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MARIOLA MICHAŁOWSKA
PIOTR KUŁYK
LEONARD PIETROW

Factors influencing the purchase of regional wines by the Millennial generation from the Lubusz Voivodeship

1. Introduction

A wide range of factors influence the development of wine production. In this process, it becomes particularly important to observe consumer behavior, which changes under the influence of changes occurring in the environment. Adapting the offer to consumer expectations is a challenge for producers and entities selling wine. All the more so as wine consumption trends are changing, which may result in opportunities for the wine industry (Sogari et al. 2017). The purchase of wine is associated with many tangible and intangible features of the product (Hall and Winchester 2001). Important features include price, wine color and bottle shape. Intangible product characteristics include taste, smell, and grape variety. According to Hall and Winchester (2001), purchasing wine is also associated with a number of subjective or intangible characteristics, which include the ability to recognize basic tastes and impress others. The purchase of wine is therefore correlated

Mariola Michałowska, Ph.D.,
Faculty of Economics and Management,
University of Zielona Góra, Poland,
ORCID: 0000-0002-6281-5446.

Professor Piotr Kułyk,
Faculty of Economics and Management,
University of Zielona Góra, Poland,
ORCID: 0000-0003-2786-4020.

Leonard Pietrow, M. Sc.
Gurman Sp. z o.o., Słubice, Poland,
ORCID: 0009-0007-0733-6024.

with lifestyle. In the literature on the subject we can find many definitions of the expression "lifestyle" emphasizing many different aspects. Bruwer, Li, Reid (2002) point out that lifestyle is inextricably linked to values, it is the process by which people strive to achieve their values through various ways of expressing themselves, including the consumption of wine. The results of lifestyle research have led to the adoption of consumer segmentation related to consumer characteristics and their behavior, or from the point of view of product perception and use/consumption, as well as brand perception.

The main aim of the study is to identify the most important conditions favoring the development of the regional wine market with the example of the Lubusz Voivodeship, with particular emphasis on examining the involvement of young buyers (Millennium generation) in the purchase of Lubusz wines and the impact of factors determining their behavior, including situational factors related to the purchase and consumption of wine, as a generation increasingly responsible for expanding the market. In addition, determining the demographic and economic profile of consumers consuming regional Lubusz wines, as well as proposing practical solutions for building a competitive advantage by the wine industry and wine sellers based on factors shaping the purchase of regional Lubusz wines. The study attempts to answer the following research problems:

what are the main reasons for buying or not buying regional Lubusz wines?

- is there a relationship between the respondents' gender and wine consumption?
- how often do consumers buy regional Lubusz wines?
- what type of wine do consumers prefer and where do they most often buy it?
- what are the determinants of purchasing Lubusz wine?

The answers to these questions will allow us to verify the adopted research hypotheses:

H1: There are no significant relationships between respondents' gender and wine consumption.

H2: Regional Lubusz wines are consumed by young consumers who buy them mainly due to their quality.

H3: The main reason for not shopping is not drinking alcohol or the price is too high.

H4: Wine is mainly purchased during regional events.

2. Characteristics of the Millennial generation

In the literature on the subject, much attention is paid to the factors determining consumer behavior on the market due to the changes taking place

