

Purchasing Premium Wine Online: Exploring Consumer Intention in the Digital Era

Lisha de Villiers
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"Digital wine marketing is convincing people to swipe right on your Merlot and double-tap on your Cabernet. It's all about creating a digital love affair."



Background: South African Wine Industry

- Current challenges
 - 9% of producers earn a sustainable income level per hectare
 - Wine consumption 14% total alcohol consumption
 - Slow export growth
 - Low income levels
 - Increased competition
 - Changing consumer preferences

SOUTH AFRICA WINE discover diversity in a glass

INDUSTRY OVERVIEW

SOUTH AFRICA'S CONTRIBUTION TO WORLD WINE

4.1% of the world's wine production	4.3% of the world's wine exports	1.7% of the world's vineyards (table & wine grapes)
6 size ranking in the world: wine exported	8 size ranking in the world: volume of wine produced	15 size ranking in the world: area under vine (table & wine grapes)



WINE PRODUCTION 2023 (estimate)

GRAPES CRUSHED 1.18 m TONNES -14.2%	WINE PRODUCED 917 m LITRES -14.2%
	755 m litres wine, 162 m litres other products

WINE SALES 2022

TOTAL SALES R31.7 bn +8.9%	18 M GLASSES of South African wine are enjoyed world wide every day (125ml glass)
EXPORTS 46% VOLUME	LOCAL 54% VOLUME
VOLUME 386.4 MILLION LITRES -5.2%	VALUE R10 bn* -2.8%
VOLUME 453.4 MILLION LITRES +15.8%	VALUE R21.8 bn* +15.3%
<small>*Free on Board (FOB) value, not international retail value.</small>	<small>*Retail selling value (RSV).</small>

COMPOSITION 2012-2022

PRODUCERS 2 487 -4.9%	
CELLARS 524 -2.2%	

CONTRIBUTION 2019

55 bn contribution to GDP (1.1%)	269 096 employees in the entire value-chain	80 183 farm and cellar employees
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Source: SAWIS, July 2023. For more information visit www.sawis.co.za

Background: South African Wine Industry

- Current challenges
 - Domestic market lacks a clear narrative
 - Value proposition

