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Factors Influencing on Gen X Consumers' Attitude and Purchase Intention of Wine Products in Sichuan, China

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Abstract

Purpose: China has become a world leader in wine consumption, especially for wines imported from traditional wine-producing countries and domestically produced in China. This paper aims to evaluate the influence on wine Gen X consumers' attitudes and purchase intentions in Sichuan, China. **Research design, data, and methodology:** This study was quantitative, and the researcher obtained data for analysis by distributing questionnaires to the target population. Judgment sampling, stratified random and convenience sampling are the methods researchers use to select and reach target samples. The index of Item–Objective Congruence (IOC), pilot test, Confirmatory Factor Analysis (CFA), and Structural Equation Model (SEM) were methods utilized to analyze the data and test the research hypotheses proposed. **Result:** The results showed that health benefits, emotional assessment, and attitude significantly influenced purchase intention. Outcome evaluation, emotional assessment, health benefits, and beliefs significantly influenced attitude. However, Quality perception showed no causal relationship with purchase intention. **Conclusions:** The findings make sense for international destinations to capture a lucrative market to support local attractions and hospitality industries. Wine enterprises and distributors should focus on customers' health benefits, emotional assessment, beliefs, outcome evaluation of wine attitude, and purchasing intention.

Keywords : Quality Perception, Health Benefits, Emotional Assessment, Purchase Intention, Gen X

JEL Classification Code: E44, F31, F37, G15

1. Introduction

Wine has become one of the most dynamic products in the global economy, transforming the growth of both old-world wine-producing countries (such as

France, Italy, Spain, and other European countries and new world wine-producing countries) (Festa et al., 2016). According to the report, an upturn in the world wine industry trends with a slow but sustained increase in global wine consumption. There are 15 major suppliers in the global supply chain that dominate the global wine market. As wine production begins to outstrip global consumption, the question of how to compete in this changing market becomes more pressing. In addition, attracting consumers and understanding why, when, and how they decide to buy a bottle of Wine has become a priority for all participants in the market (such as wine producers, distributors, retailers, etc.). Through advertising, packaging, Wine-tasting activities, celebrity endorsement, creative brand strategy, wine-tasting experience tour promotional activities, and other ways to attract global consumers (Thomas, 2000).

According to the International Organization of Vine and Wine, in 2020, the United States, France, Italy, Germany, and the United Kingdom ranked among the top five wine consumption countries, with wine consumption in all of these countries increasing in 2020 compared with 2019. The United States ranked first with sales of 49.8 billion dollars, almost double that of France, followed by China with 22 billion dollars. Global wine turnover is expected to grow significantly to reach $528.7 billion by 2025. Meanwhile, China is the sixth largest wine-consuming country, with 1.24 billion liters of Wine consumed. It is predicted that China

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will become the largest wine market in the world in 30 years (Camillo, 2012).

However, research in this area still needs to be done to understand the main determinants driving consumer acceptance of Wine (Jenster & Cheng, 2008). Moreover, Wine is an absolute "sunrise industry" in China. The annual consumption of Wine in China is only 0.66 liters per capita, and the world average is around 4.5 liters. Wine has a huge space for improvement in the future. Therefore, knowing more about young Chinese consumers' purchasing intention on Wine can not only provide marketing intelligence for countries that export Wine to China and Chinese wine enterprises but also have important implications for international destinations to capture lucrative markets and support local attractions and hotels, restaurant business (Lu et al., 2019).

For problem statement, the wine industry in Sichuan, China, faces the challenge of understanding and catering to the preferences of Generation X (Gen X) consumers. While various factors can influence Gen X consumers' attitudes and purchase intentions towards wine, a comprehensive analysis specific to this demographic in the region is lacking. This study aims to address this gap by evaluating the factors that impact Gen X consumers' attitudes and purchase intentions concerning wine in Sichuan.

Despite the growing significance of the wine industry in Sichuan, there is a notable research gap in understanding the specific influences on Gen X consumers' attitudes and purchase intentions. Existing studies may not have explored this demographic comprehensively in the local context, leaving a void in knowledge. This research seeks to bridge this gap by delving into the nuanced factors that shape Gen X consumers' perceptions and behaviors related to wine consumption in Sichuan.

The findings of this study provide valuable insights into the factors influencing Gen X consumers' attitudes and purchase intentions in the context of the Sichuan wine market. This knowledge is crucial for businesses seeking to tailor their products and marketing strategies to meet the preferences of this specific demographic. Therefore, the research objective is to evaluate influencing on wine Gen X consumers' attitude and purchase intention in Sichuan, China.