in the consumer environment, which result in a multitude of attitudes, lifestyles and changes in food consumption trends (Kułyk and Michałowska, 2018). From the point of view of the development of the Lubusz wine market, it is important to study representatives of the Millennium generation, also called Generation Y, who grew up in a world that is constantly changing, grew up surrounded by modern technologies, where the Internet is becoming an inseparable element of social life, having a decisive influence on their purchasing behavior. According to Mueller and Charters (2011), the so-called Generation Y is a group of self-confident and broad-minded people who use consumption to create an individual identity. This identity can come in many different forms, depending on the social situation. Generation Y is not a homogeneous consumer segment and their consumption habits and economic and social characteristics in a given country are not necessarily similar or the same. Hedonistic motives predominate in their behavior. The behavior of young people may be strongly culturally conditioned, and therefore the results of research on consumption patterns from different countries cannot necessarily be transferred to other cultures, even if they represent the same contextual features in different countries, they may have incomparable actual states, related to, for example, varying levels of consumption. Millennials are increasingly responsible for expanding the market and represent a very interesting consumer category for wineries and retailers (Mueller and Charters, 2011; Castellini and Samoggia, 2018; Mehta and Bhanja, 2018). Therefore, in the context of factors influencing the development of wine production in the Lubusz Voivodeship, it is important to examine the involvement of young buyers in purchasing Lubusz wines and the influence of factors determining their behavior, including situational factors related to the purchase and consumption of wine. Especially since the preferences of the Millennium generation have not yet been examined in terms of Lubusz wines. It is worth noting that there is no clear age criterion in the literature. According to some sources, this is the generation of people born between 1977 and 2000 (Thach and Olsen, 2006; Lancaster and Stillman, 2002; De Magistris et al. 2011), or, as others indicate, 1980-2000 (Gallenti et al. 2019), or 1983-2004 (Atkin and Thach, 2012; Tapscott, 2008). Castellini and Samoggia (2018) also divide the Millennial generation into people aged 18 to 25 (Junior Millennials), who may have a different approach to consuming and purchasing wine than Senior Millennials who are 26 to 35 years old. When it comes to wine consumption, legal restrictions are taken into account when defining the age range. Laws around the world prohibit the sale of alcoholic beverages to persons under the age of 18, and in some countries, 21. As Pomarici and Vecchio (2014) point out,

this generation grew up in a period in which new characteristics of wine (i.e. beyond origin, price and brand) have become of great importance, especially those relating to environmental, ethical and social issues related to conventional production practices.

3. Research review

Table 1 presents publications focusing on the Millennial generation, classifying them into a group based on the age criterion and on the basis of similar socio-demographic characteristics and wine purchasing behavior.

Table 1. A review of research on the factors determining wine purchases by the Millennial generation

Authors	Analysis period	Region	Method	Variables	Main results
Gallenti, Troiano, Marangon, Bogoni, Campisi, Cosmina (2019)	2015	Italy	Survey research using a survey questionnaire. The study was conducted among students of a university in northeastern Italy.	Five attributes were taken into account, i.e. price level, origin, production method (wine landscape), carbon footprint calculation and quality certification.	The results suggest that millennials demonstrate that they are not willing to pay a significant price premium for certified goods at the purchasing stage.
Nassivera, Gallenti, Troiano, Marangon, Cosmina, Bogoni, Campisi, Carzedda (2020)	2015	Italy	The study used a survey questionnaire and discrete choice methods with the estimation of parameters of a multinomial logit model in consumption situations.	Investigating wine consumption among young people belonging to the so-called millennials, their purchasing behavior and willingness to pay for product attributes; in particular regarding the following: region of origin, „winescape", certification, carbon footprint approach and price.	Millennials are less likely to drink wine. They are slightly more willing to pay a premium, and prefer carbon-neutral brands when choosing wine.

Sogari, Pucci Aquilani, Zanni (2017)	2016	Italy	The research used a structured questionnaire.	Exploring the role of social media in consumer purchasing behavior between Millennials and the rest of the generation. The frequency of purchases, frequency of consumption, and average price per bottle were examined wine and whether they use social media to gather information about wine before purchasing the product.	Social media development influences consumer behavior related to wine purchasing.
Atkin, Thach (2012)	2008	USA	The survey was available on Survey Monkey from October 22 to October 28, 2008.	An independent T-test of means was conducted on key variables to determine whether there was indeed a difference in outcomes between Millennials and older adults.	The research shows that Millennials indicated friends/family as the main source of information about wine selection more often than older ones. The elders sought information from sellers. When buying wine, Millennials pay attention to the medals won, the label and alcohol content, while older people pay attention to the origin of the wine.