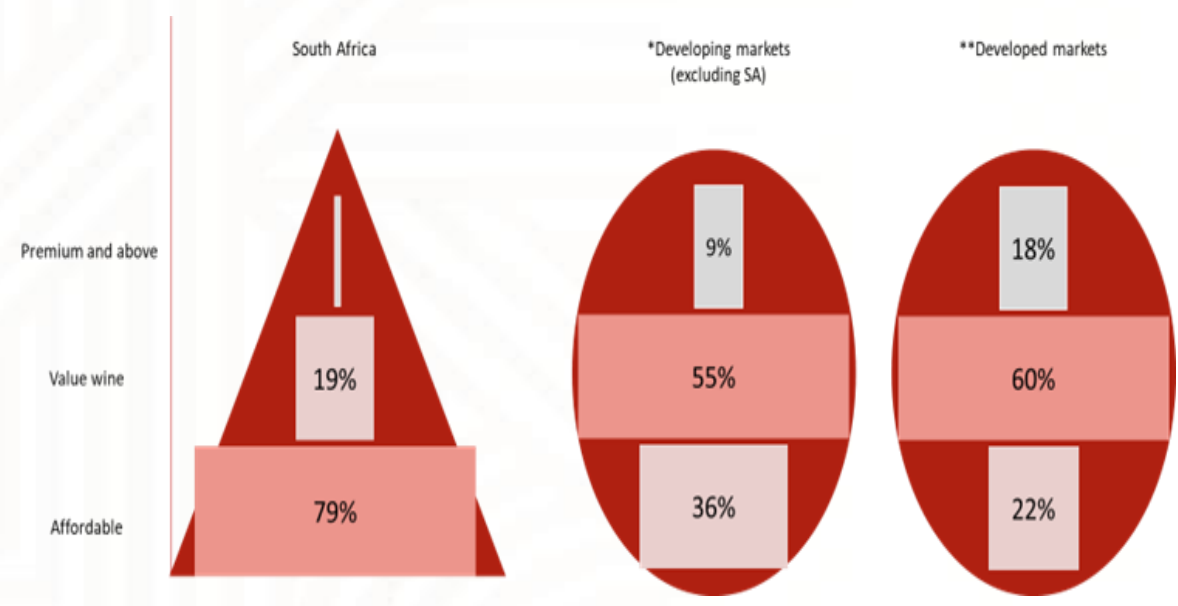


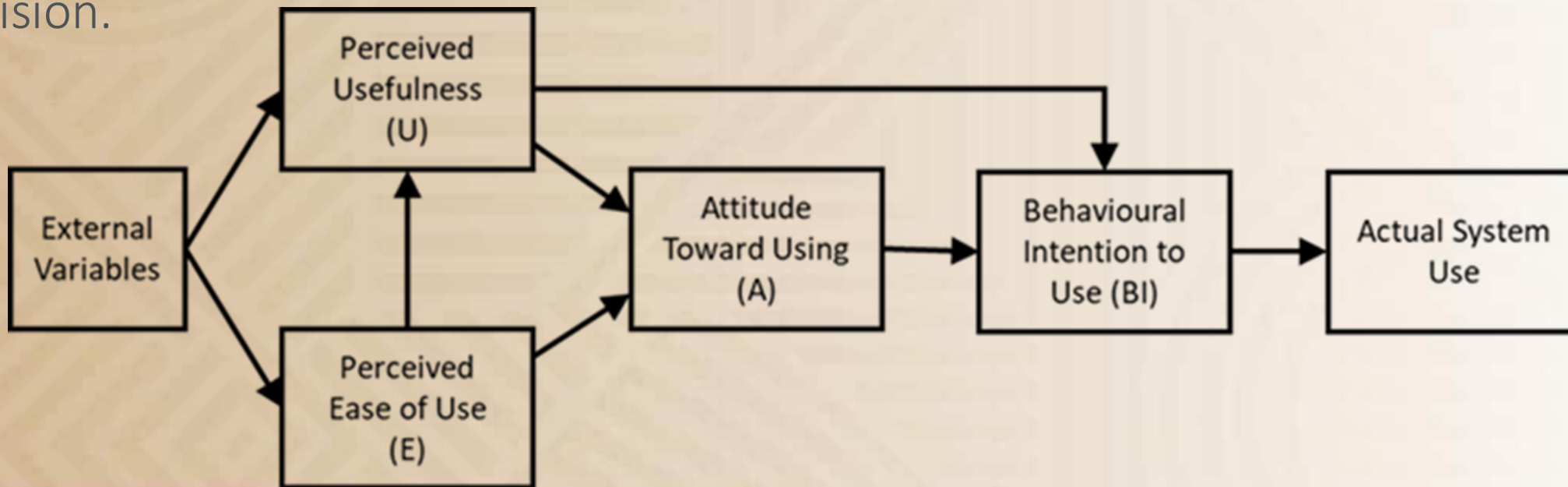
Figure 1: Wine sales market price segments of South Africa, other developing markets and develop markets

E-Commers

- Online stores provide a virtual retail space where consumers can access product information and make purchases.
- Online shopping has become part of everyday life and continues to grow rapidly.
- Key drivers of online shopping:
 - Convenience
 - Wide product variety
 - Competitive pricing
 - Access to detailed product information
- The online environment has shifted power toward consumers by enabling easy comparison, negotiation, and switching between sellers.
- Growing competition online increases the need to understand how consumers behave and make purchase decisions.

Online buying behaviour and the technology acceptance model (TAM)

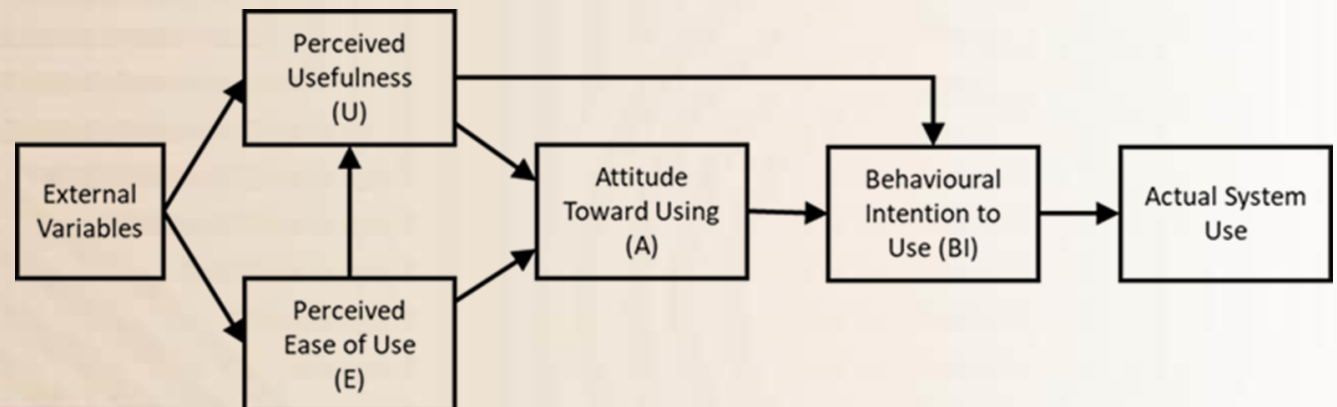
TAM explains why consumers accept or reject a technology (such as online shopping). It helps predict whether people will use a digital platform and what drives their decision.