2. Literature Review

2.1 Theories Used in the Study

Cognitive Appraisal Theories of Emotions (CATE), Theory of Planned Behaviour (TPB), and The Theory of Reasoned Action (TRA) were used to establish the research framework in this study.

Smith and Ellsworth (1985) discovered that the Cognitive Appraisal Theories of Emotion hold that the evaluation of an individual and the emotional experience inevitably involves his or her environment (for example, what causes his or her emotions and what circumstances lead to such emotions). Past research has shown that cognitive and affective perspectives are well supported in understanding consumers' attitudes and purchasing decisions (Ajzen, 2001; Malhotra, 2005). Affective evaluation can add robustness to the theoretical paradigm for analyzing the process of consumer product evaluation (Brown & Stayman, 1992; Petty et al., 1993). Olsen et al. (2010) pointed out that TPB is the most influential conceptual framework for predicting human intentions to perform various behaviors. Ajzen's (1991) TPB found that individual intentions generally control behaviors, and these elements were critical in predicting and illuminating individual behaviors. In the theory of reasoned action (TRA), Ajzen and Fishbein (1980) proposed that attitudes and subjective norms were the cause and effect of behavioral intentions, which preceded actual behavior. Attitudes represented the desirability of behavior, while subjective norms represented perceived social pressure to perform (or not perform) behavior.

2.2 Quality Perception

Steenkamp (1990) thought that how a consumer perceives the quality of a product depends on his / her needs and desires and his / her belief in the product's benefits. Steenkamp (1990) also thought that consumers use extrinsic cues to infer product quality attributes and establish their overall perception of quality. Drennan et al. (2015) indicated that quality is one of the main purchasing drivers. Babakus et al. (2004) and Bagozzi (1992) found that perceived quality reflects both hedonic and instrumental value. Past literature indicates that perceived quality, as an individual's evaluation based on past encounters, influences behavioral intentions. Khalid and Helander (2004) proposed that perceived quality refers to the consumer's evaluation of the overall characteristics of a product. Perceived quality refers to "consumers' judgment about a product's overall excellence or superiority" (Zeithaml, 1988).

Wang et al. (2019) used Cognitive Appraisal Theories of Emotions (CATE) to confirm that the perception of product quality positively influenced customers' purchase decisions. Monteiro et al. (2019) pointed out that quality perceptions positively impacted customers' wine purchase intentions. Lunardo and Rickard (2020) discovered a causal relationship between quality perception and purchase intention. Liu et al. (2020) confirmed that quality perception significantly affected purchase intention. McConnell (1968) and Yoo and Donthu (2001) found that high product quality perception will help consumers better understand a particular brand and, therefore, positively influence their purchase. Hence, the

researcher proposed the following hypothesis:
H1: Quality perception has a significant influence on purchase intention.

2.3 Health Benefits

Gould (1998) believed that health consciousness is a mental state that pays attention to personal health, including health vigilance, participation in health behaviors, and self-monitoring of health status. Jayanti and Burns (1998) indicated that health awareness is an external characteristic that relates to an individual's readiness to carry out health-related activities and incorporate them into the lifestyle of consumers. Health awareness assesses readiness to take health action. Health-conscious consumers understand and care about their health and are incentivized to improve and maintain health and quality of life (Gould, 1998; Newsom et al., 2005; Plank & Gould, 1990). Jensen et al. (2019) thought about what health benefits meant consumers show purity (no food additives, preservatives, and residues, or the naturalness of food), sensual pleasure, and a holistic view of health

According to Lu et al. (2019), the cognition-affect framework confirmed that health benefits significantly influenced consumers' attitudes and purchase intentions toward organic wine. Jose and Kuriakose (2021) applied the Theory of Planned Behaviour (TPB) to show that the relationship between health and purchase intention is mediated by attitude. Pacho (2020) used TPB to indicate that attitude positively influenced purchase intention. He also showed a causal relationship between health consciousness and attitude. Drejerska et al. (2021) thought that the health benefits of organic food positively impact purchase intention. Misra and Singh (2016) found that consumers' beliefs influenced their intention to purchase organic products in the health benefits aspect of the product. Therefore, the researcher proposed the following hypothesis:
H2: Health benefits has a significant influence on purchase intention.
H3: Health benefits has a significant influence on attitude.