Castellini, Samoggia (2018)	2017	Italy	The study concerned only Millennials born between 1982 and 1998, i.e. between ≤35 and ≥18 years of age in 2017 on the day of the interview.	To investigate the consumption and purchasing habits of Italian Millennials and their reluctance or willingness to purchase unknown or new wines or wine products.	Millennials are more interested in wine in social situations and tend to look for information on labels.
De Magistris, Groot, Gracia, Albisu (2011)	2009	USA, Spain	Survey research was conducted in two cities, Fayetteville (Arkansas, USA) and Saragossa (Arago´n, Spain).	An analysis of Millennials' preferences for wine attributes in two countries, one from the „New World" (USA) and the other from the „Old World" (Spain).	The results indicate that some American and Spanish Millennial consumers have similarities but also some differences in wine preferences. In contrast, U.S. Millennial consumers placed greater importance on the statement „I've tried wine before," while Spanish Millennials placed greater importance on „appellation of origin".

Source: own study based on Gallenti, Troiano, Marangon, Bogoni, Campisi, Cosmina, 2019; Nassivera, Gallenti, Troiano, Marangon, Cosmina, Bogoni, Campisi, Carzedda, 2020; Sogari, Pucci Aquilani, Zanni, 2017; Atkin, Thach, 2012; Castellini, Samoggia, 2018

A review of thew literature on the subject shows that among the research methods used, the dowwwminant one is a survey to measure the preferences of the Millennial generation in terms of wine consumption. The conducted research provides the basis for outlining the factors determining consumer behavior on

the market of regional Lubusz wines. It should be noted that this issue has not been sufficiently examined in the context of the consumption behavior of the Millennium generation in the Lubusz Voivodeship. Hence, it is important to know which determinants are particularly important for young buyers.

4. Material and methods

The empirical research was conducted using the survey method. The research procedure collected a total of 437 questionnaires completed by the Millennium generation aged 18-35. Among the 437 people participating in the study, 260 respondents, i.e. 59%, do not drink regional Lubusz wines at all, including 151 women and 109 men. The survey questionnaire consisted of two parts, i.e. the substantive part and the respondent's data. The first part of the questionnaire included a set of questions regarding the type of Lubusz wines consumed, frequency of consumption, place of purchase, circumstances and reasons for their consumption, and respondents' loyalty to regional Lubusz wines. The demographic questions took into account the demographic and economic characteristics of the respondent, such as: gender, age, education level, employment status, average monthly income per person and the respondents' subjective assessment of their financial situation.

In this study, research was conducted at a level focusing on defining the segment of Millennium generation consumers with similar lifestyle behavior related to the consumption of regional Lubusz wines. There are still some research gaps in the mentioned research area, and the obtained results may prove valuable for the wine industry and wine sellers. Table 2 presents selected characteristics of the respondents.

The structure of the surveyed group consuming regional Lubusz wines was as follows: among the 163 respondents, approximately 64% were women and over 36% were men (table 1). The largest group consisted of people with secondary education (over 53%) and higher education (over 42%). The percentage of respondents with primary education was over 4%, and vocational education - over 1%. The low percentage of people with primary education results from the fact that the study was conducted among adults of the Polish population. Most people were employed under an employment contract (almost 44%), every second person was a student. 3% ran their own business. One person indicated that he was studying and employed under a contract of mandate. The structure of the study group distinguished eleven ranges of monthly income per person in the household on average, and included the category "none of the above". In

Table 2. Characteristics of people consuming and not consuming regional Lubusz wines by gender

Specification	Respondents			
	consuming regional Lubusz wines		who don't consume regional Lubusz wines	
	Number	Percent	Number	Percent
Gender				
Women	104	63.80%	151	55.11%
Men	59	36.20%	123	44.89%
Total	163	100.00%	274	100.00%

