

UNIVERSITY OF LJUBLJANA
SCHOOL OF ECONOMICS AND BUSINESS

MASTER'S THESIS

LILLI SZABO

EUROPEAN MASTER IN TOURISM MANAGEMENT
SCHOOL OF ECONOMICS AND BUSINESS, UNIVERSITY OF LJUBLJANA

MASTER'S THESIS

**THE PERCEPTION OF HUNGARIAN MILLENNIALS ON
SUSTAINABILITY, AND SPECIFICALLY WITHIN THE WINE
INDUSTRY**

Ljubljana, July 15th 2021

LILLI SZABO

AUTHORSHIP STATEMENT

The undersigned Lilli Szabo, a student at the University of Ljubljana, School of Economics and Business, (hereafter: SEBLU), author of this written final work of studies with the title The perception of Hungarian Millennials on sustainability, and specifically within the wine industry, prepared under supervision of Professor William Gartner

DECLARE

1. this written final work of studies to be based on the results of my own research;
2. the printed form of this written final work of studies to be identical to its electronic form;
3. the text of this written final work of studies to be language-edited and technically in adherence with the SEBLU's Technical Guidelines for Written Works, which means that I cited and / or quoted works and opinions of other authors in this written final work of studies in accordance with the SEBLU's Technical Guidelines for Written Works;
4. to be aware of the fact that plagiarism (in written or graphical form) is a criminal offence and can be prosecuted in accordance with the Criminal Code of the Republic of Slovenia;
5. to be aware of the consequences a proven plagiarism charge based on the this written final work could have for my status at the SEBLU in accordance with the relevant SEBLU Rules;
6. to have obtained all the necessary permits to use the data and works of other authors which are (in written or graphical form) referred to in this written final work of studies and to have clearly marked them;
7. to have acted in accordance with ethical principles during the preparation of this written final work of studies and to have, where necessary, obtained permission of the Ethics Committee;
8. my consent to use the electronic form of this written final work of studies for the detection of content similarity with other written works, using similarity detection software that is connected with the SEBLU Study Information System;
9. to transfer to the University of Ljubljana free of charge, non-exclusively, geographically and time-wise unlimited the right of saving this written final work of studies in the electronic form, the right of its reproduction, as well as the right of making this written final work of studies available to the public on the World Wide Web via the Repository of the University of Ljubljana;
10. my consent to publication of my personal data that are included in this written final work of studies and in this declaration, when this written final work of studies is published.

Ljubljana, July 15th 2021

Author's signature:



Acknowledgements

The completion of this research paper could not have been possible without the participation and assistance of a few key people, who I would like to take the time to thank now - their contributions are sincerely appreciated and gratefully acknowledged. First and foremost, I would like to express my deep appreciation and indebtedness to my Supervisor, Professor William Gartner, for his endless support (both with the actual paper and mentally), his patience, and invaluable guidance throughout this research. It was a great privilege and honour to work under his supervision, and I would also like to thank him for his empathy and great sense of humour, which helped make the research process an enjoyable one!

Also, I would like to thank my Mother and Father for their help and understanding throughout the entire research paper process, for showing continuous support and acceptance in preparing me for my future.

I'd also like to express gratitude to my aunt, Sandra Jones, for her recommendations and adjustments - I am forever grateful for your help, time and energy.

And to all relatives and friends, who in one way or another shared support mentally and physically, the successful completion of this thesis could not have been possible without you.

I thank you!

Table of Contents

LIST OF FIGURES	III
LIST OF TABLES	IV
LIST OF APPENDICES	V
1 INTRODUCTION.....	2
2 LITERATURE REVIEW	5
2.1 SUSTAINABILITY	5
2.1.1 Sustainability in the Wine Industry	6
2.2 MILLENNIALS.....	8
2.2.1 Millennials and Sustainability.....	8
2.3 WINE INDUSTRY.....	10
2.3.1 Wine Industry and Millennials	10
3 CONTEXT OF THE STUDY: HUNGARY	11
4 METHODOLOGY	15
4.1 RESEARCH PARADIGM	15
4.2 RESEARCH APPROACH	15
4.2.1 Sampling & Sampling Size	17
4.2.2 Questionnaire Design.....	19
4.2.3 Data Collection	19
4.2.4 Data Analytic Process.....	21
5 ANALYSIS	22
5.1 UNDERSTANDING OF SUSTAINABILITY AMONG HUNGARIAN MILLENNIALS	22
5.1.1 Hungarian Millennials' Attention to Sustainability	23
5.2 DEVELOPMENT OF SUSTAINABILITY IN HUNGARY.....	25
5.2.1 The importance of Sustainability as a part of the Mentality	27
5.3 PURCHASING DECISIONS OF HUNGARIAN MILLENNIALS	28
5.4 THE CONNECTION OF SUSTAINABILITY AND WINE PRODUCTION	29
5.5 UNDERSTANDING OF SUSTAINABILITY WITHIN THE WINE INDUSTRY	33
5.5.1 Mentality Towards Sustainability regarding the Wine Industry	34
5.5.2 Hungarian Millennials do not pay attention to drinking eco-friendly, organic or BIO (biological) wines.....	35
5.5.3 Hungarian Millennials do not pay attention to drinking eco-friendly, organic or BIO (biological) wines - Supply side:.....	36
5.6 MARKETING ISSUES/LACK OF MARKETING	37
5.6.1 Marketing Issues/Lack of Marketing - Supply side:.....	38
5.7 WILLINGNESS TO PAY	38
5.7.1 Willingness to pay - Supply side:	40
5.8 CONCLUSION OF ANALYSIS.....	40
6 DISCUSSION	44
6.1 UNDERSTANDING OF SUSTAINABILITY.....	44
6.1.1 Hungarian Millennials' Attention to Sustainability	45
6.2 DEVELOPMENT OF SUSTAINABILITY IN HUNGARY.....	46
6.2.1 Purchasing Decisions of Millennials	47
6.3 CONNECTION OF SUSTAINABILITY TO WINE PRODUCTION	47
6.4 UNDERSTANDING OF SUSTAINABILITY IN THE WINE INDUSTRY	49
6.4.1 Mentality Towards Sustainability in the Wine Industry.....	49
6.5 HUNGARIAN MILLENNIALS DO NOT PAY ATTENTION TO DRINKING ECO-FRIENDLY, ORGANIC OR BIO WINES.....	50
6.5.1 Hungarian Millennials do not pay attention to drinking eco-friendly, organic or BIO wines - Supply Side	50
6.6 MARKETING ISSUES/ LACK OF MARKETING.....	51

6.7 WILLINGNESS TO PAY FOR SUSTAINABLE WINES	52
6.7.1 <i>Willingness to Pay for Sustainable Wines - Supply Side</i>	52
6.8 CONCEPT MAP	53
6.9 CONCLUSION OF DISCUSSION.....	55
7 CONCLUSION	56
8 LIMITATIONS & SCOPE FOR FUTURE RESEARCH	58
9 REFERENCES.....	60
APPENDICES	1

List of Figures

Figure 1: Do Millennials make an effort to buy green products?.....	9
Figure 2: Hungarian wine regions and protected designations of origin (Courtesy of Department of Geodesy Remote Sensing and Land Offices: GIS Register for Vineyards)	12
Figure 3: Grape harvests and wine productions in Hungary, 2004-2013	13
Figure 4: Changes in price for grapes and wine between 1990 and 2013	14
Figure 5: Concept Map of Findings.....	53
Figure 6: Venn-Diagram of Gap in the Market	55

List of Tables

Table 1: Explanations of Interviewees (demand side).....	20
Table 2: Explanations of Interviewees (supply side).....	21

List of Appendices

Appendix 1: Interview Questions with Millennials.....	2
Appendix 2: Interview Questions with Wine Industry Workers	4

Abstract

Viticulture in Hungary has played a significant role in the country's history and is still important today. Simultaneously, sustainability is a concept growing in popularity globally and Millennials are considered to be the green generation, being most educated and aware of this topic, while also becoming the largest adult generation and having the highest spending power. In this paper, 18 semi-structured interviews, using Grounded Theory methodology, were conducted with both Hungarian Millennials and workers from the Hungarian wine industry in order to ascertain their views on sustainability and more specifically, sustainability practices within the wine industry in Hungary. The responses of the interviewees showed that there is a lack of awareness around the general concept of sustainability, and specifically in the wine industry amongst Millennials in Hungary, although there is an interest in it. Therefore, Hungarian Millennials know of sustainability and try to pay attention to it, are also willing to pay for it, but seem to lack the possibilities allowing a transition to a sustainable lifestyle. Through this gap, it is clear, that it is vital for the Hungarian government to invest money in education and further developing sustainability, while Hungarian wineries should focus more on sustainable methods and focused marketing in order to communicate better with Millennials, increase sales and avoid harming the planet. The results are predominantly valuable for wine producers and marketers since studies that investigate sustainability and aspects regarding wine are exceptionally scarce and no research has yet focused on Hungarian Millennials.

