not omitted. On the other hand, vulnerable groups that may have diminished autonomy and are not considered as part of the study sample, so they have been protected and excluded.

Regarding the principle of beneficence and non-maleficence. The interviewee well-being is protected. Since there are no risks of physical, psychological, emotional or social discomfort for the participants and the study is seeking to hear them and learn about their processes.

And, the justice principle, the participants selected to be interviewed are wine consumers in order to know their consumption behaviors regarding this product, which is the study purpose is to apply the planned behavior theory.

Hence, the interviewees have been informed that this study is confidence and their identity is reserved, and that their right not wants to answer some question is respected. In addition, a consent form has been provided.

3.4 Data Analysis

According to Mills et al. (2012), Yin recognizes three analysis techniques, (1) Pattern matching, (2) Explanations construction, and (3) Time series analysis. Therefore, the pattern matching analysis is applied. The analysis carried out with the consumer interviews has allowed buying processes between consumers and, at the same time, comparing the planned behavior theory. And also, the explanations construction technique is applied, since, two consumer processes are narrated. Meanwhile, the time series technique, it is not applied because, they are time series, experiments are carried out and it is used in quantitative research.

On the other hand, according to Mills et al. (2012), Miles and Huberman recognize that an analytical analysis strategy uses text snippets, keywords or full quotations, and consists of filling in charts and summarizing their content. They also consider that qualitative analysis core is the qualitative data reduction in visual representations, such as tables and networks.

Hence, the consumer interviews data analysis has been codified. First, it has been identified the study themes in each interview by colors. Second, summarizing the answers; and finally codifying by letters according to each theme, as detailed in the figure 5. After that, the assigning way codes has been

according to each theme, and the analysis result interviews are presented in a table as shown in the figure 6.

The following chapter describes what has been found with the data analysis after interviews with consumers and wine specialists have been carried out.

Themes consumers interviews codification		
Color	Letter	Concept
Light blue	A	Kind of Motivations
Pink	B	Decision Process
Purple	C	Kind of Factors
Light green	D	Kind of Attitudes
Blue	E	Subjective Norms
Red	F	Perceived Control
Green	G	Organic Wine Perception
Grey	H	Wine Perception

Figure 5 Themes consumer interviews codification

Themes and codification from consumer's interviews			
A Kind of Motivations	B Decision Process	C Kind of Factors	D Kinds of Attitudes
A1 Like	B1 Evaluation a new product and asking to the shop assistant	C1 Brand	D1 Open to try and explore more
A2 The weather	B2 By recommendations	C2 Origin	D2 Positive but not determine the purchase decision Positive attitude determines the purchase decision Negative due to previous experience
A3 Drinking with food	B3 Previous experiences and Knowledge	C3 Price	D3
A4 Test	B4 Origen, region and price	C4 Kind of wine	D4
A5 To try new taste	B5 Advertising, nice bottle and year	C5 Knowledge	D5 Neutral
A6 Special occasion	B6 Depends on the occasion, formal occasion buying in a special shop	C6 Nice bottle	
A7 Recommendations	B7 Evaluation by mobile app	C7 The year	
A8 Mass produce wine is rubbish	B8 Online research (google)	C8 Rating evaluation	
A9 Production process		C9 Previous experiences	
A10 Relax			
A11 Socialized			
A12 No pesticides			
E Subjective Norm	F Perceived Control	G Organic Wine Perception	H Wine Perception
E1 Social pressure	F1 To find organic wine in Ireland	G1 Amazing, really good, brilliant idea, fantastic	H1 Higher price higher quality
E1.1 Not influence	F1.1 Never seen	G2 No familiar with More expensive that regular	
E1.2 Influence	F1.2 It is t difficult to find	G3	
	F1.3 Some options in local off license	G4 Poor offer, difficult to find	
E2 External organization certificates	F2 Final decision depends on the situation	G5 Headache to the next day	
E2.1 It does not t matter	F2.1 The own person	G6 Healthy	
E2.2 Influence the decision	F2.2 Friends	G7 Less of headache	
		G8 Different test, worth to try	

Figure 6 Consumer interviews codification

CHAPTER IV Findings about Irish study in relation to organic wine consumption and Chilean wine specialists

Through qualitative analysis, interpretive philosophy and inductive approaches, it has been possible to explore and describe different wine consumers in Ireland. With the case study strategy applied through interviews. They have allowed for an in-depth consumer purchase processes exploration and understanding. The interview codification from the qualitative analysis has distinguished two kinds of wine consumers. In addition, with Chilean wine specialist's interviews, it is possible to explore the wine industry operation and the organic wine production.