Key Elements of TAM

- **Perceived Usefulness (PU)**
“How much does this help me?”
Belief that using the system improves performance or makes tasks easier.
- **Perceived Ease of Use (PEOU)**
“How easy is this to use?”
Belief that the system is simple, intuitive, and requires little effort.
- **Attitude Toward Use**
“How do I feel about using it?”
Positive or negative feelings about the technology based on PU and PEOU.

- **Behavioural Intention (BI)**
“Do I intend to use it?”
Likelihood that the user will adopt or purchase through the system.
- **Actual Use**
“Do I actually use it?”
Real behaviour resulting from intention.

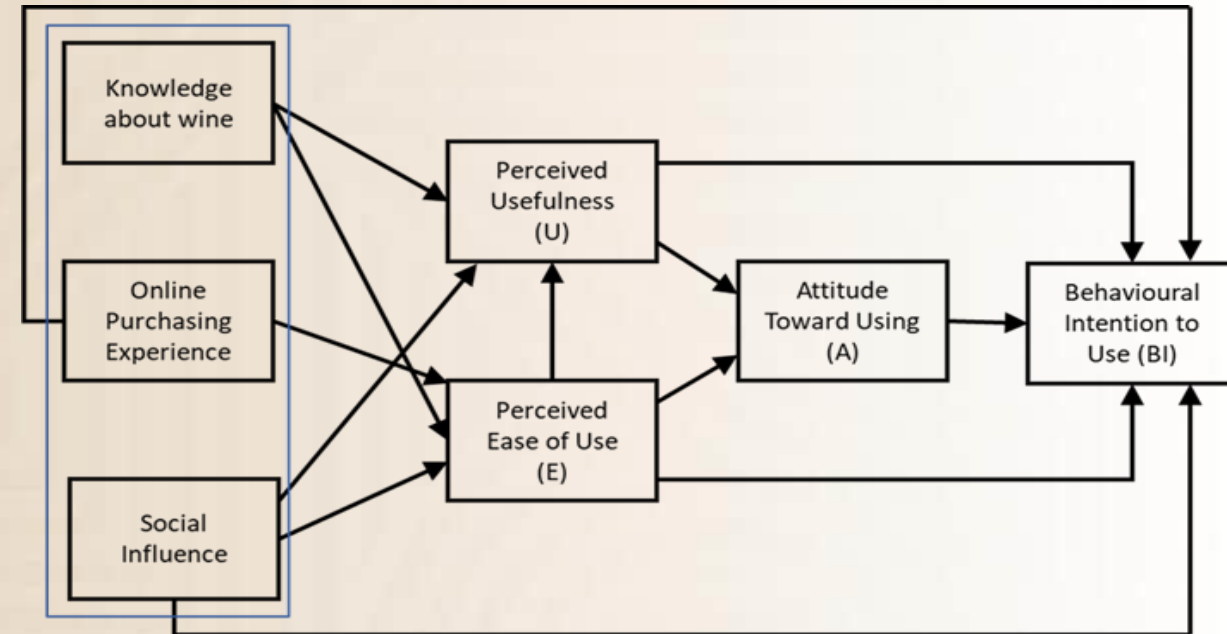


Proposed Extension of TAM

- **Why?** To better explain what shapes consumers' online purchasing behaviour beyond usefulness and ease of use.

Additional Factors in the Expanded Model

- **Product Knowledge:** Higher knowledge increases confidence, reduces uncertainty, and strengthens purchase intention.
- **Online Purchasing Experience:** Positive experiences build trust and encourage repeat online buying; negative experiences increase perceived risk.
- **Social Influence:** Expectations of others, social pressure, and visibility affect how useful consumers believe online shopping is.