Key words: Sustainability, Millennials, Wine Industry, Hungary, Perception, Marketing

1 Introduction

“The detrimental effect mankind has on the planet continues, with its ability to produce far more than can be consumed, resulting in unmanageable effects to the earth” (Valente & Atkinson, 2019, p. 293). Throughout recent years, human beings have become more aware of the effect of their behaviour, consumption and lifestyles on their surroundings and the impacts, such as climate change, that they have caused (Berghoef & Dodds, 2011). The various consequences of global warming have initiated an increase in the discussion of sustainability and how individuals can help mitigate the process (Lopes, Sagala & Dood, 2014, June). The term “Sustainability” first appeared in the late 1980s, when the United Nations World Commission on Environment and Development published the first definition of it in the Brundtland Report (Portney, 2015). Sustainable development is an economic activity that “meets the needs of the present without compromising the ability of future generations to meet their own needs” (WCED, 1987, p.15). There are three commonly-known pillars that encompass sustainability: environmental, social and economic (Forbes, De Silva & Gilinsky, 2020). As Cabezas and Diwekar (2012) accentuate,

Although the Brundtland Report did not, technically, invent the term “sustainability”, it was the first credible and widely disseminated study that probed its meaning in the context of the global impacts of humans on the environment, emphasizing the connections among social equity, economic productivity, and environmental quality (Cabezas & Diwekar, 2012, p. i).

Since its advent, the concept of sustainability has been deemed as ambiguous, with various industries interpreting it in various ways (Portney, 2015). The growing popularity of sustainability has led to an increase awareness and selling of organic, eco-friendly and green products across the industry spectrum (Remaud, Mueller, Chvyl & Lockshin, 2008, July; Siriex & Remaud, 2010, February). These products are believed to be healthier, safer and produced without harming the environment.

As previously mentioned, the focus on sustainability issues has boomed throughout numerous sectors, such as agriculture, and more specifically, the wine sector (Cullen, Forbes & Grout, 2013; Sogari, Pucci, Aquilani, & Zanni, 2017; Mastroberardino, Calabrese, Cortese & Petracca, 2019). As Sogari, Pucci, Aquilani & Zanni (2017) also explain:

Even if there is no universal definition, sustainable viti-viniculture has been defined by OIV (Organisation Internationale de la Vigne et du Vin) as the promotion of sustainability from an economic, as well as environmental, point of view and the enhancement of historical, cultural, and aesthetic aspects (Sogari, Pucci, Aquilani & Zanni, 2017, p. 2).

While often unknown, the cultivation of wine is generally not done in an eco-friendly manner. Starting from the regular use of herbicides and pesticides to the large amount of water consumption, wine production may cause harm to the environment (Cullen et al., 2013). Due to this, the wine industry has focused on the environmental dimension of sustainability, and invested in minimizing these impacts through various set standards (Forbes, de Silva and Gilinsky, 2020). Szolnoki (2013) investigated the perception of sustainability from 55 wine producers throughout seven different countries: USA, France, Spain, Italy, Germany, Hungary and Greece. His results show, that the term and concept of sustainability differed not only among the various countries, but also among the diverse interviewees. In general, most interviewees linked sustainability with environmental issues, and only a couple were familiar with the social and economic aspects.

However, some wineries in California (Silverman, Marshall & Cordano, 2005), New Zealand (Cullen, et al., 2013) and Australia (Grimstad & Burgess, 2014; Ratten, 2018) have recognized the sustainable dilemma and are actively adjusting their production processes in order to behave in a more sustainable manner. This has helped the businesses to establish a competitive advantage, but also minimize the wineries' environmental footprint (Berghoef & Dodds, 2011).

Numerous studies have shown, that Millennials are sensitive to sustainability (Schoolman, Shriberg, Schwimmer & Tysman, 2014; Bonadonna, Giachino & Truant, 2017; Bedard & Tolmie, 2018; Bollani, Bonadonna & Peira, 2019; Valente & Atkinson, 2019; Kapferer & Michaut-Denizeau, 2020), and are more willing to purchase eco-friendly products. This is due to the recent boom in the effects of climate change and the increase of education on sustainability and Millennials' desire to behave as environmentally responsible citizens (Bonadonna, Giachino & Truant, 2017). Valente and Atkinson (2019) conducted a study on English Millennials and found that they are aware of the necessity of behaving in a more sustainable manner and that they must play an essential role in ensuring a more sustainable future.

Pomarici and Vecchio (2014) state that Millennials, as the current young adult cohort, are becoming more independent in making financial decisions, which is why organizations are focusing on their consumer behaviour. From the wine industry perspective, Thach (2011, June) says that Millennials are accredited for the slow, but continuous rise in wine sales in the United States and that they already consume greater amounts of wine than the previous generation did (Thach & Olson, 2006).

Hungary has an extensive and rich viticulture, which has been around for hundreds of years (Benkhard & Halmai, 2017). In the current paper, the situation of sustainability in the Hungarian wine industry will be investigated in-depth. Although sustainability, as a concept, is still in its introductory phase in Hungary (Szolnoki, 2013), I would like to analyse its viability for the Hungarian millennial generation. I have set out to explore, whether wine

consuming Hungarian millennials find sustainability important in wine production and consumption. Throughout the research, I will speak with members of the wine industry, to understand their perceptions of sustainability, their level of awareness and whether or not they believe it to be essential for the industry, and if they have seen a demand/market for it. Thus, the research question of the current paper is:

How do Hungarian Millennials perceive sustainability, especially with respect to the Hungarian wine industry?

The following is the structure of the paper: I will introduce the main concepts and theories through a thorough review of existing literature. Next, the data collection, analysis and understanding will be presented in the methodology section. Following this, the results will be presented in the discussion and analysis section. Finally, a conclusion and recommendations for future research will be provided.

I will also make note of the theoretical contribution of the research. Prior research shows that the concept of sustainability is becoming more prominent in the wine industry in various parts of the world. However, there is a lack of information on the significance of the concept of sustainability in the Hungarian wine industry. The results will help clarify the situation of sustainability in Hungary, but also within the Hungarian wine industry. I will raise the level of awareness of sustainability among wine consumers and producers in Hungary. By doing so it will identify whether or not there is a demand for sustainable wines (in Hungary), and how much Hungarian Millennials value sustainability in general, but more specifically within the wine industry.

With these results, Hungary as a nation can make changes based on the perceived level of development of sustainability amongst Millennials, especially if there is a demand for it. Moreover, Hungarian vineyards can make appropriate business changes to ensure that in 5-10 years, the biggest group of Hungarian wine consumers, Millennials, are offered what they consider important, while shifting to more sustainable management methods.