Therefore, according to the strategy applied in this study, this chapter begins by contextualizing and showing the narratives cases, in order to know the consumer decision-making process; then they are related to the planned behavior theory and ending by exploring the findings from the interviews with the wine specialists.

4.1 Narrative Cases /Consumer Stories

Then to conduct the interviews, two consumer kinds have been detected, they will be described below; the first consumes organic wine and the second traditional wine. The unit analysis is the consumer going throughout the decisions making process. The same cases are described, which is the wine purchase, the same conditions, that is, in Ireland but with different final decisions.

The individual, who consumes organic wine, first has recognized his or her interest in becoming the wine world, therefore, investigates and educates him or herself about it. The individual is interested in knowing the production process. He or she is willing to pay a higher price compared to the price of traditional wine, has detected specialist wine shops, although in the first instance they are not easy to find them in Ireland, but after entering the wine world, they recognize where to buy it. The individual appreciate finding a good wine to enjoy with meals, meetings with friends, and special occasions. The consumer ventures to try new flavors, values the texture, good taste and aroma. He or she is also environment aware and healthy eating. The wine origin is

important for this consumer and the final decision is determined by his or her taste and knowledge.

On the other hand, It has been identified the traditional wine consumer who does it for pleasure without having previous knowledge about wine, is not educated about it and knows it superficially. Therefore, in its purchase decision process, the individual recognizes the need to buy wine; he or she goes to supermarket or regular stores and decides based on the offer that the shop is delivering, when he or she is deciding to buy. This consumer does not invest time in looking for specialist wine shops. The individual does not know where to find organic wine, he or she only knows the name organic wine and the idea or proposal seems interesting, but he or she has not seen advertising and is not willing to look in a specific store for the product. Their price range to decide which wine to buy fluctuates between 10 and 20 euros. The individual is a social drinker, decides the purchase based on recommendations from friends or mobile applications. He or she is environmentally aware; however it does not determine the purchase decision. He or she is not familiar with organic wine, and believes that it is more expensive than traditional wine. Their decision is based on the brand and the balance between price and quality, but their final decision is determined by others.

4.1.1 James story

James (pseudonym) is a 36-year-old man fan of the wine world, but he realizes that he does not know much about it. Therefore 2 years ago, he invited his wife to Carcassonne, France, to enjoy a few days in a vineyard and learn about wines.

During their stay in the vineyard they were able to rest and learn about wines, although both used to drink wine, they did not know in depth the production process or the different flavors and textures that wines have.

After a couple of days enjoying and relaxing in the vineyard, they were able to learn about the production process of traditional wines and organic wines. For both, the experience was wonderful, but he was even more motivated. After knowing the organic wine properties and its production process, he is willing to pay a higher price and look for specialized stores that sell organic wine. He

recognizes that traditional wine is not conscientiously or carefully manufactured and considers it rubbish.

He knows that the product is not easy to find in Ireland, however he has found specialist wine shops and can buy organic wine. Nowadays, he enjoys organic wine with his meals, meetings with friends, and special occasions. He also values the texture, flavor and aroma of the wine much than before. After his experience in France, he is ecofriendly productions aware, which is why he no longer consumes traditional wine

4.1.2 Emma story

Emma (pseudonym) is a 34-year-old woman who enjoys drinking red wine every day with her meals and in meetings with friends. She drinks it for pleasure but does not know the wine world in depth. She has tried organic wine a couple of times but does not know where to find it in Ireland.

She is a professional related to the health area and she knows how important healthy food and caring for the environment are. Due to her busy life, she goes to the supermarket or stores near her home. When she is in the store, she goes to the wine section and determines her purchase based on what the store is offering, previous experiences with brands that she has tried, and she estimates to spend 15 euros per bottle. However, when she has a meeting with friends or it is a special occasion, she prefer to buy wine according to her friends preferences and she is willing to pay more, because it relates the concept of higher price to better quality.

Although she finds the organic wine concept interesting, she does not stop her purchase decision because she cannot find it. She seeks to enjoy a wine with her dinner without care if it is organic or traditional. So, she ends up buying according to what the store offers, without wasting time looking for other specific wine store where they sell organic wine.

