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Study on the Relationship between Wine Culture and People's Quality of Life

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Abstract Taking wine culture and quality of life as the research object, this paper analyzes the relationship between wine culture and quality of life. The research data were collected by questionnaire survey online, and a total of 315 valid questionnaires were collected. And then the software SPSS 21.0 is used for descriptive analysis and regression analysis. The results show that among the 12 hypotheses of the three dimensions of wine culture to the four dimensions of quality of life, 9 hypotheses are valid and 3 hypotheses are not. This study is helpful for people to clearly understand the influence and mechanism of wine culture on the quality of life.

Key words Wine culture, Quality of life, Regression analysis

1 Introduction

Wine culture has a wide influence, is spreading to every corner of the world, and is loved by people all over the world. At present, China's wine consumption has ranked first in Asia. Even though social activities are restricted during the COVID-19 pandemic, China still ranks sixth in wine consumption in the world^[1]. The unique humanistic connotation of wine culture is closely related to people's life. When people master the basic knowledge of wine, drink wine or participate in wine-related tourism activities, wine tasting etiquette, table etiquette, wine and food collocation and other cultural elements closely related to life are formed. Therefore, scholars define wine culture as "the general name of material culture and spiritual culture formed in the process of wine cultivation, production, marketing and consumption"^[2], which takes wine as the carrier of cultural exchange, covering all matters related to wine. Generally, wine culture in a broad sense includes grape cultivation, brewing technology, wine tasting etiquette, drinking utensils, as well as wine-related calligraphy and painting, poems and phrases created by literati. In a narrow sense, wine culture only refers to the etiquette, customs and anecdotes of wine tasting^[3]. After continuous spread and accumulation, wine culture has become a part of the world culture.

Wine culture has the historic, regional and international characteristics, and has extensive influence in many fields, such as the application of wine in the field of medicine, the prosperity and development of wine industry and tourism, and important role of wine in people's lives and social activities^[4]. Wine often appears in social activities such as dinners to enliven the atmosphere and get closer to each other. There is a strong relationship between

high-quality development and high-quality life, and their internal relationship is complex and unified. While promoting high-quality development, they are also creating high quality of life. Wine is such a drink that can improve people's quality of life. The nutrients contained in wine play an important role in human health. At the same time, with the improvement of people's lives, their drinking habits have also changed, from "drink up" to "sentiment". Wine is a kind of "complex" as both life drink and spiritual symbol. It can be seen that wine is not only a kind of alcoholic drink, but also an influential, diversified and diverse culture, no matter from the regional scope or from the scope of the field it involved.

Thus it can be seen that wine culture is presented on the basis of life, while life is promoted and enriched through wine culture. At present, there is still a lack of research on the relationship between wine culture and the quality of life, and the specific performance of wine culture in improving people's quality of life is the main problem studied in this paper.

2 Hypothetical derivation

Hofstede believes that an individual's choice is influenced by the cultural environment in which he or she grows up. Therefore, people can expect the quality of life to be related to culture^[5]. From a sociological point of view, the quality of life is more based on clothing, food, housing and transportation, and they are closely linked. With the economic growth and the promotion of cultural construction, residents have higher and higher requirements for life, and the quality of life can show people's taste and quality in life^[6]. It shows that due to the progress of the times and economic growth, people's requirements for life have become higher, they are not limited to the original simple material life, but have a higher level of pursuit of life, such as the pursuit of taste and quality. At the same time, the quality of life is also a reflection of yearning for a better life, including the pursuit of life with higher taste and style. The quality of life includes not only people's basic

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material needs and physiological needs, but also people's spiritual and cultural needs, aesthetic needs and so on^[7].

Wine is an alcoholic drink with cultural connotation in today's society. When people taste wine, they not only regard it as a refreshing alcoholic drink, but also take a fancy to its cultural connotation and the symbol of the state of life and quality it can show. Tasting a good wine can be appreciated from its color, aroma, taste and appearance, while further analysis of the initial state of the wine requires the flexible use of its own sensory and non-sensory skills to judge the possible changes of the wine. Yuan Guiying believes that wine is rich in nutrients and plays an important role in health care, especially in cardiovascular protection, anti-cancer and antioxidation^[8]. Epidemiological and clinical studies have shown that regular moderate consumption of wine can more effectively reduce the morbidity and mortality of cardiovascular disease and some cancers^[9]. Wine culture plays a more and more important role in life, has a close relationship with people's life, and caters to the needs of people's pursuit of quality of life^[10]. This paper will be divided according to the understanding of wine, contact with wine and wine tasting, to analyze the relationship between it and the corresponding four dimensions of quality of life.

Based on the above literature analysis, the hypotheses are put forward as follows:

H1: The understanding of wine has a significant positive correlation with the material field of quality of life; H2: The understanding of wine has a significant positive correlation with the social field of quality of life; H3: The understanding of wine has a significant positive correlation with the physiological field of quality of life; H4: The understanding of wine has a significant positive correlation with the psychological field of quality of life; H5: The contact with wine has a significant positive correlation with the material field of quality of life; H6: The contact with wine has a significant positive correlation with the social field of quality of life; H7: The contact with wine has a significant positive correlation with the physiological field of quality of life; H8: The contact with wine has a significant positive correlation with the psychological field of quality of life; H9: Tasting wine has a significant positive correlation with the material field of quality of life; H10: Tasting wine has a significant positive correlation with the social field of quality of life; H11: Tasting wine has a significant positive correlation with the physiological field of quality of life; H12: Tasting wine has a significant positive correlation with the psychological field of quality of life.