2 Literature Review

This section will identify, evaluate and synthesize relevant concepts and theories regarding the current field of study. Based on existing literature, it will explain the creation of, perceptions on and controversies about these topics. Through this, a comprehensive summary will be provided of the researched field in order to provide a broad view of the focus area.

2.1 Sustainability

The concept of sustainability has recently gained prominence due to the severe impacts climate change has caused on humanity and the risk it poses on the welfare of future generations (Berghoef & Dodds, 2011; Gomis, Parra, Hoffman & McNulty, 2011). Following the publication of the Brundtland Report in 1987, the term sustainability has become increasingly popular, and is now an everyday name in various major industries and among the general public (Gatto, 1995). Due to the common use of the word, it has various meanings in different contexts and is often used interchangeably with the expression “green.” As Beehner (2008) explains, in academia the term sustainability generally refers to systems and enterprises, while “green” is associated with products and processes.

The notion of sustainability is generally associated with the triple bottom line (TBL) of environment, society and economy, also known as the three P’s – planet, people and profit (Beehner, 2008; Alhaddi, 2015; Hakovirta & Denuwara, 2020). TBL should provide a framework for businesses to ensure success, in a sustainable way along the three various lines - ideally, these three aspects would work as a three-legged stool and be balanced out evenly, allowing for coherence (Vos, 2007; Alhaddi, 2015). “The concept of sustainability refers to the viability of our collective future and includes issues of social equity, public health and wellness, and ecological stability” (Hanks, Odom, Roedl & Blevis, 2008, p. 333). However, literature shows that the main focus has been on the environmental and economic aspects in most industries and less regarding the social dimension (Lawrence, Collins, Pavlovich, & Arunachalam, 2006; Alhaddi, 2015; Tsaples & Papathanasiou, 2021). For the current paper the social aspect of sustainability is vital and will be taken into consideration.

Recognition of the word sustainability did not lead to a commonly used definition, but rather a plethora of definitions, which are sometimes even contradictory (Santini, Cavicchi & Casini, 2013; Salas-Zapata & Ortiz-Munoz, 2018). The term’s indistinctness, polysemy and lack of clarity has been one of its principal criticisms since the emergence of the concept. This has caused a lack of common understanding regarding the concept (Bell & Morse, 2003); therefore, the following explanation will be used as a basis for this paper in regards to sustainability.

Nearly all definitions of sustainability share core elements. The first is that they present a way of looking at environmental problems in relation to the economy

and society. So neither social development nor economic growth is permitted to take ecological underpinnings for granted, or - from another angle - ecological preservation schemes should not take economic outcomes or public support for granted (Vos, 2007, p. 335).

A critical remark of sustainability or sustainable development is its high level of complexity. One aspect of this complexity is that sustainability should be considered as a continuous process, which must be constantly managed and adjusted, from each of the three dimensions separately (Harrison, 2000; Bell & Morse, 2003). This level of complexity leads to an additional criticism of sustainability, accentuated by Tsaples & Papathanasiou (2021) - its lack of measurability. Since sustainability is a multi-dimensional concept, it has various parts which are remarkably problematic to measure in numerical or quantitative indicators. However, authors such as Munda (2005) are coming up with various multifaceted frameworks in order to help show diverse indicators of changes regarding sustainability. When comparing the same aspects of different companies, cities or countries, individuals are able to see the impact of sustainable initiatives.

To conclude, sustainability is a popular and progressively imperative concept, which then leads to various interpretations and perceptions. This has caused some controversy in the literature, but as Ramsey (2015) also points out, one clear definition is not necessarily needed, as it depends on the context in which the concept is being implemented. The following will demonstrate how sustainability has impacted the wine industry.

2.1.1 Sustainability in the Wine Industry

Sustainability has affected numerous fields, including the wine industry. Evident through its emergence in everyday viticulture practices and in literature and academia regarding the wine industry (Santini, Cavicchi & Casini, 2013). Gilinsky, Newton and Vega (2016, p. 42) further highlight: “there has been a steady movement of wine businesses toward sustainable farming and business practices, whether organic, biodynamic or a combination...”

Wine production has been considered one of the most important agricultural activities in the world due to the abundant hectares of land devoted to grape farming worldwide, but also because of its economic significance (Szolnoki, 2013; Ratten, 2018; Maicas & Mateo, 2020). Producing wine out of these vineyards requires a high amount of organic and inorganic resources. Maicas and Mateo (2020) explain the various by-products of wine-making:

... During the wine production process between 1.3 and 1.5 kg of waste is generated per litre of produced wine, 75% of which is wastewater. The other major residues from wine-making activity are represented by: organic wastes (grape pomace, containing seeds, pulp and skins, grape stems, and grape leaves), wine lees, emission of greenhouse gases (CO₂, volatile organic compounds,

etc.), and inorganic wastes (diatomaceous earth, bentonite clay, and perlite). A total of 14.5 million tons of grape by-products are produced annually in Europe alone (Maicas & Mateo, 2020, p.2).

Thus, while the production of wine is rewarding and currently trendy, it does also create large amounts of contaminated residue and waste. Furthermore, it often means the use of pesticides, herbicides, fungicides and other chemicals, which may harm the surrounding ecosystems (Ratten, 2018). Unfortunately, an additional issue with wine production, is the excessive amounts of water, energy and waste consumption, which are generally not managed efficiently (Szolnoki, 2013; Nazzaro, Marotta & Rivetti, 2016).

Nevertheless, Nazzaro, Marotta and Rivetti (2016) point out, that the wine industry has experienced innovations and advancements in recent years, regarding the production procedures and technologies involved, which have helped reduce their environmental footprint. Moreover, the advent of sustainability in the wine industry proves that there is a possibility and demand to minimize these negative impacts and ensure cleaner environments. The basis of the earliest sustainable wine producing program was in the Lodi wine region of California in 1992, where the local community introduced various sustainable farming practices (Ross & Golino, 2008). The winemakers in the region collaborated in order to come up with diverse sustainable vows, which were not only beneficial for the environment, but also for the vineyards' employees and the local community. Ohmart (2008, p. 146-147) describes one of the main challenges regarding sustainability in agriculture, "it encompasses all aspects of a farming operation and a wide range of practices, it is useful to think of it as a continuum from "not sustainable" on one end to "very sustainable" on the other." Sustainability cannot be considered as a goal, but rather as a never-ending process, which must be continually monitored, adjusted and managed – even in wine production.

Since the introduction of sustainable wine practices in the early 1990s, various regions globally have come up with their own strategies and practices for it. However, as Szolnoki (2013) points out, due to the lack of one global overarching wine association, these practices differ from country to country, sometimes even region to region. Berghoef and Dodds (2011 cited by Pomarici & Vecchio, 2014, p. 538) bring light to this point as well, "In other words, there appears to be general interest in sustainability and sustainably produced wines but a lack of clarity on what exactly this means."

According to Gilinsky, Newton and Vega (2016) the top priority for wine producers is leaving their vineyards in a better-quality state for the future generations. As Maicas and Mateo (2020) also clarify,

Sustainability can be understood as the process of reduction of residues and its subsequent treatment in the elaboration of the wine. This implies, within the

production chain, an adequate management of resources in terms of water and energy efficiency, both in vineyards and wineries (Maicas & Mateo, 2020, p.1).

Mueller and Remaud (2010) highlight, that advertising sustainability and eco-friendly qualifications have now become an aspect for competitive advantage amongst wineries, especially among New World wine producing nations, including Australia (Varsei & Polyakovskiy, 2017), New Zealand (Baird, Hall & Castka, 2018), Canada (Poitras & Donald, 2009) and Chile (Figuerola & Rotarou, 2018). Thus, sustainability seems to be quickly developing in the wine industry as an answer to the environmental issues being faced by the industry day-to-day.

In the upcoming section, I will explain who Millennials are, how they are connected with, and play a vital role within, the topic of sustainability.