4.2 Consumer cases and planned behavior theory

Planned behavior theory indicates factors that influence intentions and then a behavior, thus it is possible to predict a behavior. According to this study, the case studies have been explored and it is possible to relate these factors as bellow is indicated.

Regarding the attitudes or motivations that lead towards the organic wine purchase, the cases studies show that they can have a favorable or motivated attitude towards healthy food, environmental conscious and being ecofriendly production processes aware. Nevertheless, it will not necessarily determine the final purchase decision. This action will occur when there has been internalization about organic wine.

In addition, the subjective norms to which the theory refers, the consumers show that social pressure that is made towards the environment care does not determine a behavior. The study cases show that they are concerned about the environment care; their intention is favorable and positive towards the environment care. However, organic wine does not necessary determine that, the consumer investment time to look for it in specific shops. Notwithstanding, it has friendly procedures with the environment. On the other hand, the fact that an external agent delivers a certification, ensuring that the procedures are organic and ecofriendly, they are simply not interested, and in others, they find it interesting and favorable, but neither does it determine the purchase. Nonetheless, this point is absolutely relevant for producers, since money must be invested in certification in order to obtain the final seal in the bottle.

Regarding the behavior control perception, in general the consumers indicate that, it is difficult to find it in Ireland. However, who have been internalized in the wine world, look for local wine specialist shops and buy organic wine. While, on the other hand, a regular consumers buy wines in stores such as supermarkets, and decide according to the offer that the store is showing. For example, Emma case does not search organic wine. She does not know well the product. She has heard about its attributes or something about organic wine and she has tested it a couple of times. Nevertheless, she is not interested in spending time looking for a specific store and searching for organic wine to buy it.

4.3 Findings from Chilean wine specialist interviews

In order to understand the wine industry, the interviews have been carried out with Chilean wine industry specialists; They indicates that organic wine differs from traditional wine by the raw material production. Since the soil treatment,

grapes production way without chemical, grapes warehouse must avoid cross commination until the wine bottling.

During the farming grapes, pests are controlled with other insects, so the procedure requires more care than traditional production. On the other hand, when grapes are leave in the warehouse, their handling must be protected and be sure that wine grapes are not mixed with traditional production grapes. And also, depending on the country which is importing, glass bottles must be lighter than the traditional wine. Since, the CO₂ emission production at the transportation time, so less weight lower CO₂ emission.

According to Chilean specialists interviews, organic wine is more expensive because the organic product must be certified to obtain the seal on the bottle, which requires a significant monetary investment, since it must be paid the soils certification, the grapes production without the chemicals certification, grape storage certification, being sure that grapes do not mix with traditional production grapes or chemicals, and each certification requires a payment, time and dedication.

According to the specialists, the wine production is practically the same as traditional wine, the distribution and preservation have no difference. However these specialists identify two impediments to Chilean wine, first the monopolization by some traditional wine producing companies and Chilean product stigmatization, price versus quality focused on volume sales, therefore a cheap good quality wine.

CHAPTER V Discussion and conclusions, recommendations and limitations

After obtaining the study results, the findings from the last chapter are discussed and concluded. In addition, some recommendations for future studies are described and the limitations study is mentioned.

5.1 Discussion and conclusions

Regarding to the literature, Solomon et al. (2006) indicates that individuals buy goods according to what they mean and not for what they are. This happens when consumers want to demonstrate their style or purchasing power to others. Perceptively with wine, consumers considers that it is not the same to bring or gift a bottle purchased in the supermarket by 15 euros versus a bottle purchased in a specialist store, where its labeling and price will be different, focused on a premium segment.

Regarding motivations, consumers determine their wine purchase simply for pleasure, to share with others, to relax, to give a gift or to live funny moments. Hoyer and MacInnis (2009) indicate that consumers consider the product brand and also the cost benefit. And those have been detected in consumer interviews, since they have preference brands, which they buy regularly and consider the price versus the product quality. On the other hand, literature also talks about ego, recognition among friends and prestige. This has been detected in consumers who decide to internalize in the wine world, learn more about it and stop consuming any wine. Some factors are important for them, such as, the production way and products with better flavor and texture. Therefore what is indicated in the literature is also distinguished with the consumer behavior with greater knowledge.