Research Question

- Covid -19
- How can we successfully sell premium wine online directly to our consumers?



Problem statement

- The direct-to-consumer distribution channel
- To facilitate online wine purchases, consumers engage with online technology platforms.
- This research is motivated by the need to comprehend why consumers choose online channels for purchasing premium wine.



Research Objectives

- The main objective: to assess the relationship between factors that influence the online purchase intentions for premium wine among SA consumers. Following the main research objective, secondary research objectives are:
 - To examine how perceived usefulness and perceived ease of use relate to consumer attitudes toward online purchasing of premium wine.
 - Assess the relationship between perceived usefulness, perceived ease of use, knowledge about wine, online purchasing experience, and social influence on purchase intentions pertaining to online purchases of premium wine.



Research Method

MEASUREMENT

Online self-administered online
questionnaire

Likert scale

Reliability and validity of questionnaire
– Cronbach alpha

DATA COLLECTION

SUNsurveys

Facebook and LinkedIn

1

2

3

4

5

METHOD

Quantitative primary data needed

Survey methodology

SAMPLING

Judgement sampling

Screening questions

DATA ANALYSIS

Statistical analysis

Descriptive statistics – central
tendencies and variability

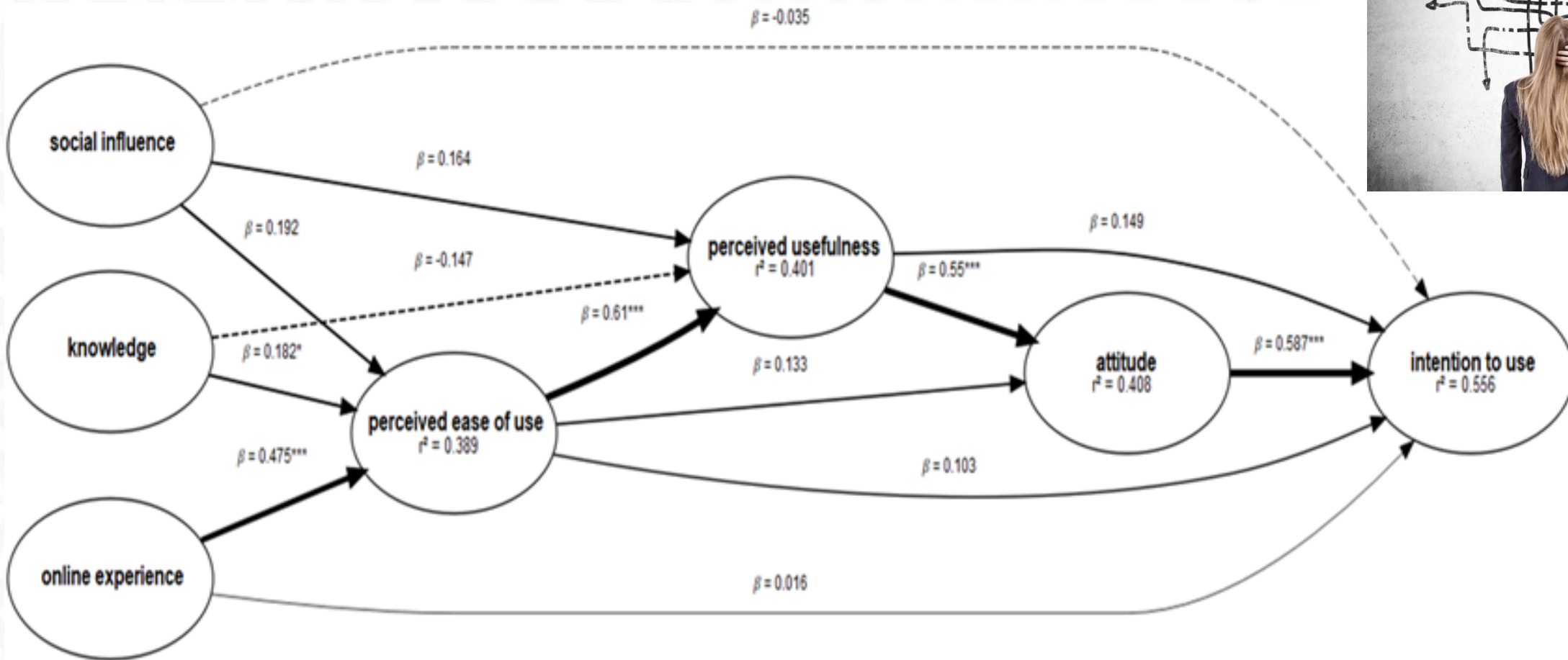
Inferential statistics – structural
equation model (SEM)

Research Results

- A structural equation model (SEM) shows how social influence, knowledge, and online experience affect:
 - perceived ease of use
 - perceived usefulness
 - attitude
 - intention to use an online wine purchasing platform
- The arrows show **direct effects**, and the β values show **how strong** those effects are.
- Higher β = stronger influence.
*** = statistically significant.