2.2 Millennials

Millennials, also known as Generation Y or Gen Y, are the generation born between 1981 and 1997 (Berger, 2018). According to MSCI (2020), in 2020 there were 1.8 billion Millennials globally, who constituted 23% of the population worldwide, which makes them the biggest grownup generation yet. Eighty percent of Millennials live in emerging markets, and make up 50% of the active workforce (Corporate Citizenship, 2016). This generation is different from previous ones in numerous perspectives; they move away from home at a later age and are also known to have high levels of education (Risman, 2018). They enjoy various facets of life, such as: schooling, leisure, and the corporate world, and thus tend to delay family formation (Winograd & Hais, 2009; The New Strategist Editors, 2015; MSCI, 2020). The New Strategist Editors (2015) concluded, that there are three characteristics, which are typical for Generation Y; ethnically diverse, independent and powerful.

According to a study conducted by Morgan Stanley (2019, para. 2) this generation is currently developing into its “prime spending years” and are forecasted to spend more than Baby Boomers did. This global spending power totalled \$2.45 trillion in 2015 (Barnes, 2015). Due to their large market size and immense spending power, researchers have recommended that companies and organizations direct their attention to them and understand their needs and desires (Muralidharan & Xue, 2016).

2.2.1 Millennials and Sustainability

Various studies have demonstrated how the Millennial generation considers the mitigation of the impacts of climate change and implementing sustainable practices to be of significance

(Smith, 2010; Corporate Citizenship, 2016; Muralidharan & Xue, 2016; Allen & Spialek, 2017; Bonadonna, Giachino & Truant, 2017). This priority of Millennials is first and foremost due to the extensive higher education they receive regarding ecology, global warming and various sustainable practices (Earl & Lawrence, 2003; Bonadonna, Giachino & Truant, 2017). Muralidharan and Xue (2016, p. 227) state, that Millennials are considered “green consumers” and thus actively search for environmentally-friendly goods. Bollani, Bonadonna and Peira (2019) found that sustainability impacts Millennials’ choices regarding the food industry, especially in terms of labelling and certification processes. Smith (2010, p. 442) states “Research shows that 47% of Millennials would pay more for environmentally friendly services, products, or brands.”

Figure 1: Do Millennials make an effort to buy green products?

Do you make an effort to buy green products?	%
Never	9.8
Rarely	26.7
Sometimes	54.3
Often	9.0

(Source: Smith, 2010, p. 448)

Figure 1 shows the results from the study conducted by Smith (2010), which investigated the willingness of Millennials to purchase eco-friendly products. Based on this, more than 50% pay attention to purchasing green goods.

A study conducted by Bonadonna, Giachino and Truant (2017), investigating a group of Italian Millennials, shows that they are aware of and understand the concept of sustainability, whereas other authors have shown criticism towards this (Earl & Lawrence, 2003). This is also backed up by information from Corporate Citizenship (2016), who conducted research amongst Millennials regarding the Sustainable Development Goals (SDGs), and their results show, that more than 90% of the respondents were aware of them, whereas 42% stated they had a significant comprehension of the SDGs.

Based on previous literature, it can be concluded, that Millennials are a novel and slightly dissimilar generation, than the previous ones. They have large spending power, but are selective with purchasing decisions, which are influenced by numerous factors. Gen Y is highly aware of and strongly impacted by sustainability and behaving eco-friendly, not only across their lifestyles, but also when it comes to their consumer behaviour. For the current study, it is vital to establish whether or not Hungarian Millennials have this tendency when purchasing wine.

2.3 Wine Industry

The grapevine is one of the oldest harvested plants that, together with the wine cultivation method, have brought about a rich earthly and social history of improvement (Jones, 2007). Only towards the end of the 20th century did countries other than European ones, namely France and Italy (or Old-World producers), appear on the global wine industry map (Roberto, 2003; Morrison & Rabellotti, 2017; Kiraly, 2018). Before then, these two countries had controlled the global wine market. However, the global wine industry has undergone vast changes with the emergence of the New World wine-producing countries. These countries include, South Africa, Chile, Argentina, the U.S.A and Australia. These countries not only reinvented wine, but also how it is marketed, retailed and consumed (Roberto, 2003; Giuliani, Morrison & Rabellotti, 2011). One important aspect of this is that in Old World countries, wines are generally produced through small family-owned businesses, while in New World countries wineries are often sizeable public corporations (Roberto, 2003).

Fortune Business Insights (2019, March) indicated that in 2019 the global wine industry was worth \$364.25 billion USD and is projected to be worth \$444.93 billion USD by the year 2027. The average price per bottle of wine will increase to \$14.45 in 2021, with the average person consuming 3.5L of wine in 2021 (Statista, 2020). According to the International Organisation of Vine and Wine or OIV (2019) 77.8 million tons of grapes were harvested, of which 292 mhl (millions of hectolitres) of wine was produced and 246 mhl was consumed in 2018. The consumption of wine globally has stagnated throughout recent years, however, there is a high demand for better quality wines, while the market for lower quality ones has fallen (Roberto, 2003).

Mozell and Thach (2014) conducted extensive research on global warming and its effects on the wine industry, across the globe. Climate change and more specifically, global warming, have been detrimentally impacting the wine industry. With temperatures rising, due to the greenhouse effect, not only the climate in the wine regions is affected, but also the soil through the changes in weather (Jones, 2007). The wine industry must pay more attention to sustainability in order to remain profitable and ensure that grape harvesting will be possible in future years.

2.3.1 Wine Industry and Millennials

The leading wine consumers in the USA nowadays continue to be the Baby Boomers. However, the new generation is rapidly adopting wine as its preferred beverage with high chances to overtake its parent generation. Thus, it represents the potential consumer segment able to fuel the wine consumption growth in the near future. (Chrysochou, Krystallis, Mocanu, & Leigh Lewis, 2012, p. 517).

As mentioned in the previous section, and also through the quote above, Millennials have high spending power (Nowak, Thach & Olsen, 2006) and look to be an avid wine-consuming generation. According to Higgins and Wolf (2016), their study conducted in the USA showed that Millennials are predicted to become the next luxury wine consumer, which means that a large part of the generation may be willing to pay more than \$20 USD a bottle. These authors (Higgins & Wolf, 2016) also found, that Millennials purchase wines based on friends' opinions, enjoy innovative packaging and usually drink wine during social activities. Henley, Fowler, Yuan, Stout and Goh (2011, p. 9) investigated the main reasons why Millennials drink wine, and the results are: "... enjoying the taste of wine, wine pairing well with food, and helping them to relax." Teagle, Mueller and Lockshin (2010) came to the following conclusions regarding the wine consumption tendencies of Australian Millennials:

They drink wine less frequently overall, but consume it more often in social on-premise venues, have a slightly higher willingness to pay than the oldest segment (Great Generation) and have a higher share of white wines in their purchase portfolio (Teagle, Muller & Lockshin, 2010, p.6).

Fountain and Charters (2010) found that Generation Y wine consumers are more critical when it comes to wine. This agrees with a statement from earlier, that Millennials are better educated and thus more selective, when it comes to purchasing decisions. Based on these studies, it appears that Millennials consider wine consuming as a part of their lifestyle, which they mainly enjoy during social occasions and as a form of relaxation.

According to the literature regarding Millennials and wine, it seems that the Millennial market may be a noteworthy and high spending group for the wine industry. On the other hand, based on previous literature, Gen Y also finds sustainability important and deem it as an important aspect when buying goods. Thus, backed by this summary of literature, I would like to investigate if these Millennials, who have high spending power, are aware of and understand sustainability and also consider the "green perspective" when choosing wines. In the subsequent part, I will introduce the location of the study.