In addition, the experiences are lived through the senses and Solomon et al. (2006) describes the senses which develop consumer perception. Through interviews, it has been recognized that consumers use their senses to discover product particularities and determining their wine purchase. For example, consumers start sighting, looking at advertising and also when they are looking at the bottle looks, the colors and label letters. Then when consumers open the bottle, they smell it; the scent can bring back previous memories, it could be

positive or negative, since they have individual memories. On the other hand, when consumers taste the product, they find the quality perception and whether or not they like the taste.

Armitage and Conner (2001) indicate that social factors or subjective norms are related to the social standards perception and social pressure, which has been recognized in the interviews. For example with organic wine, the social pressure for caring the environment does not determine the final purchase, consumers are aware about the environment issue, but they do not determine their purchase based on care it with organic wine production. Regarding social standards in the cases, it is also recognized that consumers believe that higher price, better product quality. The consumer who educates himself or herself and seeks information also relates the drinking a good wine experience sharing with others, willing to pay a higher price. The consumer also seeks to reach a better social standard. Therefore consumers not only buy for the flavor but also for the brand image.

In other words, social pressure does not influence the organic wine final purchase decision, but in some cases it influences people's behavior to be accepted into a group, which happens with those who want to be included in a specialist wine group.

The literature also indicates that through the years the attitudes are learned. For example, with interviews have been distinguished the consumer who is able to travel to a vineyard in France and learn about organic wine and its production procedure, after knowing it, his or her attitude is favorable and positive towards organic wine and determines his or her intention and final behavior, looking for specialist wine shops in Ireland and buying organic wine.

As Katz indicates, consumers develop an attitude towards the product based on the pleasure produced by consuming them; therefore it is a utilitarian function (Solomon et al., 2006). It is what happens with wine consumption, consumers enjoy drinking it and sharing moments with friends, and as mentioned by Hoyer and MacInnis (2009), it is an affective function which influences feelings and memories.

Regarding the process, consumers recognize their problem or necessity to buy wine when they want to drink alcohol to enjoy with their meals or share with friends. They seek information through friend's recommendations, using

mobile applications or learning about wines. Then they evaluate the alternatives according to wine origin, brand, price and year, but if they are not sure what they want, their purchase decision will be determined by others and also by products that the store offers when they want to buy.

As for the planned behavior theory, the intentions are influenced by individual motivations. If the consumer has an organic wine favorable attitude, there is a better intention to buy the product but it does not necessarily determine the final purchase. The subjective norms or the social pressure with organic wine, there is not having greater influence and therefore, it does not determine the behavior. And regarding to perceived control behavior, if the buyer perceives that it is difficult to get organic wine, the consumer decide the purchase based on the store offer when is buying. The consumer will not go to other store to look for organic wine and will not come back other day. The buyer will simply decide based in the offer in that moment.

Through consumer cases and interviews a positive attitude towards organic wine has been distinguished by having a good image, since its flavor, helping the environment and being more responsible in production. However, although consumers have positive attitude, positive intention, it does not determine the final consumer purchase.

Regarding the subjective norms according to the consumer's interviews in Ireland, social pressure towards to help and care the environment, the study found that consumers care about the environment, they have a favorable or positive intention but social pressure do not determine consumer purchasing. On the other hand, the fact that an external organization certifies the production, to some consumers consider it as positive, however to others, it is not an important issue. Nevertheless, although it is a topic with favorable intention for some consumers, it does not generally determine their purchasing behavior.

Regarding the control behavior perception, the interviewees consider that organic wine is a difficult product to find in Ireland, those who choose the product go directly to local specialized wine stores. They are able to invest time in searching it, but in general, consumers buy in supermarkets or retail and they do not have marketing or visible alternatives for consumers in order to get more options and determine their purchase. Because, consumers will

determine their purchase based on previous experiences with traditional wine, recommendations from friends and the available offer in the shop at the moment when they are buying.

On the other hand, consumers determine their purchase decision based on tastes shared with others such as friends or family; therefore others influence in the final purchase determination. In addition, it is hard to find organic wine in Ireland, consumer lack education about its production and the marketing lack to achieve a position in the consumers' minds.