2.4 Emotional Assessment

The emotional assessment refers to the feelings and emotions produced by the product (Sweeny & Soutar, 2001). Seegebarth et al. (2016) thought that emotional assessment is a personal perception of the product's value. Emotional assessment refers to people who use their present emotion as an informational cue to form judgment when making an evaluation judgment (Loewenstein & Lerner, 2003). Han et al. (2019) indicated that emotional evaluation is an important prerequisite for consumers' attitudes toward organic wine. A positive emotional assessment can develop because the benefits of the product being evaluated are perceived (Grisaffe & Nguyen, 2011).

Wang et al. (2019) used Cognitive Appraisal Theories of Emotion (CATE) to confirm that emotional content had a positive significant impact on purchase intention. Lu et al. (2019) applied a cognition-affect framework to indicate that emotional assessment positively influences attitude. Watanabe et al. (2020) found that emotional values positively affect purchase intention. Bui and Kemp (2013) thought there was a causal relationship between emotion regulation and repeat purchase intention. Positive emotions are inferential in purchasing hedonic products such as wine (Bonn et al., 2016; Han et al., 2019; Petty et al., 1993). Hence, the researcher proposed the following two hypothesis:
H4: Emotional assessment has a significant influence on purchase intention.
H5: Emotional assessment has a significant influence on attitude.

2.5 Beliefs

According to Stern et al. (1995), one's values are the source of beliefs and attitudes that ultimately lead to planned behavior. Fishbein and Ajzen (1975) proposed that an important concept in the theory of reasoned action (TRA) is belief. A striking feature of belief is that it can be reconstructed over time, with people using their most recent beliefs when making decisions. The study of Fishbein and Ajzen (1975) confirmed the direct impact of behavioral beliefs on attitudes. The findings of Cheng (2001) suggest that attitudes toward behavior can explain an individual's general positive or negative beliefs and assessments of that behavior. Salient beliefs are the main determinants of attitude, subjective norms, and perceived behavioral control (Fishbein & Ajzen, 1975).

Van Zanten (2005) applied TRA and TPB to find that beliefs impact attitude and attitude impact people's intention to drink wine. Sogari et al. (2015) indicated that there was a causal relationship between quality beliefs and attitude. Most previous wine research has delved into cognitive aspects, exploiting consumer beliefs about product attributes such as the value indicated on the product label (Rahman & Reynolds, 2017). The attitude towards drinking wine is measured directly by the attitude towards behavioral variables (AACT), indirectly by the weighted sum of significant belief measures, and by the outcome evaluation of results related to these beliefs. (James & Christodoulidou, 2011). Empirical support for the hierarchical treatment of values, beliefs, attitudes, and behaviors is an important reason for buying natural foods. It provides a commitment to explain the purchase of organic wine (Homer & Kahle, 1988). Based on the previous studies, the researcher proposed the following hypothesis:

H6: Beliefs has a significant influence on attitude.

2.6 Outcome Evaluation

Outcome evaluation is a judgment or belief about the possible consequences of performing a particular behavior (Bandura, 1986) or a motivation for a person to perform a particular behavior (Young et al., 2005). Perception of the behavior of others means that individuals learn not only from their own experiences but also from observing the actions of others and their outcomes (Bandura, 1986). A judgment of importance refers to the evaluation of the inner core benefit of the product (Teas & Agarwal, 2000). Consumer evaluation of a product involves using cognition of the product to develop beliefs about the expected outcome of the product and emotional responses to the product (Heslop et al., 2010). James and Christodoulidou (2011) used TRA and TPB to examine whether there is a positive relationship between outcome evaluation and purchase intention. Van Zanten (2005) applied TRA and TPB to discover that outcome evaluation positively influenced attitudes toward wine purchase intention. Li and Zhong (2017) discovered that outcome expectation is a judgment of the possible consequences of consuming green aquatic products and a motive for people to consume green aquatic products. Researchers of electricity saving Thøgersen and Grønhøj (2010) and communication Young et al. (2005) have demonstrated that outcome expectancy influences intention and attitude toward behavior. Hence, the researcher proposed the following hypothesis:

H7: Outcome evaluation has a significant influence on attitude.

2.7 Attitude

According to TPB, attitude is the “degree to which a person has a positive or negative judgment of acting a behavior.” Attitudes are determined by a person's "salient beliefs" about an object or behavior (Ajzen & Fishbein, 1980). Thus, attitudes and subjective norms "are considered a weighted sum of appropriate beliefs" (Ajzen & Fishbein, 1980). Consumer attitudes can be divided into functional and constructive categories (Hamlin, 2016). Thus, functional attitudes form a broader basis for constructive attitudes at a given time. However, consumers can use functionality and a constructive attitude (Argyriou & Melewar, 2011).