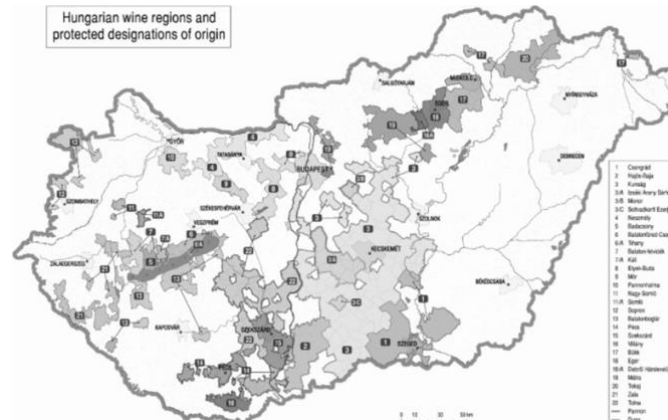
3 Context of the Study: Hungary

The production and consumption of wine has been part of Hungarian history, traditions and culture for hundreds of years (Lakner et al., 2018), with Hungary belonging to the Old-World wine-producing countries (Szolnoki & Totth, 2020). The Hungarian

history of wine-making has been quite complex and has changed multiple times due to various historic events. Phylloxera ruined approximately 60% of the vines in the 19th century (Szivas, 1999; Mod & Simon, 2012) and in the latter part of the 20th century there were major changes due to the communist regime (Szivas, 1999; Kiraly, 2018). The Soviets had demanded mass production of Hungarian wine, in order to export throughout the Soviet block and thus industrial methods were introduced, causing the focus to shift from quality to quantity in wine production (Szolnoki & Totth, 2020).

However, the end of the 20th century brought changes to Hungary and its wine industry. EU regulations, governmental support and changes in production (back to quality and not quantity) helped rejuvenate wine production in Hungary (Szivas, 1999; Hledik & Harsanyi, 2019a). The country has an abundance of natural resources in its 22 wine regions. These regions offer various terroirs, with numerous different types of vines, and a rich history in the process of wine-making (Lakner et al., 2018). The regions include 30 wine routes (Mod & Simon, 2012), 36 PDOs (Protected Designation of Origin) and 6 PGIs (Protected Geographical Indication) within EU policies (Kiraly, 2018). Figure 2 shows the various regions and PDOs.

Figure 2: Hungarian wine regions and protected designations of origin (Courtesy of Department of Geodesy Remote Sensing and Land Offices: GIS Register for Vineyards)



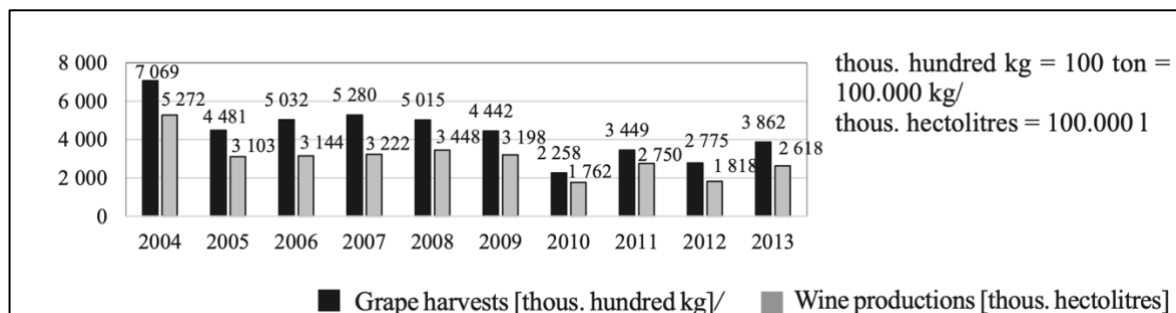
(Source: Kiraly, 2018, p. 108)

Wine is considered to be a national drink in Hungary and Hungarians tend to have a sentimental connection to it (Hledik & Harsanyi, 2019b). Enjoying a glass of wine in Hungary is part of almost every social event and Hungarians prefer their domestic wines to foreign ones (Szolnoki & Totth, 2020).

The wine industry in Hungary has been strategically managed by the government, due to its contributions both economically and tourism-wise (Pallas, 2016; Kispal, 2018). MTÜ (Hungarian Tourism Agency) has been strategically marketing Hungarian wines

and Hungarian wine tourism and they have put themselves on the map regarding the viticulture world, by hosting various prestigious international wine conferences and events (Hledik & Harsanyi, 2019b). From a tourism perspective, the country has been booming, especially in regards to wine tourism (Szivas, 1999). However, this has caused an overuse of resources and thus a decrease in the size and yield of vineyards (Kispal, 2018). Lakner et al. (2018) argue that sustainability was considered a negligible factor in the further development of tourism in Hungary. Pallas (2016) points out, that the Hungarian vineyards are not being managed sustainably, causing ecological resource shortages. Figure 3 shows the decrease in grape harvest and wine production from 2004-2013.

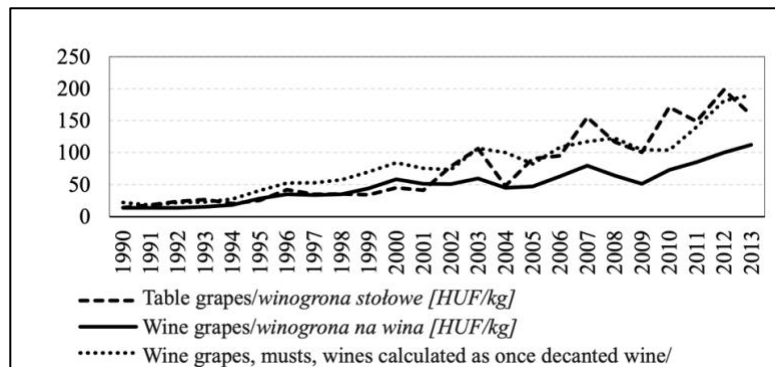
Figure 3: Grape harvests and wine productions in Hungary, 2004-2013



(Source: Kispal, 2017, p. 110)

Szolnoki and Totth (2020) also state, that in hectares (ha), the size of vineyards has decreased from 130,000 to 65,000 ha from the end of the 1980s to 2017. Nevertheless, Kispal (2018) also points out, that even though the amount of wine that is being produced is less, the price of wine has been continually increasing from 1990 to 2013 (Figure 4).

Figure 4: Changes in price for grapes and wine between 1990 and 2013



(Source: Kispal, 2017, p. 112)

Therefore, the consumption side of the Hungarian wine market has not decreased, especially not the domestic one (Szolnoki & Totth, 2020), as the prices keep increasing. However, due to the major political changes at the end of the 20th century, which caused economic and institutional reforms, the joining of the EU in 2004 and the lack of sustainable crop practices, the number of vines is decreasing year after year. Buzasi (2021) also concluded through his research in the Szekszárd wine region, that the vintners in the region, but also in Hungary overall, need to adopt environmental sustainability techniques, as the effects of climate change are noticeable and already require, but will also further require, adjustments in farming practices.

Is there a market for this sustainable wine production? Does it exist? Is there a demand for it? Based on the literature, sustainable wine production in Hungary will be necessary, various wine regions around the globe are already implementing green practices and Millennials worldwide tend to find eco-friendliness important. So, in the following study, semi-structured interviews will be conducted with Hungarian Millennials to understand their perception on sustainability, whether or not they value it and if they find it as an important aspect when purchasing wines. In addition, interviews with a few individuals from the wine industry will be conducted, in order to get a glimpse of where sustainability issue stands on the supply side of the wine industry. A grounded theory methodological approach will be used since this area of research is quite limited, and this allows for new theory building (Matteucci & Gnoth, 2017).

4 Methodology

In the subsequent section, the methodological approach, sampling method, questionnaire design, data collection and data analytic methods of the current research will be illustrated. These methods were formulated, based on the encompassing aims and objectives, which are specified at the beginning of the paper. Furthermore, limitations will be presented that may be a consequence of research design within the particular context.