Source: own study

the surveyed group, the largest percentage of respondents (over 14%) declared monthly income per person in the household on average in the range of PLN 2,001-2,500 and in the ranges of PLN 1,501-2,000 and PLN 2,501-3,000 (over 11% respectively). In turn, over 10% of respondents indicated that the average monthly income per person was in the range of PLN 500-1,000, 9% in the range of PLN 1,001-1,500, and almost 8% in the range of PLN 3,001-3,500. Every thirteenth respondent indicated an income in the range of PLN 3,501-4,000 per person, every twenty-third one in the range of PLN 4,501-4,500, and approximately 4% of respondents reported an income in the range of PLN 4,501-500. The smallest one is below PLN 500 (over 3%). Almost 12% of respondents did not indicate any income range, answering "none of the above". The structure of the respondents in terms of the number of people in the household shows that the largest group were households with 3 and 4 people (48%), followed by 1 and 2 people (38%), then 5 and 6 people (11%), and the least numerous were above 6 people over 2%. Taking into account the subjective assessment of the financial situation made by 163 respondents, it can be noted that the majority of the respondents, almost 61%, declared that they were satisfied with their financial situation, and almost 8% were very satisfied. A few indicated that they were very dissatisfied with their financial situation. Every ninth person indicated that it was difficult to say what

their financial situation was. On this basis, it can be concluded that the general financial situation of the respondents was not bad.

The respondents did not drink regional Lubusz wines for several reasons. One of the most important was that respondents do not drink alcohol (42.31%). In second place was the indication that they preferred a different type of alcohol (34.62%). Others were: too high price (19.23%), difficult to access (23.08%). Individual respondents also indicated such determinants as: low essence and aroma level, lack of recognition of regional Lubusz wines and that they come from outside the Lubusz Voivodeship.

5. Results

In order to check whether there is a relationship and how strong it is between the respondents' gender and wine consumption, the Perason-Bravais coefficient was calculated (table 3).

Table 3. Consumption of regional Lubusz wines and gender

Specification	Consumption of regional Lubusz wines		Total
	Yes	No	
Women	104	151	255
Men	59	123	182
Total	163	274	437

Source: own study

The value of the Pearson-Bravais coefficient was 0.08 and indicates a relatively low relationship between gender and the consumption of regional Lubusz wines. It can therefore be concluded that gender is not a factvor that influences wine consumption.

Taking into account the type of Lubusz wine, red wine is the most popular among the Millennial generation, according to research, every second respondent chooses red wine, and almost every fourth chooses white wine. A few choose pink and sparkling ones. 27% of respondents did not clearly indicate what type of wine they most often choose. The research shows that there are clear differences in the type of wine indicated by Millennials of the opposite sex. Women chose rosé and sparkling wine more often than men.

However, almost every third woman and every second man drinks red wine (table 4).

Table 4. The most common type of regional Lubusz wine consumed by respondents

Type of wine	Women		Men		Total
	Number	Percent	Number	Percent	Percentage of respondents
Red	38	36.54%	34	57.63%	44.17%
White	27	25.96%	14	23.73%	25.15%
Pink	14	13.46%	1	1.69%	9.20%
Sparkling	7	6.73%	1	1.69%	4.91%
It's hard to say clearly	18	17.31%	9	15.25%	16.57%
Total	104	100.00%	59	100.00%	100.00%

Source: own study

It is also worth noting that the respondents most often chose semi-sweet wines, followed by sweet, semi-dry, and least often - dry (table 5).

Table 5. Type of preferred Lubusz wines in the opinion of respondents

Specification	Women		Men		Total
	Number	Percent	Number	Percent	Percentage of respondents
Dry	10	9.62%	10	16.95%	12.27%
Semi-dry	15	14.42%	8	13.56%	14.11%
Semi-sweet	44	42.31%	27	45.76%	43.56%
Sweet	35	33.65%	14	23.73%	30.06%
Total	104	100.00%	59	100.00%	100.00%

Source: own study

The research shows that over 28% of respondents drink wine once a month, and the same percentage of respondents drink wine once every 6 months, every tenth time a year, and every seventh once every two weeks. The respondents also included people who drank regional Lubusz wines more often. 2.46% of respondents declared every day and several times a week, respectively, 3.68% declared once a week. Individual respondents gave the following answers: 3 times a day, only during the grape harvest and declared occasional consumption (table 6).