Caliskan et al. (2020) applied TPB to find that attitude positively impacts purchase intention. Dangi et al. (2020) indicated that attitudes positively influence the purchase intention of organic food. Nguyen et al. (2019) used TPB to show that attitude positively contributes to purchase intention. Silva et al. (2014) utilized TPB to discover that attitude was the greatest factor that impacted young adults’ wine consumption behavior and intention. Therefore, the following hypothesis is presented:

H8: Attitude has a significant influence on purchase intention.

2.8 Purchase Intention

Intention refers to the subjective probability of carrying out a particular behavior, which is a driving component in decision-making (Fishbein & Ajzen, 1975). The role of intention in a decision-making process is related to the effort required to perform a behavior, such as purchasing a product or a service (Bagozzi et al., 1990). Das (2014) defined *purchase intention* as the individual's willingness to purchase goods or services, which can be converted into purchase behavior. Intention can also be regarded as a structure different from attitude, representing a person's motivation to implement behavior (Eagly & Chaiken, 1993). Tavares et al. (2008) confirmed that if a person intended to purchase products, he/she would take action when buying goods and thought the price was fair and found them easy to obtain.

3. Research Methods and Materials

3.1 Research Framework

The research framework was constructed from the previous four theoretical frameworks. For the previous study's framework, the first one was conducted by Wang et al. (2019) and it provided quality perception (QP). The second one was conducted by Lu et al. (2019), which provided health benefits (HB), emotional assessment (EA), and attitude (ATT). The third research carried out by Jose and Kuriakose (2021) was concerned with the investigation of attitude (ATT) and purchase intention (PI). The last one was conducted by Van Zanten (2005), which provided the study of beliefs (Be), attitude (ATT), and outcome evaluation (OE). The research framework, based on the previous studies, is shown in Figure 1. The study aimed to show how quality perception, health benefits, emotional assessment, and attitude influence purchase intention. In addition, how health benefits, emotional assessment, beliefs, and outcome evaluation influence attitude. Moreover, this study also focuses on the relationship between seven variables.

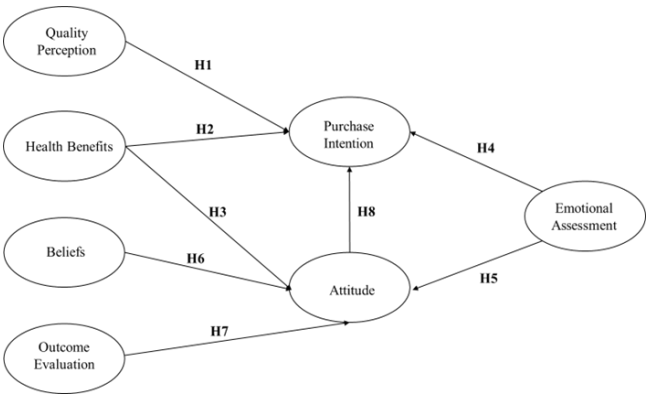

Figure 1: Conceptual Framework

H1: Quality perception has a significant influence on purchase intention.
H2: Health benefits has a significant influence on purchase intention.
H3: Health benefits has a significant influence on attitude.
H4: Emotional assessment has a significant influence on purchase intention.
H5: Emotional assessment has a significant influence on attitude.
H6: Beliefs has a significant influence on attitude.
H7: Outcome evaluation has a significant influence on attitude.
H8: Attitude has a significant influence on purchase intention.

3.2 Research Methodology

The data were collected through online questionnaires, consisting of screening questions, demographic profiles, and measuring items. For scale items, a 5-point Likert scale was used to measure variables from 1 (strongly disagree) to 5 (strongly agree). Before data collection, the researcher conducted an item-objective consistency (IOC) index test by three experts, showing that all items were approved at a score of 0.6 or above. To test the reliability of the study, the researcher also conducted a pilot test and used Cronbach's Alpha measurement to distribute questionnaires to 50 target populations, resulting in all constructs being approved at a score of more than 0.7 (Dikko, 2016). Afterward, the researcher distributed questionnaires to the target population, and 500 valid questionnaires were obtained for the study. The data were analyzed by confirmatory factor analysis (CFA) and structural equation model (SEM) by using SPSS and AMOS software.