4.1 Research Paradigm

Denzin and Lincoln (2005, p. 7) state that “paradigms represent belief systems that attach the user to a particular worldview.” It offers basic assumptions regarding world, truth (ontology), and knowledge (epistemology) (Willis, Jost & Nilakanta, 2007). “A paradigm is thus a comprehensive belief system, world view or framework that guides the research and practice in a field” (Willis, Jost & Nilakanta, 2007, p. 8). Henceforth, a research paradigm assists the researcher throughout the research process as the work is put into practice.

Hammersley (2011 cited by Wolgemuth et al., 2014, p. 352) explains the importance of methodological and paradigm-driven research. “...The theory of the research project influences all aspects of research from selecting a research design, choosing methods, thinking about validity criteria, negotiating the ethics of the research study, and writing-up the results.” Thus, researchers are recommended to think about the orientations of their studies and personal world views. Through this, the researchers are able to establish, which paradigm and what methods are appropriate to conduct the research.

The research paradigm used is interpretive or constructivist. This research paradigm has the ontological postulation of relativism, which states that reality varies amongst each individual and is thus subjective (Scotland, 2012). Therefore, people create their own understandings of the world, whilst taking part in the actual experiences (Creswell, 2009). Human interaction is a key tool in this paradigm and it is vital to understand individual’s perspectives in social contexts (Scotland, 2012), thus the researcher is dependent on the respondents’ narratives of an experience. As Alvermann and Mallozzi (2010, p. 488) elaborate, “researchers using an interpretive approach aim to uncover meaning toward a better understanding of the issues involved.” This is what is being sought to uncover, regarding the perceptions and opinions of Hungarian Millennials; thus, this research paradigm supposes to be the most appropriate.

4.2 Research Approach

The research question posed above requires an exploratory research approach, so as to see the perceptions, opinions and thoughts of Hungarian wine consuming Millennials. Furthermore, exploratory research instigates a qualitative approach, which was established

to be the focus of this research endeavour. “Qualitative data are characterised by their richness and fullness based on your opportunity to explore a subject in as real a manner as is possible” (Robson, 2002 cited Saunders, Lewis & Thornhill., 2009 p.482).

Within the constructive research paradigm, the researcher aimed to find out how the participant had experienced or seen a specific situation (Creswell, 2009). This view might have changed among the participants, and it was necessary to investigate the wide range of views the individuals have had regarding the topic. This also included the influence of the individual’s interpretation by their cultural and social contexts in which they live (Scotland, 2012).

This form of research requires an inductive research approach, allowing for the creation of new knowledge and theories from the collected data (Cohen, Manion & Morrison, 2007). “Theory is emergent and must arise from particular situations; it should be ‘grounded’ in data generated by the research act” (Glaser and Strauss 1967 cited by Cohen, Manion & Morrison, 2007, p. 22).

“Grounded theory is a qualitative research method that seeks to develop theory that is grounded in data systematically gathered and analysed” (Urquhart, Lehmann & Myers, 2009, p.357). According to Matteucci and Gnoth (2017), grounded theory has become popular among qualitative methodological approaches due to its well-defined process and that it allows for the development of novel theories among topics which have not been researched yet in-depth or where new understandings may be required. Charmaz (2008) also points out, that grounded theory is also preferred among qualitative researchers, because it allows for an “objective” method of analysis.

Grounded theory entails the constant comparison of data (Matteucci & Gnoth, 2017, p. 4). The information collected throughout the interviews is to be compared to one another, and patterns are to be sought among the responses from the interviewees. However, according to Glaser and Strauss (1967), the founders of grounded theory, the data collection and analysis should be done simultaneously. Thus, when the first interview is conducted, the data analysis starts right away, much before the rest of the data has been accumulated. Following this, the collected information will need to be coded to find connections and relations among the various codes, which then allows for the creation of new concepts. Charmaz and Thornberg (2020, p. 2-3) elaborate on the importance of collecting and analysing data at the same time; “simultaneous data collection and analysis help researchers to steadily focus on developing concepts about the data and to gather further data that flesh out their nascent concepts.”

Bryant (2019; Charmaz & Thornberg, 2020) points out, that amateur researchers often prefer to apply a grounded theory methodological approach to their research, as this allows for them to move outside of borders and discover novel forms of research, as compared to the usual accepted methods. However, this also causes a form of scepticism, as this method does

necessitate an “anything goes” (Bryant, 2019, p. 6), innovative and agile mentality, which may lead to insufficient emphasis on research design. I had my supervisor monitor my analysis, in order to avoid this possible inadequacy of attention.

There is also a critique of the difficulties researchers may encounter, when working with the grounded theory method. Goulding (2002) highlights some of these hurdles in her book “Grounded Theory.” One of the struggles is time. Researchers must manage their time effectively when using grounded theory, as reaching saturation in the data may require more time than anticipated. Another challenge she emphasises, is the difficulty in analysing the data (Goulding, 2002). This has been a hurdle for some researchers, as they get lost in the data and are not able to recognize the manifestations in it. She recommends to take time away from the data then and return to it, in order to allow for distance from the collected information. I took both of these potential problems into consideration, and left additional time in the research schedule, in case additional interviews were required, or time was needed away from the study.

Hence, the final decision was to conduct a qualitative research approach (i.e grounded theory) to understand Hungarian Millennials’ perception, experience and opinions on sustainability in the wine industry so as to gain in-depth comprehension of the challenges and future possibilities for Hungarian wine producers.

4.2.1 Sampling & Sampling Size

The population of the study was Hungarian Millennials, who are regular wine consumers (at least once a month). Due to the nature of the research, it was not possible to do a probability sampling method, as each element of the population was not reachable (Etikan, 2016). Therefore, a non-probability sampling method was used, which causes for limitations that will be addressed at the end of the paper. However, due to the large population and the ongoing pandemic (which caused issues of accessibility, geographical proximity, willingness to participate and availability), convenience and purposive sampling methods were used.

Convenience sampling, or choosing participants who are close to the researcher (Etikan, 2016), was beneficial for the current situation, as there was uncertainty due to the ongoing pandemic. Due to its handiness to the researcher, this sampling method is controversial (Farrokhi & Mahmoudi-Hamidabad, 2012), however because of COVID-19 and the restrictions implemented due to it, through this sampling method the results and time limitation of the study would remain undisturbed/uninfluenced. Thus, through convenience sampling, Hungarian Millennials, who speak a high-level of English, in order to ensure that their feelings, viewpoints and experiences may be communicated sufficiently were chosen for the research.

Purposive sampling is beneficial, in order to select participants that provide applicable and valuable information of the given topic (Campbell et al., 2020). This method of sampling, which is also called judgement sampling, is advantageous to establish explicit cases and is able to increase the probability of investigating the topic of interest (Serra, Psarra, & O'Brien, 2018). Since the respondents were purposefully chosen, the selected respondents should be able to provide comprehensive judgment of the topic and thus maximize internal validity. Respondents of various ages and backgrounds were chosen in order to maximize external validity (Flint & Golobic, 2009).

An additional aspect pointed out by Etikan (2016, p. 2), is that of interaction skills. It is vital for the chosen respondents to have “the ability to communicate experiences and opinions in an articulate, expressive, and reflective manner.” Purposive sampling, was used to ensure this aspect.

In order to guarantee a wide range of responses, individuals with various ages and diverse drinking patterns were contacted. The individuals were from different social groups, such as old colleagues and ex-classmates. The participants were contacted via various channels, such as Facebook, email, and other social platforms.

As for the sample size, due to the chosen method of analysing data, namely grounded theory, a sample size in advance was not provided (Goulding, 2002). As Thomson (2011) stresses, the aim of this analytic method is to find similarities, concepts, and trends across the collected data. Within data accumulation, theoretical saturation is defined by Strauss and Corbin (1998, p. 212) as;

- A. “no new or relevant data seem to emerge regarding a category,
- B. the category is well developed in terms of its properties and dimensions demonstrating variation, and
- C. the relationships among categories are well established and validated.”