Table 6. Frequency of consumption of regional Lubusz wines

Frequency	Women		Men		Total
	Number	Percent	Number	Percent	Percentage of respondents
Every day	2	1.92%	2	3.39%	2.46%
A few times a week	2	1.92%	2	3.39%	2.46%
Once a week	4	3.85%	2	3.39%	3.68%
Once every 2 weeks	13	12.50%	9	15.25%	13.50%
Once a month	30	28.85%	16	27.12%	28.22%
Once every 6 months	30	28.85%	16	27.12%	28.22%
Once a year	16	15.38%	10	16.95%	15.95%
Less than once a year	5	4.81%	1	1.69%	3.68%
Other including:					
3 times per day	1	0.96%	0	0.00%	0.61%
Only for the grape harvest	0	0.00%	1	1.69%	0.61%
Occasionally	1	0.96%	0	0.00%	0.61%
Total	104	100.00%	59	100.00%	100.00%

Source: own study

The largest percentage of respondents buy Lubusz wines at the grape harvest (38.05%), every fourth goes to a wine shop, and every sixth buys at festivals/fairs/

regional food fairs/occasional events. A small percentage of respondents make a purchase in a winery (12.88%), and a few in an online store (5.52%). Individual respondents go to other places to shop, such as: a supermarket, a Palm House, a restaurant, or a stationary store (table 7).

Table 7. Place of purchase of regional Lubusz wines by respondents

Place of purchase	Women		Men		Total
	Number	Percent	Number	Percent	Percentage of respondents
Wine shop (specialized)	21	20.19%	16	27.12%	22.70%
Winery/vineyard (directly from the producer)	14	13.46%	7	11.86%	12.88%
Online store (e-shop)	4	3.85%	5	8.47%	5.52%
Vintage	42	40.38%	20	33.90%	38.05%
Festivals/fairs/fairs with regional food/occasional events	19	18.27%	7	11.86%	15.95%
Other including:					
Palm House	2	1.92%	1	1.69%	1.84%
Restaurant	2	1.92%	1	1.69%	1.84%
Stationary stores	0	0.00%	1	1.69%	0.61%
Supermarket	0	0.00%	1	1.69%	0.61
Total	104	100.00%	59	100.00%	100.00%

Source: own study

As Szymańska (2018) points out, consumer preferences reflect the consumer's taste, likes and personality, and the structure of preferences, identified with the structure of needs, is one of three factors, next to income and the price of purchased goods and services, that shape a specific consumption plan.

Therefore, the respondents were asked to provide factors determining the purchase of regional wines (Figure 1). In order to determine the importance of individual criteria, the authors used a 7-level rank scale, where the first rank meant a factor of little importance when purchasing, while the seventh rank meant a very important factor.

As shown in Figure 1, respondents rated the taste as the highest. Second place was taken by quality, third by bouquet, and then by positive information about the wine. The factor related to fashion was rated the lowest.