3.3 Population and Sample Size

Malhotra and Birks (2003) indicated that the target population was a set of components that owned the data in the study design. The target population of this study was young consumers with wine purchasing experience (Great Wall, Chang Yu, and Dynasty) in Sichuan, China. The researchers selected the three most representative and popular brands of wine in China. Malhotra (2005) indicated that the sample size was representative of a particular population in the study. There were seven latent variables and 33 observed variables in this study. Williams et al. (2010) suggested that compared with a simple model, 500 was the least sample size required in a complex model. In order to obtain valid questionnaires, the researchers distributed about 550 questionnaires and used 500 valid questionnaires for the study.

3.4 Sampling Technique

In this study, the target population must meet the following requirements: Chinese people living in Sichuan, China. Who had experience purchasing these three brands of wine (Great Wall, Chang Yu, and Dynasty)? The respondents are more than 41 years old. Therefore, purposive sampling or judgment sampling and convenience sampling are the methods researchers use to select and reach target samples. Babbie (1990) thought judgmental or purposive sampling was defined as one of the sampling techniques of non-probability sampling. Firstly, the researchers selected the respondents who had purchased these three wine brands. Stratified sampling was then used to collect data proportionally according to the size of the young wine consumers. According to Dörnyei (2007), convenience sampling is a non-probability sampling method in which target respondents are reached based on specific accessibility criteria, time availability, or willingness to participate. The convenience sample was finally selected to reach the target respondents who were available and willing to answer the questionnaire at the time of distribution. Researchers distributed questionnaires through online social media channels, such as WeChat, and then collected their responses for further analysis.

Table 1: Sample Units and Sample Size

Brand of Wine	Chinese Gen X consumer estimated	Population sample size of young wine consumer total=500	Percentage
Great Wall	11.18 million	301	60.2%
Chang Yu	6.6 million	178	35.6%
Dynasty	0.27million	21	4.2%
Total	**18.58 million**	**500**	**100%**

Source: Constructed by author

4. Results and Discussion

4.1 Demographic Information

The demographic information illustrated in Table 2, which based on the respondents' gender, age range, education level, occupation and monthly income.

Table 2: Demographic Profile

Demographic and General Data (N=500)		Frequency	Percentage
Gender	Male	342	68.4%
	Female	158	31.6%
Age	42-49 Years Old	213	42.6%
	50-56 Years Old	196	39.2%
	More Than 56 Years Old	91	1.82%
Education Level	Lower Secondary	101	20.2%
	Upper Secondary	162	32.4%
	Bachelor's Degree	178	35.6%
	Master's Degree	53	10.6%
	Doctoral Degree	6	1.2%
Occupation	Self-employed	85	17%
	Government officer	92	18.4%
	Education/teacher	30	6%
	Private company	165	33%
	State enterprise	56	11.2%
	Banking & Finance	62	12.4%
	Others	10	2%
Monthly Income (CNY)	Below 3,000	16	3.2%
	3,000-5,000	93	16.6%
	5,001-10,000	261	52.2%
	More than 10,000	130	28%

4.2 Confirmatory Factor Analysis (CFA)

Hair et al. (2006) and Byrne (2010) found that confirmatory factor analysis (CFA) is an extremely effective method to determine how to account for small-scale variables appropriately. Convergent validity (factor loading, composite reliability, mean-variance extraction) and discriminant validity can be verified by CFA. The results in Table 3 show that the construction has an internal consistency coefficient under the rule of thumb that Cronbach's Alpha must be 0.70 or above (Dikko, 2016). Factor loading of each variable was above 0.5 at a t-value >1.98 and p-value<0.5 (Hair et al., 2010). Composite reliability (CR) was greater than 0.7, and the average variance extracted (AVE) was greater than 0.4 for all constructs (Fornell & Larcker, 1981). In summary, the statistical estimates were at an ideal level.

Table 3: Confirmatory Factor Analysis Result, Composite Reliability (CR) and Average Variance Extracted (AVE)

Variables	Source of Questionnaire (Measurement Indicator)	No. of Items	Cronbach's Alpha (N=500)	Factor Loading	CR	AVE
Quality perception (QP)	Monteiro et al. (2019)	4	0.908	0.828-0.862	0.909	0.713
Health Benefits (HB)	Lu et al. (2019)	5	0.988	0.968-0.979	0.989	0.945
Emotional Assessment (EA)	Lu et al. (2019)	4	0.974	0.930-0.947	0.971	0.892
Beliefs (BF)	Van Zanten (2005)	6	0.972	0.916-0.947	0.972	0.875
Outcome Evaluation (OE)	James and Christodoulidou (2011)	6	0.928	0.791-0.854	0.924	0.670
Attitude (ATT)	Dangi et al. (2020)	4	0.918	0.832-0.929	0.919	0.741
Purchase intention (PI)	Lu et al. (2019)	5	0.976	0.840-0.976	0.977	0.894

Table 4 displays the goodness-of-fit index utilized to evaluate the model fit. The suitability of the model fit was determined by comparing the statistical value of each indicator with the established acceptable standard. The values were CMIN/DF = 2.021, GFI = 0.894, AGFI = 0.874, NFI=0.936, CFI = 0.978, TLI = 0.976, and RMSEA = 0.045.