Thus, there was no set number for the amount of interviews. The sample size continued to grow until saturation had been reached and data collection did not provide further novel information.

As mentioned in the introduction, the aim was to find out, whether or not there was a gap between the supply and demand sides of the wine industry, in terms of sustainability among Hungarian Millennials. Thus, members from the wine industry (supply side) were also interviewed, regarding their perception of sustainability, their awareness of it, and whether or not they believe there is a market for sustainable wines for the next generation with the largest spending power. Recommendations were constructed for the wine industry (and wine tourism) stakeholders, which can be found at the end of the paper.

4.2.2 Questionnaire Design

A framework of open-ended questions had been created, based on the objectives and aim of the prevailing research. A major advantage of semi-structured interviews, is that it allows for movement across a broad range within the various research topics. “The more open-ended the questioning, the better, as the researcher listens carefully to what people say or do in their life settings.” (Creswell, 2009, p. 26). Furthermore, Saunders, Lewis and Thornhill (2009) explain, that semi-structured interviews permit the interviewer to guide the discussion and therefore open the possibility of unexpected contributions from the respondent.

The interview questions had been formulated based on reviewing previous literature and looking into similar studies conducted by other authors (Flint & Golicic, 2009; Szolnoki, 2013; Sebby, 2020). The questions were split into three topic domains, which were the following: sustainability, wine consumption and demographics. In total there were 10 questions, all open-ended and informal, in order to allow for deeper investigation. The open-ended questions and unstructured interview method allow for follow-up questions and probes, based on the individuals’ answers. Furthermore, two pre-tests of the interview questions were conducted, to guarantee that the questions are clear, concise and understandable. This proved to be beneficial, as changes to the wording of the questions following the two pre-tests were made. The responses from the pre-tests were not used in the analysed data.

4.2.3 Data Collection

Due to the nature of the inquiry, and more specifically the goal of the research, the qualitative research method opted for was semi-structured, in-depth interviews using a grounded theory approach. The questions of the interviews were framed based on previous literature and the formulated objectives in this research.

Interviewing is commonly known as one of the most useful methodology approaches to understand the “hows” and “whats” of individuals’ everyday lives. DiCicco-Bloom and Crabtree (2006, p. 314) elaborate further, “the purpose of the qualitative research interview is to contribute to a body of knowledge that is conceptual and theoretical and is based on the meanings that life experiences hold for the interviewees. Fontana and Frey (2005, p. 645) also highlight the importance of comprehension within interviewing; “... interviewing is one of the most common and powerful ways in which we try to understand our fellow human beings.” A challenge in interviewing, that Marshall and Rossman (2006) point out, is to take time and pay careful attention to decode the usually underlying message, that the respondent is communicating.

Within current research, knowing the viewpoints, opinions and understandings of Hungarian Millennials with regards to sustainability, specifically within the wine industry was

necessary. This was beneficial to show whether or not Hungarian vintners should also implement sustainable practices, not just for environmental purposes, but for financial ones as well.

As previously mentioned, the ongoing pandemic caused restrictions regarding travel and personal meetings. Unfortunately, this meant the interviews were not conducted in person, but rather online (via Zoom). Upon requesting an interview, the participants were informed that the study was for an EMTM Master's Thesis. The dates and times for the interviews were previously confirmed with participants separately and all interviews were digitally recorded (permission was asked beforehand). Participants were reassured that their identities would remain unknown and that their personal information would be kept confidential. Table 1 below offers explanations of the interview participants.

Table 1: Explanations of Interviewees (demand side)

Interviewee	Year of birth	How often he/she consumes wine
1	1993	Twice per week
2	1993	Once per month
3	1990	Once per month
4	1996	Twice per week
5	1994	Once per week
6	1990	Twice per week
7	1987	Three times per week
8	1993	Three times per week
9	1990	Once per month
10	1996	4-5 times per week
11	1992	Once per month
12	1990	Twice per week
13	1988	Twice per week
14	1982	Once per month

(Source: own)

Regarding the individuals from the wine industry, table 2 offers explanations of the interview participants, their occupation and their relation to wineries in Hungary.

Table 2: Explanations of Interviewees (supply side)

Interviewee	Job Title	Size of Winery (ha)
1	CIO of Hungarian Wine Consultancy & Export Agency	40 wineries, sizes between 2ha – 200ha
2	Marketing Manager for sustainable brands (& wineries)	80 ha
3	Director of Marketing for a wine region in Hungary	6,040 ha
4	Estate Manager of a Winery	21 ha

(Source: own)

4.2.4 Data Analytic Process

Charmaz and Thornberg (2020) state that many of the contemporary grounded theory studies are based on interviews, as the simultaneous activity of data collection and analysis allows for the authors to adjust questions along the way in order to investigate unanticipated areas of the research topic. Thus, this method of data analysis was deemed as the most appropriate.

The current thesis is for a master's program in tourism, the grounded theory approach was used and also used in Camargo's (2019) paper titled, "Immersing in a World of Justice in Tourism: A Grounded Theory Approach," which is built upon the theory from Kathy Charmaz (2006). Camargo (2019) had conducted three main steps in her grounded theory approach to data analysis, as was done in the current study. First, following the transcription of each interview, open coding was used, and thus the transcriptions were gone through on a line-by-line basis, searching for common themes throughout the data. The qualitative data analysis program called Atlas.ti was used in order to efficiently manage and code the data. Next, focused coding was used, where there were several days that were spent just going through all the interview transcriptions and trying to identify where there were commonalities across the data and where there were possible gaps in the collected information. Synthesizing the information and comparing it with the various interviewees' responses, allowed to establish underlying theoretical developments. Finally, the codes were arranged under various themes and categories, based on the perceptions of sustainability within the wine industry of Hungarian Millennials.

5 Analysis

In the following section I will elaborate upon the main findings of the collected data, which have been organized and interpreted in order to present them below. As previously mentioned, semi-structured interviews were conducted to collect the data with Hungarian Millennials and some workers from the Hungarian wine industry.

The section is built up as follows: introduction of the common topics brought up by the interviewees by starting with general matters and then narrowing down to the specific areas such as sustainability in the wine industry in Hungary. As mentioned in the Methodology section, these common main topics were chosen based on the initial coding step, where each interview transcript was analysed line-by-line and codes created for the commonalities amongst the discussions.

The elaboration of these topics will start by the understanding of sustainability as a concept in general and then transition to the findings regarding the level of willingness to pay for sustainable wines. Quotes from both sides are included, from the Millennials and from wine industry employees to see how the various topics are perceived from both angles. Quotes from interviews with Hungarian Millennials are marked with an “M” and viewpoints taken from interviews with individuals working within the wine industry are marked by “S” (supply). Millennial responses are referred to as M1 to M14 and the supply side interviews are referred to as S1 to S4.

5.1 Understanding of Sustainability among Hungarian Millennials

The understanding of sustainability topic deals with how Hungarian Millennials comprehend the concept of sustainability in general. I wanted to establish what and how much the average Hungarian Millennial knows about the concept of sustainability.

“...I think nowadays sustainability is something that we really have to be aware of. And obviously we do not want to ruin our planet even more than before. So, I would not say sustainability means something for me that to go extremely green or something, to have zero footprint or something like that, but to be more aware of for me sustainability and being sustainable is something there you are trying to at least do the least to not harm even more the planet, yeah, I would say that.” (M4)

When asked how the interviewees would define sustainability or what it meant to them, the quotes show, that all interviewees did have some picture or idea of sustainability. Respondents also mentioned, that this is an important topic, is popular on a global level, and is something all individuals should be aware of. They also showed comprehension of the vitality of the topic, and changes must be made in order to avoid further issues from our current ways of living. Some answers also included the aspect of the long-term and

insinuated that sustainability must be something dealt with over a longer period of time. As seen from the answers above and below, most respondents linked sustainability to the environmental pillar and how to avoid harming the environment, pollution, using reusable resources, and not causing any further negative impact on the planet. However, it was also clear that the respondents did not have a clear understanding of the concept of sustainability and what it means, especially when looking at the economic and social pillars.