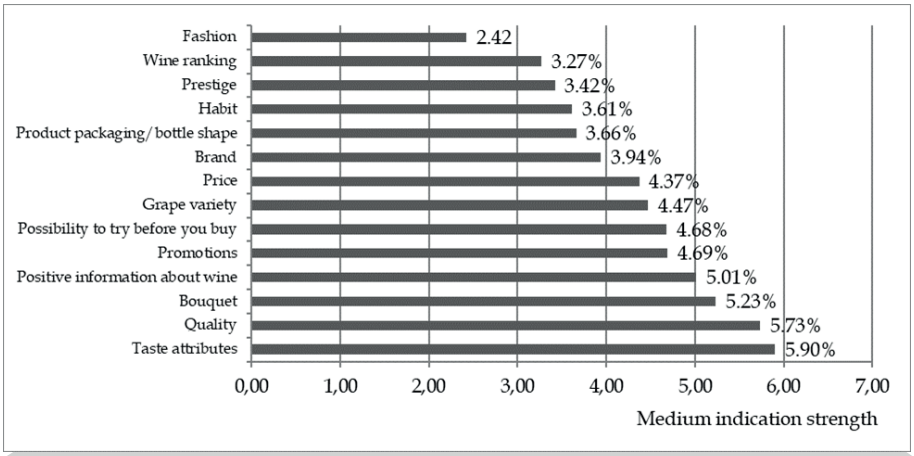

Figure 1. Average strength of indications of factors determining the purchase of regional Lubusz wines by respondents

Source: own study

The subject of considerations were also the reasons why young consumers decide to buy regional Lubusz wines, included in the statements (table 8). Respondents responded to the given statements by indicating on a five-point Likert scale (I strongly agree, I rather agree, it is difficult to say, I rather disagree, I strongly disagree). The results of the analysis are presented in table 8.

Table 8. Assessment of formulations regarding the purchase of regional Lubusz wines

Statements	Mean	Modal	Median
By purchasing wine from my region, I support its development	4.21	1	5
I prefer to buy wine from Lubusz rather than from other regions in Poland	3.73	3	4
When buying wine, I often look for something I haven't tried before	3.71	2	4
When buying wine, I use the recommendations of sellers and vineyard owners	3.67	2	4
I pay attention to information about wine	3.62	2	4
I am willing to pay a higher price for wine from the region where I live	3.55	2	4
I prefer to buy regional wines rather than foreign ones	3.54	3	4
The origin of wine matters to me	3.52	2	4
Wine from my region is of higher quality than from other regions of Poland	3.39	3	3
Knowing wine gives me a lot of satisfaction	3.37	3	3
After purchasing wine, I store it for a certain period of time to improve its quality	2.94	3	3
I read articles about winemaking and wine reviews	2.44	3,5	2
I regularly attend wine tastings and wine-related events	2.42	4	2

Source: own study

As shown in the data in table 8, among the indicated formulations regarding the purchase of regional Lubusz wines, the highest rating was given to the answer that "by purchasing wine from my region I support its development", as evidenced by the mean value (4.21) and the median value for the mentioned formulation, i.e. 5. The second place was taken by the phrase referring to the answer that "I prefer to buy wine from the Lubusz region than from other regions in Poland" (average value 3.73). In third place was the answer that "when buying wine, respondents often look for something they have not tried before" (average value 3.71).

6. Discussion

The analysis of publications devoted to consumer behavior on the wine market indicates a number of aspects regarding the behavior of wine consumers, focusing, among others, on: examining the impact of the region on decisions regarding the purchase of wine, factors determining their behavior, i.e. lifestyle related to wine, motivation and involvement in purchasing the product, or showing segments based on similar behavior and sociodemographic factors, as well as a diverse approach to the classification of young consumers on the wine market.