3 Research methods

3.1 Data collection methods In this paper, the research data were collected by questionnaire. The scope of the questionnaire is defined as people over 25 years old and under 40 years old, because these people have their own sources of income and will have requirements for higher quality of life.

3.2 Questionnaire design The questionnaire is designed with

Likert 7-scale, including two parts: the basic information of the respondents and the measurement scale. The basic information of the subjects in the questionnaire includes gender, age, occupation, highest educational background, place of residence, marital status and monthly income level. The measurement variables include wine culture and quality of life, a total of 19 items.

The wine culture variable and its three dimensions refer to the research on the influencing factors and paths of wine consumers' channel choice by Zhao Linyan^[1]. This paper holds that the influence on people's decision to purchase wine is related to people's cognition of wine. Therefore, this paper uses the wine consumer knowledge level factor scale to compile the questionnaire. After the test of reliability and validity, the scale has good credibility and validity. At the same time, the items of the questionnaire are rewritten in order to be more suitable for this study in accordance with more related literature.

The dimensions and items of the variable of quality of life refer to the research results of Kong Weishuang^[7], Huang Yu^[6] and Wang Yabin^[10]. This study summarizes that quality of life refers to the intentions of individuals to meet their physical and psychological needs and social conditions, as well as their understanding and desire for their own development and the pursuit of the meaning of life. Therefore, the measurement of quality of life is divided into four dimensions: material field, social field, physiological field and psychological field. The reliability and validity of the questionnaire are better.

3.3 Questionnaire survey The way of the questionnaire survey is to distribute the questionnaire online, make the designed questions into formal questionnaire through the Wenjuanxing software, and then distribute and collect them on Wechat, moments and other platforms, and then use Wenjuanxing to export the data. A total of 327 questionnaires were collected, of which 12 questionnaires were eliminated due to the same answers or incomplete and non-standard answers. 315 valid questionnaires were actually received, with an effective recovery rate of 96.33%.

3.4 Data analysis The sample data of the questionnaire were analyzed and processed by SPSS 25.0 statistical software, and the collected data were processed by descriptive statistical analysis and regression analysis.

4 Analysis of questionnaire data

4.1 Descriptive statistical analysis There were 315 valid questionnaires in this survey, and the sample attributes were studied in terms of gender, age, occupation, highest educational background, place of residence, marital status and income level. There were 144 males, accounting for 45.7%, and 171 females, accounting for 54.3%; in the age group, there were 192 respondents aged 20 to 30 years, accounting for 61.0%, 75 respondents aged 31 to 40 years, accounting for 23.8%; in the occupational classification, there were 154 personnel in enterprises and institutions (the largest number), accounting for 48.9%; in terms of the education level, there were 215 people at the undergraduate

level, accounting for 68.3%, and 55 people with junior college degree or below, accounting for 17.5%; in terms of the classification of places of residence, there were 179 people in the Pearl River Delta region, accounting for 56.8%, followed by 54 people in eastern Guangdong, accounting for 17.1%; in terms of marital status, 191 (60.6%) were unmarried and 124 (39.4%) were married; in the classification of income level, there were 113 people with a monthly income of less than 5 000 yuan, accounting for 32.9%, and 95 people with a monthly income of 5 000 to 10 000 yuan, accounting for 30.2%.

4.2 Regression analysis

4.2.1 Regression relationship between the three dimensions of wine and the quality of life in the material field. The linear regression analysis was carried out with the three dimensions of wine culture as independent variables and the material field quality in quality of life as dependent variable. It was calculated that the regression coefficient was 0.415 and the P value was 0.000. The regression equation was significantly established. It was calculated that the regression coefficients of contact with wine and tasting wine on the material field quality were 0.403 and 0.251, respectively, indicating that these two factors had a positive impact on the material field dimension of the quality of life, and it was significant at the level of <0.05 , that is, contact with wine and tasting wine had a significant impact on the material field dimension of the quality of life. However, the P of regression coefficient of understanding wine to material field quality was <0.05 . The results of the regression model validated the H5 and H9 hypotheses, that is, contact with wine and tasting wine had a significant positive impact on the material field of quality of life. The H1 hypothesis was not invalid.

4.2.2 Regression relationship between the three dimensions of wine and the quality of life in the social field. The analysis results showed that the value of R^2 of the regression equation was 0.321, indicating that the regression model could explain 32.1% of the variance, the significance was 0.000, and the regression model was effective. The regression coefficients of understanding wine, contact with wine and tasting wine were 0.142, 0.338 and 0.182, respectively ($P < 0.05$), indicating that understanding wine, contact with wine and tasting wine had a significant influence on the social field dimension of quality of life. The results of the regression model verified the hypotheses of H2, H6 and H10.