As conclusion, according to the interviews carried out with wine consumers in Ireland, it is possible to distinguish the positive buyer intentions towards to buy or drink organic wine. Consumer could also have a favorable attitude, a positive intention and may choose to buy organic wine. However, it will not determine a behavior. On the other hand, subjective norms with organic wine do not influence, thus it does not determine intention or behavior, but the perceived behavior control does influence in the purchase behavior, since consumers determine their purchase based on the offer that they have when consumers want to buy. Hence, the difficulty degree to find the product determines the final behavior and the purchase is also regularly influenced by others. Thus, positive intentions are not enough; the perceived behavior control influences the final behavior but mainly unfavorably for organic wine.

After conducting this study I have learned that a positive attitude or beliefs do not necessarily determine a purchase, they will help but not lead to a purchase with this kind of good, and consumers seek to enjoy a pleasant moment drinking wine.

My contribution is that I have detected a growth opportunity for organic wine, but this must go hand in hand with a marketing plan. It is also necessary to reach a greater number of stores, in order to cover a larger market segment.

On the other hand, social pressure, with this product does not influence the intentions of consumers, what determines the purchase is the degree of difficulty to find it. Due to the consumer determines his purchase based on what the store where the consumer buys offers.

The consumer's motivations, perceptions and attitudes must be recognized in order to create the marketing plan to position the product in the consumers' minds. It is also important that stores offer the product and consumers do not

consider hard to get it. Wine consumers show a favorable attitude towards organic wine, so it is a growth opportunity.

5.2 Recommendations

As a recommendation for other studies, it would be interesting to develop an organic wine marketing plan in Ireland, consumer perception is positive but organic wine needs to be positioned in the consumers' minds.

On another hand to develop a study in order to find the way about how to make people more environments aware, involving the goods production processes, with an education aim on the environmentally friendly production processes and people health benefits.

Therefore, studies about organic wine marketing plan and education plan in Ireland.

5.3 Limitations

The limitations were the time to achieve more interviews, the coordination with some participants, since the expected interview with an alcohol distributor in Ireland could not be possible, because he was on holiday. And also, some expected interview with wine producers could not be possible either. However, other Chilean wine specialists agreed to the interview, and one of them is an organic wine producer and the product is exported to USA.

Other difficulty was the time spent transcribing and translating the interviews.

Due to COVID 19, the interviews were mainly carried out via zoom, so it was not possible to have direct contact with interviewee mostly.

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APPENDIX I Participant Consent Form

Template

A study of Irish consumer behavior in relation to organic wine

Consent to take part in research

- I..... voluntarily agree to participate in this research study.
- I understand that even if I agree to participate now, I can withdraw at any time or refuse to answer any question without any consequences of any kind.
- I understand that I can withdraw permission to use data from my interview within two weeks after the interview, in which case the material will be deleted.
- I have had the purpose and nature of the study explained to me in writing and I have had the opportunity to ask questions about the study.
- I understand that participation involves a study about consumer behavior in relation to organic wine in Ireland.
- I understand that I will not benefit directly from participating in this research.
- I agree to my interview being audio-recorded.
- I understand that all information I provide for this study will be treated confidentially.
- I understand that in any report on the results of this research my identity will remain anonymous. This will be done by changing my name and disguising any details of my interview which may reveal my identity or the identity of people I speak about.
- I understand that disguised extracts from my interview may be quoted in a dissertation.
- I understand that if I inform the researcher that myself or someone else is at risk of harm they may have to report this to the relevant authorities - they will discuss this with me first but may be required to report with or without my permission.
- I understand that signed consent forms and original audio recordings will be retained in a private pc until the exam board confirms the results of their dissertation.

- I understand that a transcript of my interview in which all identifying information has been removed will be retained for be two years from the date of the exam board.
- I understand that under freedom of information legalisation I am entitled to access the information I have provided at any time while it is in storage as specified above.
- I understand that I am free to contact any of the people involved in the research to seek further clarification and information.

Names: Maria Natalie Mendoza

Degrees: Student of MSc. International Business, National College of Ireland

Academic supervisor: Fabian Armendáriz

Signature of research participant

Signature of participant Date

Signature of researcher

I believe the participant is giving informed consent to participate in this study

Signature of researcher Date

APPENDIX II MEMO I: Contextual data consumer interview

Each interview was a very pleasant meeting. At first I saw the interviewees a little uncomfortable knowing that they would be being recorded, but as the minutes passed, they no longer noticed the recording presence.