Johnson and Bruwer (2007), Bruwer and House (2003), Famularo, Bruwer, Li (2010), as well as Balestrini and Gamble (2006) undertook to study the influence of the region on consumers' decisions regarding the purchase of wine, in the context of assessing the quality of wine and making decisions regarding their purchase and defining consumer preferences for selected wine regions, as well as motivation and involvement in the purchase (Johnson and Bruwer, 2007, Bruwer and House, 2003, Lockshin and Rhodus, 1993). The identification of a wine lifestyle based on wine attributes is seen as a result of research by Risius, Klann, Meyerding (2019). The authors measured preferences for wine-related factors, such as brand, origin, sweetness, price, rewards, quality level, grape variety and production quality. They noticed that when choosing wine, the most important criterion for consumers is sweetness, followed by the level of quality, grape variety and region of production. Taking into account the importance of other external attributes (e.g. organic production), the growing social demand for ethical consumption, "organic" labeling, "medals and awards" do not (yet) seem to be of great importance for the product of wine, according to the authors. The results of their research correlate with the results obtained during the analysis, which prove that respondents take into account factors such as taste, quality and smell, as well as positive information about wine, when making purchasing decisions. Risius, Klann, Meyerding (2019) also indicate that, depending on the segment, customers are willing to pay a moderate price for wine, especially on special occasions. Moreover, as research shows, young people are more interested in wine of higher quality and specific origin; the very young generation seems to buy wine mainly when it is cheap. Like other segments, they look for the benefits of wine in terms of its impact on social events. The authors of this study reached similar conclusions based on the research conducted, because determinants such as promotions, tasting options, grape variety, and price also become important for young

consumers. Other researchers have found that attributes such as ethical and ecological production are becoming increasingly important to society and influence product purchasing decisions (Valor et al. 2014; Zander and Hamm, 2010). Lockshin and Rhodus (1993) found that perceptions of wine quality were based on internal factors, such as grape variety, alcohol content, and character of the wines, as well as on external factors, including price, packaging, labeling, and branding. This area of research was also the subject of this analysis, which confirmed most of the obtained results.

7. Conclusions

The issue of factors influencing purchases of regional Lubusz wines by consumers living in the Lubusz Voivodeship is complex and multilateral. However, the research presented in the study allowed us to verify the research hypotheses positively adopted at the beginning. The first one concerns the lack of significant correlations between the respondents' gender and the consumption of wine, where the result of the Pearson-Bravais coefficient test was 0.08, thus indicating a rather low correlation between gender and the consumption of regional Lubusz wines. The second one concerns the factors determining the purchase of regional wines by the Millennium generation, including taste, quality, aroma, and positive information about the wine (average values oscillated around the range 5.01-5.90), and the main reason not making purchases is not drinking alcohol, which was indicated by every second respondent, preferring a different type of alcohol, which almost every third respondent indicated, and difficulties in access (23.08%), as well as too high a price (19.23%). The obtained results also indicate that respondents mainly make purchases during the grape harvest and regional events, and also associate them with support for the development of the region. Undoubtedly, learning about the factors determining the purchase of regional Lubusz wines is an opportunity for producers to adapt their offer to the changing expectations of young consumers, who are increasingly responsible for expanding the market. In the light of the conducted research, it can be noted that for some young consumers who do not decide to purchase regional Lubusz wines, the price and difficulties in accessing them are factors determining not to make this type of purchase. Hence, a well-developed pricing strategy, combined with sales promotion carried out during the organization of regional events, could have a significant impact on persuading buyers of this group to purchase them.

Abstract

The main aim of the study is to identify the most important conditions favoring the development of the Lubusz wine market, with particular emphasis on examining the involvement of young buyers (Millennium generation) in the purchase of Lubusz wines and the impact of factors determining their behavior, including situational ones related to the purchase and consumption of wine, as a generation in an increasingly more responsible for expanding the market. In addition, determining the demographic and economic profile of consumers consuming regional Lubusz wines, as well as proposing practical solutions for building a competitive advantage by the wine industry and wine sellers based on factors shaping the purchase of regional Lubusz wines. In the research procedure, the authors used literature analysis and survey research conducted among young consumers from the Lubusz Voivodeship. The research shows that the purchase of wine is associated with young consumers' perception of it as supporting the Lubusz region in its development. However, the purchase determinants include taste, quality, bouquet, and positive information about the wine. In turn, the main reasons for not making purchases are not drinking alcohol and too high a price.

Keywords: *Millennial generation, determinants, regional wine, consumption of wine, Lubusz Voivodeship.*

JEL Classification: D10, D11, D12, E21

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