Table 4: Goodness of Fit for Measurement Model

Fit Index	Acceptable Criteria	Statistical Values After Adjustment
CMIN/DF	< 3.00 Hair et al. (2006)	2.021
GFI	≥ 0.85 Sica and Ghisi (2007)	0.894
RMSEA	< 0.08 Pedroso et al. (2016)	0.045
AGFI	≥ 0.80 Sica and Ghisi (2007)	0.874
NFI	≥ 0.90 Bentler and Bonett (1980)	0.936
CFI	≥ 0.90 Bentler (1990)	0.978
TLI	≥ 0.90 Bentler and Bonett (1980)	0.976
Model Summary		**Acceptable Model Fit**

Remark: CMIN/DF = The ratio of the chi-square value to degree of freedom, GFI = Goodness-of-fit index, AGFI = Adjusted goodness-of-fit index, NFI = Normed fit index, IFI = Incremental Fit Index, TLI = Tucker-Lewis index, CFI = Comparative fit index and RMSEA = Root mean square error of approximation

According to Fornell and Larcker (1981), Table 5 presented the data on the discriminant validity of Gen X, with the square root of AVE values shown along the diagonal, which were 0.844, 0.972, 0.944, 0.935, 0.818, 0.860, and 0.945. The maximum value of the coefficient for any two latent variables was 0.582. According to these statistical results, the discriminant validity of this dissertation was established.

Table 5: Discriminant Validity

	QP	HB	EA	BE	OE	ATT	PI
QP	**0.844**						
HB	0.361	**0.972**					
EA	0.258	0.502	**0.944**				

	QP	HB	EA	BE	OE	ATT	PI
BE	0.348	0.548	0.514	**0.935**			
OE	0.442	0.321	0.259	0.323	**0.818**		
ATT	0.330	0.551	0.492	0.514	0.356	**0.860**	
PI	0.311	0.582	0.490	0.579	0.301	0.524	**0.945**

Note: The diagonally listed value is the AVE square roots of the variables
Source: Created by the author.

4.3 Structural Equation Model (SEM)

Newcomb and Bentler (1988) pointed out that structural equation modeling (SEM) is a mathematical approach that uses confirmatory factor analysis to evaluate the strategic steps of a merger that impact a concept. This theory is usually associated with causal mechanisms that lead to the analysis of various variables. The model's fitness is illustrated in Table 5, where the statistical indicator values from the SEM are compared with acceptable criteria. The indices and their values used for goodness of fit are CMIN/DF = 2.271, GFI = 0.852, AGFI = 0.826, NFI = 0.943, CFI = 0.963, TLI = 0.959, and RMSEA = 0.059. All the index values were within the acceptable standard, which confirmed the fitness of the model.

Table 6: Goodness of Fit for Structural Model

Fit Index	Acceptable Criteria	Statistical Values Before Adjustment	Statistical Values After Adjustment
CMIN/DF	< 3.00 Hair et al. (2006)	3.272	2.271
GFI	≥ 0.85 Sica and Ghisi (2007)	0.823	0.852
RMSEA	< 0.08 Pedroso et al. (2016)	0.067	0.059
AGFI	≥ 0.80 Sica and Ghisi (2007)	0.796	0.826
NFI	≥ 0.90 Bentler and Bonett (1980)	0.930	0.943
CFI	≥ 0.90 Bentler (1990)	0.950	0.963
TLI	≥ 0.90 Bentler and Bonett (1980)	0.946	0.959
Model Summary			**Acceptable Model Fit**

Remark: CMIN/DF = The ratio of the chi-square value to degree of freedom, GFI = Goodness-of-fit index, AGFI = Adjusted goodness-of-fit index, NFI = Normed fit index, IFI = Incremental Fit Index, TLI = Tucker-Lewis index, CFI = Comparative fit index and RMSEA = Root mean square error of approximation