The interviewees were very friendly and willing to respond, although in some cases they had never stopped to understand their purchasing processes or to question whether or not to buy organic wine. I think to talk about wine as topic also helped make them entertaining, light, and easy-going interviews. There was a positive predisposition from the participants.

I felt very comfortable in each interview and I think that the interviewees also, although in every interview when I finished the recording the conversation was even more relaxed and interviewees and me desire to drink organic wine.

Although I am a wine fans, I decided not to do the interviews drinking wine, in order to not to interfere or influence the participants answer, and with the idea to be as neutral as possible. The main were listening the participants.

Recording the interviews was positive because I was able to focus on the questions and listening appropriately to the interviewee. The participants consent to participate was also recorded and they were informed about their identities anonymity. With the recordings were possible to re-listen every interview, especially when I was in the data analysis process. However, the disadvantage was the time it takes to transcribe the interviews.

Interview Schedule

- Wednesday July 22th, two interview via zoom, at 3: 45pm and 4:15pm

This interview corresponds to a couple who were at their home.

They did not have organic wine in mind, they are traditional wine consumers, but they ended up evaluating the option of starting to consume organic wine. They were interviewed independently in order to know each process individually.

- Thursday, July 23th, three interviews via zoom, at 3:10pm, 3:30pm and 8:20pm.

The first two interviews correspond to a couple who were at their home, they were also interviewed individually to know each processes, both are wine

consumers but one of them is a great knower about wines and he does not like wines produced from massive way.

The third interviewee was at her home. She is a great knower about wines. It was a funny meeting. She felt very comfortable talking about wine. It was the first time that we met each other and she agreed to give the interview.

- Friday July 24th, an interview via zoom and two face-to-face interviews, at 11:10am, 6:15pm and 6:40pm.

The first interviewee was at her home, it was a very comfortable interview. She has tried organic wine, but she finds it difficult to find it, however after the interview she indicates that she will start looking for it.

The second and third interviewees were face to face, at their home. They are friends and to drink wine regularly. Both interviews were relaxed and comfortable, both decided to drink wine while answering the interview. However I decided do not do it, in order to be as neutral as possible. With third interviewee it was the first time we met. Both interviewees were individually with the aim to get each process in detail.

APPENDIX III Example analysis consumer interviews

Interview transcript number 7 (Female LE)

Thank you for your time and accepting this interview. Your identity will be protected and feel free to answer honestly and if something you don't want to answer, it's perfect, you're not obliged

Q1 Do you like wine?

A: I love wine

Q2 Could you tell me what your motivations to buy wine are?

A: Motivation to buy wine is first of all, I love wine, I like the test of wine, I love having wine with my dinner, I like... The most of the time I drink Just at home, I wouldn't drink wine, you know! When I'm out in a party, so, I'm enjoying drinking wine at home, normally with my dinner

Q3 Could you describe or tell me your wine process purchase? Do you get information before to buy?

A: Ehh!! Oh!! Yeah mm ... I don't much research it, I probably buying wine based on my previous purchases and experiences, I., I ...used to know one of my friends used to work with a winner person, she knows a lot of wine, so she can educated me about that, so since then I can know I little bit more, but I like it or I don't, I drink both white and red mmm so basically my past experience is know what I can like

Q4 How do you evaluate the options?

A: What means about options?

Q4.1 They have many options like Malbec, sauvignon.... How do you evaluate, with the brand??

A: Mostly with the brand, yeah, mostly on the brand

Q5 Which factors affect in your purchase? Do you have preferences such as brand, origin, kind of wine?

A: Yeah. Probably the brand that I said, mmm and also probably price, some kind of, you know... ehh! What else called?

Q5.1 So, Do you consider the price?