Research Results: SEM



Research Results: SEM

- **External Factors**

- *Knowledge about wine*: increases confidence and supports easier online evaluation.
- *Online purchasing experience*: familiarity with online shopping makes platforms easier to use.

- **Perceived Ease of Use (E)**

- Directly improves perceived usefulness.

- **Perceived Usefulness (U)**

- Strongly shapes their overall attitude toward online wine buying.

- **Attitude Toward Using (A)**

- A major driver of online purchase intention.

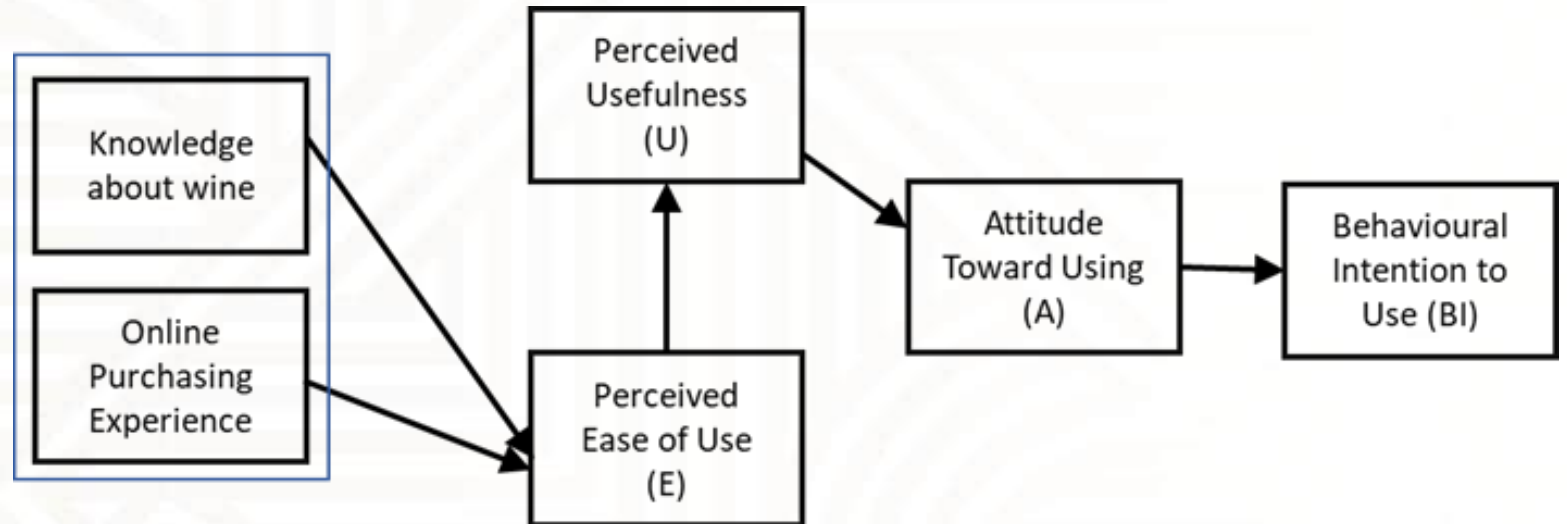
- **Behavioural Intention to Use (BI)**

- The likelihood that consumers will actually buy premium wine online.

Core Message

- **Ease of Use → Usefulness → Attitude → Intention to Buy**

Research Results: Simplified TAM for premium wine e-commerce



Conclusions and Recommendations

- The results showed dynamics at play in consumer attitude and intention to purchase premium wine online.
- Some actionable insights for managers:
 - User-friendly websites – layouts, navigation, search features
 - Convenient shopping on mobile devices
 - Flexibility – deliver options, mixed cases
 - Enhancing customer experience - less admin, personalised recommendations, virtual tastings/tours



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