4.4 Research Hypothesis Testing Result

In structural models, the significance of relationships between variables is measured by their regression weights and R2 variance. All of the hypotheses presented are supported except H1 and H5. Attitude (ATT) was the strongest predictor of purchase intention (PI). They were followed by emotional assessment (EA) and health benefits (HB). Outcome evaluation (OE) was the most influential to attitude, followed by beliefs and health benefits. Table 6 presents the casual relationships among the seven variables. From Table 7, the results of structural paths can be obtained as follows:

Table 7: Hypothesis Results of the Structural Equation Modeling

Hypothesis	(β)	t-value	Result
H1: QP→PI	0.059	1.662	Not supported
H2: HB→PI	0.296	8.366***	Supported
H3: HB→ATT	0.310	8.415***	Supported
H4: EA→PI	0.173	5.013***	Supported
H5: EA→ATT	0.222	5.844***	Supported
H6: BE→ATT	0.241	6.159***	Supported
H7: OE→ATT	0.186	4.316***	Supported
H8: ATT→PI	0.223	5.280***	Supported

Note: ***=p<0.001
Source: Created by the author

H1: The standardized path coefficient between quality perception and purchase intention was 0.059, and the t-value was 1.662, implying no significant effect between quality perception and purchase intention. As a result, H1 was not supported.

H2: Gen X's standardized path coefficient between health benefits and purchase intention was 0.296, and the t-value was 8.366***. It indicated a causal relationship between health benefits and purchase intention. Therefore, H2 was supported.

H3: The standardized path coefficient was 0.310, and the t-value was 8.415***; it concluded that there is a causal relationship between health benefits and attitude. Hence, H3 was supported. This finding is consistent with previous research (Drejerska et al., 2021).

H4: The hypothesis was supported by the positive influence of emotional assessment on purchase intention with a standardized path coefficient of 0.173, and a t-value was 5.013 ***, which was supported by Cognitive Appraisal Theories of Emotion (CATE) (Wang et al., 2019). The finding is aligned with studies of (Bui & Kemp, 2013; Lu et al., 2019; Watanabe et al., 2020). Therefore, H4 was supported.

H5: The standardized path coefficient was 0.222, and the t-value was 5.844***; H5 was supported, indicating that emotional assessment positively influenced attitude.

H6: The hypothesis testing exposed the standardized path coefficient of beliefs and attitudes to 0.241 with a t-value of 6.159***. Hence, H6 was supported. TRA and TPB (Ajzen, 1991) supported the hypothesis. Based on previous studies (Homer & Kahle, 1988; Sogari et al., 2015) concluded that beliefs positively influenced attitude.

H7: The standardized path coefficient between outcome evaluation and attitude was 0.186, with a t-value of

4.316***. Consequently, H7 was supported. The hypothesis was supported by TRA and TPB (Ajzen, 1991). This corresponds to research conducted by (Li & Zhong, 2017; Thøgersen & Grønhøj, 2010; Van Zanten, 2005; Young et al., 2005). It implied that there was a positive relationship between outcome evaluation and attitude.

H8: The hypothesis testing exposed that the standardized path coefficient of attitude and purchase intention was 0.223, with a t-value of 5.280***. The finding is aligned with studies of (Caliskan et al., 2020; Dangi et al., 2020; Nguyen et al., 2019; Silva et al., 2014). All the studies applied to TPB find that attitude positively influences purchase intention.

5. Conclusion and Recommendation

5.1 Conclusion and Discussion

This paper examines the primary factors of Gen X (over 41 years old) Chinese consumers' attitudes and purchase intentions toward wine. The sample units of this study are the wine Gen X consumers in Sichuan Province, China. The researchers selected the three most popular wine brands in China: Great Wall, Chang Yu, and Dynasty. This paper conducted a strategic survey and identified potential determinants of young Chinese consumers' wine consumption according to their purchasing and consumption preferences. Gen X consumers are the main consumers of wine. They know their attitudes and purchase intentions, which can benefit the attention of wine marketers aiming to explore their relationship with wine further.

This study used seven variables and eight hypotheses to demonstrate how quality perception, health benefits, emotional assessment, and Attitude influence Gen X wine consumers' purchase intention. In addition, how health benefits, emotional assessment, beliefs, and outcome evaluation influence Attitude. This study was quantitative, and the data were collected by questionnaire. IOC, pilot test, CFA, and SEM were utilized to test the content validity and reliability of the proposed conceptual framework.

The statistical results of this study can be summarized as follows:

Firstly, health benefits were the most influential predictor of purchase intention and Attitude. Chinese consumers have long believed in the health benefits of moderate consumption of wine, especially red wine (Pforr & Phau, 2018). Hence, recognizing Gen X Chinese consumers' health awareness is vital for their intention to purchase wine.