A: I do, I know. Absolutely I do

- Q5.2 Do you have any range?
- A: Yeah, normally if I go for the dinner, I would buy from 10 to 20 euros
- Q6 What is your perception of organic wine?
- A: My perception of organic wine, I think its brilliant idea, I think it's fantastic, the only think I don't have many experiences with organic wine. I've tried once or twice in my life and maybe, it wasn't that kind of wine I like it
I'm really open about it. I would like to buy more and educated myself about the organic wine, but yeah, I have only tried once, I don't know. I wasn't too much about the test, but I'm open to try more and explore more
- Q7 Do you consider that you have a positive attitude towards organic wine?
- A: Oh, absolutely
- Q7.1 Do you consider that this positive attitude determines your purchase?
- A: Yeah!! I will be open to try, you know, more different kind of organic wines, it means, Yeah,, like I said I don't have much about like experiences, but I'm going to try more and explore more, definitely!
- Q8 Do you have any motivation to buy organic wine such as not using pesticides?
- A: Ohh yes!! That would be very important for me, all those factors like the environment and yeah!! Where they are made, you know!! I'm considering the environment definitely, that would be recent to buy organic wine definitely
- Q9 How does the social pressure regarding the environmental care influence in your organic wine buying decision?
- A: Probably does, mmm, it does influence, a little bit influence, I can say yes, but at the moment I don't drink, I don't drink organic wine, like I said, I don't think it's organic wine, probably not mmm but I will be very open to drink more, and the environment, I do care about the environment, so I would like consider that in my future, buy more.
- Q10 Which is your perception about to find organic wine? Do you think it is difficult to find it?
- A: Yeah!! I don't think there is easy. I think it's difficult. I think you have to go to those specific wine shops, so bigger like, you wouldn't fine

wine in spar or just in an ordinary shop in the corner, definitely not, so yeah, it is, if you want to buy a nice organic wine, you probably would go look for it.

Q11 **Who determine** which kind of wine to buy? Do you buy based in your decision or others?

A: Yeah!! Well, **I buy wine by myself mostly**. I buy wine **for friends as well**, it depends, if I, for example, if I go visit somebody, I always buy nice bottle of wine as well, it means, **it depends on the occasion** I suppose, but, yeah!!

Q12 Are you motivated to buy organic wine knowing that an **external organization certificates** the production? It means, someone else is controlling the process.

A: **Probably not**, I wouldn't think about those, you know!! I wouldn't really. It didn't cross on my mind. **I'm not really aware about those thinks** I wouldn't really aware for me

The meetings with the specialists in the wine industry have been carried out via zoom, and with audio recorded, since they are in Chile. The meetings have been in Spanish for the interviewees comfort. They are very friendly, kind and willing to give their knowledge about the wine industry. I fell in love with the industry, interviews full of learning about the industry and it is really interesting.

Monday 27th July 2020, 6pm Ireland

Agricultural engineer specialized in oenology, with 20 years in the wine industry, experience in vineyards such as Cono sur, Casa Marin and Concha y Toro. Cono sur and Concha y Toro are in Ireland with wines such as Bicicleta and Casillero del diablo.

Through the years, she began in the wine production process area, followed by the commercial and communication area, in addition to wine exports. She has been very kind explaining in detail her experience and what she knows about the wine industry. She has not been specialized in organic wine but knows the general procedure.

Thursday 30th July, 2020, 3am Ireland (10pm Chile)

Agricultural engineer specialized in oenology, with 8 years in the wine industry. Her interest in starting the organic wine project stems from her environment interest; she owns a family starts up led mainly by women. Their organic wine is produced in Chile and exports them to USA. It was a very pleasant interview, and she is interested in the study results.

She buys certified organic grapes, and indicates that organic wine production process, distribution and durability are the same as traditional wine; it does not require special conditioning, only that the vineyards are certified organic and in the winery they are not mixed with chemical produced grapes. She also recognize that organic production could be 30% extra cost since the certification.

Thursday, 30th July 2020, at 3am (10pm Chile)

Thanks for your time

Q: Could you tell about your experience with organic wine? How long have you been in the industry?

A: Ok look we have a family project , we produce sparkling wine and signature wines also knowing as boutique wines we are for about 7 or 8 years in the market our first harvest was in 2012 our first product was Mujer andina it was an organic sparkling Shiraz

Q: How is the organic wine process?

A: About the process in general it's the same but it differs in the products that you cannot apply because they are prohibited in the organic wines production the process of vinification is the same it will depend on what type of wine you want to produce from the enology of each producer but the most important thing is that the grapes and the winery have the certification thus by law the word organic appears on the label both grape and winery certification are expensive and it is not easy to obtain them that would be a great impediment to this type of production the list of products that cannot be use is large so if the warehouse is not 100 percent organic , great care must be taken with the supplies and their location as an example if you are going to cook for a celiac and for a normal person you try not to mix the products then the process doesn't change the ingredients change

Q: How is the organic wine distribution processes? Is different comparing with traditional wine?