4.2.3 Regression relationship between the three dimensions of wine and the quality of life in the physiological field. The analysis results showed that the value of R^2 of the regression equation was 0.282, indicating that the regression model could explain 28.2% of the variance, the significance was 0.000, and the regression model was effective. The regression coefficients of contact with wine and tasting wine were 0.312 and 0.271, respectively ($P < 0.05$), that is, contact with wine and tasting wine had a significant influence on the physiological dimension of quality of life. However, the P for understanding wine entering this model was <0.05 . The results of the regression model verified the hypotheses of H7 and

H11, that is, contact with wine and tasting wine had a significant positive impact on the psychological field of quality of life. The H3 hypothesis was not invalid.

4.2.4 Regression relationship between the three dimensions of wine and the quality of life in the psychological field. The analysis results showed that the value of R^2 of the regression equation was 0.244, indicating that the regression model could explain 24.4% of the variance, the significance was 0.000, and the regression model was effective. The regression coefficients of contact with wine and tasting wine were 0.355 and 0.230, respectively ($P < 0.05$), indicating that contact with wine and tasting wine had significant effects on the psychological field of quality of life. However, the P for understanding wine entering this model was <0.05 . The results of the regression model verified the hypotheses of H8 and H12, that is, there was a significant positive correlation between contact with wine, tasting wine and the psychological field of quality of life. The hypothesis H4 was not invalid.

5 Conclusions and recommendation

5.1 Conclusions Through multiple regression analysis, this paper studied the influence of three dimensions of wine (understanding, contact, tasting) on the four dimensions of quality of life (material field, social field, physiological field and psychological field). The results showed that there was a significant positive correlation between H1 (understanding of wine has a significant positive correlation with the material field of quality of life), H3 (understanding of wine has a significant positive correlation with the physiological field of quality of life), and H4 (understanding of wine has a significant positive correlation with the psychological field of quality of life). The three hypotheses failed, and the other hypotheses were valid. The verification results showed that wine culture played an obvious predictive role in improving people's quality of life in many areas.

5.1.1 Shallow understanding of wine culture has little influence on the quality of life. From the verification results, the understanding of wine had little influence on the material, physiological and psychological fields, indicating that the simple understanding of wine culture had no obvious effect on the improvement of their own quality of life due to the influence of people's knowledge of wine culture. Therefore, it is necessary to have an in-depth understanding of the rich connotation of wine culture in order to have an impact on the material field, and to understand that wine has a great effect on people's physical and mental health and has an impact on the physiological field. And it is necessary to enrich people's inner world through the understanding of wine culture to have an impact on the psychological field. We can improve the awareness of wine culture through "social media, winery tourism, and related wine culture training". In addition, wine, as a social alcohol recognized by the public, has its presence on many social occasions, so the understanding of wine culture has a positive correlation with the social field of quality of life.

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relatively single, and it is better to analyze the issues combining with multiple disciplines and fields.

Besides, many scholars, starting from the development thought and spirit of "agriculture, rural areas and farmers" put forward by General Secretary Xi Jinping, have interpreted the issues of "agriculture, rural areas and farmers" horizontally and vertically by accelerating the strategy of new urbanization and rural revitalization, giving priority to the development of agriculture and rural areas, realizing the modernization of agriculture and rural areas, and establishing and improving the system and mechanism for integrated development of urban and rural areas^[2,10], thereby enriching the spiritual core and ideological essence of developing "agriculture, rural areas and farmers". Viewing the issues of "agriculture, rural areas and farmers" from this perspective has strong theory, and the issues involved are discussed in a wide and comprehensive scope. However, in this macro perspective, it is necessary to put forward a clear micro perspective to explore more specific practical methods.

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5.1.2 Exposure to wine can improve the quality of life. From the verification results, there was a significant positive correlation between contact with wine and quality of life, indicating that people agree that contact with wine can improve people's quality of life. Whether wine is an alcoholic drink with social function or an artistic drink, people can perceive the impact of the properties of wine on their material, social, physiological and psychological fields through contact.

5.1.3 Tasting wine can improve the quality of life. Tasting, as the most direct way to contact with wine, can best reflect the impact of wine on people's way of life. From the verification results, tasting wine had a significant positive correlation with the quality of life, indicating that people agree that tasting wine can improve people's quality of life.

5.2 Recommendation From the above analysis, we can see that wine culture has a positive impact on the quality of life. In order to further enhance the impact of wine culture on the quality of life, the following recommendation is put forward: the profound cultural value of wine needs to be further explored and publicized. This requires the government, enterprises, wine scholars and other forces to work together to raise public awareness of wine culture. With the help of the current popular social media or holding innovative activities, we can promote wine culture. Through a variety of ways, we can make more people aware of the impact of wine on life.

Consumer culture is a stable and lasting common consumption belief formed by long-term life interaction, which affects people's consumption mood, restricts and regulates people's con-

sumption behavior. First of all, we need to expand the consumption group of wine, and we can reduce the cost of wine through price concessions, make the consumption behavior of wine more frequent, and really integrate wine into people's daily life so that people can also better understand, contact, taste wine and improve their quality of life.

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