In addition, emotional assessment and health benefits significantly contribute to purchase intention. Positive emotions influence purchasing hedonic products such as wine (Bonn et al., 2016; Han et al., 2019; Petty et al., 1993). Meanwhile, Chinese consumers have long believed that moderate consumption of wine, especially when paired with wine, brings health benefits (Pforr & Phau, 2018). Therefore, the recommendations for these two findings are also important to promote Gen X customers' wine purchasing intention. However, quality perception significantly negatively influences purchase intention.

Secondly, Attitude was mostly influenced by outcome evaluation. Affective evaluation can prompt rapid, heuristic, and automatic responses, which are helpful in rapid decision-making and positive Attitudes (Yang & Hanks, 2016). In this study, outcome evaluation was an important antecedent of consumer attitudes toward wine purchasing intention. Moreover, beliefs and health benefits significantly contribute to Attitude. According to Van Zanten (2005), understanding consumer attitudes and beliefs about wine consumption will enable marketers to develop relevant and effective marketing and promotional strategies. Besides, Lu et al. (2019) pointed out that health benefits greatly influenced Chinese consumers' attitudes toward wine. Regarding the participants' perceptions of wine and health, the researchers found that most participants were positive about the health benefits of moderate wine consumption.

Thirdly, Attitude plays a significant role as it serves as the mediator variable, with R2 being 0.283, illustrating that 28.3% of the variance could be attributed to outcome evaluation (OE), beliefs (BE), emotional assessment (EA), and health benefits (HB).

In conclusion, nowadays, wine is a tasting experience, not only a symbol of prestige but also a social communication tool or a means of celebration. In contrast to other products, wine consumption can be almost compared to aesthetic products, and the experience is the basis of purchase and post-purchase. Based on the literature review of wine purchasing and consumption behaviors, this paper conducted a strategic survey and identified potential determinants of Gen X Chinese consumers' wine consumption according to their purchasing and consumption preferences. (Lockshin & Corsi, 2012). The results of this study could contribute to the development of targeted advertising and publicity for the wine industry in order to promote moderation consumption among Gen X consumers.

5.2 Recommendation

The conceptual framework of this study was adopted from three core theories, which were Cognitive Appraisal Theories of Emotions (CATE) designed by Smith and Ellsworth (1985), the Theory of Planned Behaviour (TPB) introduced by Ajzen (1991), and the theory of reasoned action (TRA) developed by Ajzen and Fishbein (1980). Factors adopted from (CATE) were quality perception, health benefits, and emotional assessment. Attitude and purchase intention were from TPB. Beliefs and outcome

evaluation were from TRA. The result showed that health benefits were the strongest predictor of purchase intention and influenced attitude. Emotional assessment had a significant influence on purchase intention and attitude. Besides, beliefs and outcome evaluation were important factors in attitude. In addition, attitude positively influenced purchase intention. However, quality perception showed an insignificant influence on purchase intention.

For practical implications, the results suggest that wine companies or participants should leverage the experiential attitude of consumers towards the product. Secondly, there was no causal relationship between quality perception and purchase intention. The results show that consumers perceive sustainability certification as a guarantee of high-quality standards and have a more positive attitude towards this type of wine, which helps give a positive impression to the industry. Thirdly, wine companies should investigate Gen X consumers' beliefs and their concerns about the health benefits of wine. It is important for vintners to responsibly promote the health benefits of moderate drinking as an effective marketing technique. Fourthly, all the wine participants should know that the greatest influence comes from Gen X consumers' personal outcome evaluation of their consumption behavior. Therefore, it is necessary to educate Gen X consumers so that they can better evaluate products. Wine companies should know this age group's attitudes, perceptions, preferences, and behavior to adapt to their current and future needs and expectations. This study can also serve as a starting point for further research in wine marketing, as the implications of the findings and their questions may have applications in communication and advertising.

5.3 Limitation and Further Study

Future research should also investigate other factors such as country of origin, label, price, etc. In addition, it might be more useful to analyze other target consumer groups, such as young consumers or the Generation Y group. Moreover, marketers can more precisely design appropriate and effective campaigns by further refining the target consumer groups who are most likely to respond to marketing messages around health benefits. While no one advocates that everyone should drink wine, it is important for vintners to responsibly promote the health benefits of moderate drinking as an effective marketing technique. Finally, the influence of another participant may cause the findings to be very similar within pairs (couples) or groups. In future research, care will be taken to ensure that other participants do not influence individual responses.

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