A: I won't lie to you , the distribution of our products during the first six or seven years was nationwide apart from saying that was an organic product I don't know if there is a difference in the distribution method I suppose that when you start exporting there are rules that you must to follow regarding distribution it depends on the places where they are sent obviously you have to present the certificates but if we only refer to the term distribution I don't see that there is any difference it's

important to emphasize that it is an added value to offer an organic product there are people who value it others don't

Q: Is it necessary some special degree or container for exporting organic wine?

A: No as I was saying if you buy a wine in the supermarket whether organic or not the base ingredient will behave in the same way for example if it is expose to light or heat the product deteriorate according to my experience no special condition are required for export in terms of packaging or transport conditions

Q: Is Mujer adina exporting bottling or bulk?

A: Bottling

Q: Does the kind of bottle or cork certain specification?

A: As far as I know the bottles don't have organic certification nor do the corks I don't know all the information on the organic market worldwide as I said we are a small company in South America Chile maybe there is information that I don't know

Q: According to cost, how much is the difference between traditional and organic wine? Could be organic wine 50% more expensive?

A: At this point there is a great difference it will depend on which wine it is compared to but if we talk about the same range of wine and we only talk about a difference in the cost of the grape I would say that at least 30 percent of cost I don't know if it reached 50 percent but the grape item is the one that makes the greatest difference in value and the certification cost are expensive but if the production is huge the cost is cushioned for example a vineyard that has all organic the certificate is used for all its production instead if it only has certain certification products the increase in cost is more noticeable but without a doubt organic wine is more expensive

An organic product whereas it is a cream or lettuce will always be more expensive is due to the agronomic combination of the product that give rise to the raw material.

Q: As for the durability of organic wine, is it similar to traditional wine or does it require special conditions?

No, I think the product in the same condition with the same ingredients should not last longer one kind of wine than another the organic probably has a better evolution due to not having chemical products in its elaboration but I don't know if there is a study that supports this idea of it existed it would be great because it would help when promoting the product

Q: What are the impediments that you consider for organic versus traditional wine?

What is the greatest competition or impediments to reach a larger market?

A: I think that the initial and most important impediment respect to the culture of organic product is education , if people don't mind eating products with pesticides it's because they don't have the knowledge for example that in apple peel residues are conserved from chemicals that are toxic and sometimes carcinogenic therefore these people are not going to pay more for a product that is qualitatively similar , to understand organic culture you must first to understand that it is a way of life that favors the consumption of sustainable and environmentally friendly products that don't use pesticides that are dangerous for the health of the consumer and who applies them this is very relevant we want to create a product that involves change , the big global companies that sell product for agriculture are not organic they are the market leaders , we have farmers who have been using these chemicals for decades so their grapes are perfect without any insect for exportation it would be difficult for them to change to organic production because they will no longer be able to use pesticides , they must have a biological runner , must have chickens and they must trust that these elements will do their job they must conserve the biodiversity that exists in their fields, when applying pesticides this order is changed without a doubt applying chemical product is much easier achieve the goal on the other hand the organic production has more work ,it's more difficult and the products that can be used are green label and more expensive . For a change of consciousness I think that several factories influence such as education, cultural if big companies started producing

organic products at lower cost maybe people would opt for the change
Oms should prohibit use of certain products for example there are products that are forbidden to use in the USA however in Chile they are still used without knowledge and people get sick if Chile USA country in the process of being developed I think that the most important thing is education

Q: How was the idea of producing organic wines born?

A: I agree with the idea of organic style I hate chemical products because they harm people to the environment I prefer organic products if I wanted to be consistent with my principles when I thought about creating a product for others I thought of an organic sparkling then we produced a second non organic product because consumers don't always pay the difference also to offer a greater offer if it were only up to me I would only produce organic products if the company develops as I plan it will be so products

Q: Regarding the export of organic wine, how has the process to export organic wine been? Do you have any agent or is it direct with your distributor?

A: It's direct. We have had trade missions with pro Chile we have won two missions in one of the fairs that we exhibited I met a person who was interested in the products in general terms in the project that we offered an organic sparkling wine and that the company was led by women we got this importer we don't have an agent there , we have taken the path step by step and we have taken advantage of the opportunities that have been presented to us

Thank you for your interview!