“Okay, so for me, sustainability means that it is something long term. It has the least negative impact on the environment and also the use of all sorts of different resources that you have unlimited amount in your possession. I think. Also, it is the least negatively impacting any living being as well. ” (M12)

Furthermore, based on the interviews, most of the Hungarian Millennials seemed to initially associate recycling, or avoiding the use of plastic packaging and consumption, with sustainability. The responses also showed, that the most of these aspects were linked to daily tasks, or things that the Millennials did on a regular basis. This thought process shows that the concept of sustainability is quite vague in their minds and lacks a holistic perspective.

“The first thing that comes into my mind is recycling, for example. It is just an example, but that was the first thing. And yeah, maybe using renewable resources such as I do not know solar energy or wind energy. ” (M5)

“Well, I would define it to think about your environment. Not too, well, hurt it too much. Well, I do recycling. Also try to use less plastic, while I do the shopping and also, I do not use that much water. If it is necessary.” (M7)

Thus, based on the responses provided by the interviewed Hungarian Millennials it seems that the concept of sustainability is indefinable, indistinct and complex for most individuals. They elaborate upon the prominence the environmental aspect has within the concept, and protecting our ecosystems through various measures, however the other pillars of sustainability seem to be missing in their knowledge of this topic.

5.1.1 Hungarian Millennials’ Attention to Sustainability

After finding out how Hungarian Millennials interpret the concept of sustainability, the significance of sustainably behaviour to this generation on a daily basis was considered. Interviewees were questioned whether they felt they behaved as a sustainable individual and to elaborate on why or why not.

Almost all of the interviewed Millennials mentioned that they do try to make sustainably conscious decisions, but that they could do better. This shows, that the interviewees are aware of sustainable decisions and how they can help pay attention to sustainability, yet

choose otherwise. Comfort, change in mentality, lack of accessibility and lack of infrastructure were reasons why some of them could not consider themselves as a “green” individual.

“I would say in the middle, I cannot say that I am fully, you know, like eco-friendly.” (M3)

“I would not say so. I mean, I would not say it. I try my best, but for sure I could be more “greener” if I really wanted to be.”(M4)

“I would consider myself as a, as a sustainably aware person. I think we still lack a lot of tools that we can, you know be more sustainable or be more eco-friendly.” (M6)

Overall, however, on a daily basis, almost all interviewees did state that they pay attention to recycling, tried to do grocery shopping with reusable bags instead of plastic ones and pay attention to either water, energy or food consumption. Thus, again we can see that the basic and well-known initiatives of environmental sustainability regarding everyday tasks are understood and taken seriously, however, regarding the other pillars, there seems to be a lack of awareness.

“In that sense, I do recycle. I turn off the light or the running water whenever I can. So, these are small things that do add up. And for instance, I also try and take, I am sure you these like, well, not the plastic bags in like to the grocery store, but like, you know, the, make the reusable.” (M2)

On the other hand, when some of the interviewees were asked if they paid attention to making conscious sustainable decisions when travelling – or something considered not to be a daily task – then the answers proved to be different.

“Well, not that much. Yeah, I try to be one, but at a point it needs... so, I am not putting too much effort in it. It is just within my comfort zone. Yeah, for example, recycling, but not really much more than that.” (M5)

“No, unfortunately not, I travel by airplane, by renting a car when I travel around Europe or anywhere else. Also, so no, that is not a point when I travel.” (M7)

“So, when I travel usually, I look at more the price and the convenience.” (M12)

Thus, it seems that the interviewed Hungarian Millennials are aware of sustainability, but this method of thinking is not ingrained into their mentality and they only tend to pay attention to sustainability when it is comfortable, convenient or cheap. Furthermore, everyday activities such as recycling and consumption come to mind for them initially, with no mention of the social or economic pillars. Also, it seems that sustainable initiatives such

as recycling or paying attention to water, food or energy consumption are done on a regular basis, in their normal everyday lives. However, when it comes to travelling and behaviour during traveling, it seems that Hungarian Millennials do not pay attention to sustainable behaviour.

5.2 Development of Sustainability in Hungary

In this section, I wanted to gain a profound comprehension of how Hungarian Millennials perceive the development of sustainability within Hungary. Through this insight I endeavoured to gain knowledge on how the Millennials perceive sustainability to be of importance to the nation as a whole.

According to the interviewees, it seems that most Hungarian Millennials find Hungary has developed over the past couple of years in regards to sustainability, but that it needs further development, especially when compared to Western Europe. Furthermore, most interviewees mention that they think that Hungary is particularly slow in development and this has caused issues of accessibility and infrastructure regarding sustainability.

“Well, I think we are below average. I would say there has definitely been some good improvements and some much-needed improvement, but I would say compared to countries where I had lived before, Hungary still lacks in this conscious effort. So, it is, in other countries there is more, more availability.” (M1)

“I think Hungary could do better, compared to like Western European countries for example.” (M4)

“I think there are still many things that we could do – we could be more accessible. For instance, I know, well, it is still changing, but you know, it is just a recent development. So, like green policies? Like the support for solar power. So, it is becoming available in Hungary in the last year or so, you know, like two or three years ago, it was, you know, you could do it on your own, but it was not that, you know, financially incentivized by the government.” (M6)

One of the main aspects the interviewees mentioned, was the easy accessibility to the recycling bins, and that this now is genuinely convenient for citizens to do on a daily basis. The Millennials state that the government has created opportunities for people to recycle from home and do not need to find “recycling points” in the city, which has helped people to pay attention to this aspect.

“Then, for example, yes, I am recycling. And I would say that it is very easy where I am living. It is easy to recycle. It is I feel like they are supported and they are trying to make it as reachable and as comfortable for the citizens to, you know, find the options and not to

blame it on the circumstances or to say, oh, it is too difficult to go and live this sort of lifestyle. I feel like it is very much possible.” (M3)

“Well, a couple of years ago, we did not have any recycling trash bins or no, we did have but only places in the city. But now we also have it in our houses and every week they take it away. Unfortunately, only paper and plastics.” (M7)

Nevertheless, there seems to be a major difference in accessibility and infrastructure regarding sustainability between major cities (mainly Budapest) and the countryside. It seems that there are more possibilities, more choices and options for people to behave sustainably, and live a sustainable lifestyle in Budapest, than in the countryside villages. Some interviewees also mentioned, that due to this level of development in Budapest, people are more aware of sustainability and tend to pay more attention to it.

“Yeah, and especially for example, in the countryside I think it is even more difficult to buy. There is not a wide range of selection you can choose from. So, that can limit the selection for sure.” (M4)

“You know, it is really hard because we are living in a bubble in Budapest. So, in the countryside regarding the east and south part, sustainability means nothing.” (M13)

“But I think and again, another thing that I live in Budapest, which is I think, which is not representative for the country. So, I think Budapest is more developed in that aspect than the rest of the country.” (M5)

“So, in Budapest, you know, you can, you can have, for instance, a car sharing and you cannot, so you cannot come here to my city, for instance, even though we are just right next to Budapest.” (M6)

“...they (the countryside) are underdeveloped in terms of many things... Hungary is a very capital-centric country. So, everything happens there and then much later on reaches the periphery.” (M12)

“Hungary is way behind regarding about education of sustainability and let us say the acceptance of the whole idea. So, I think in the bigger cities, it is more common, but in the countryside, let us say nobody really cares.” (M14)

“...that obviously that has a, you know, political and financing issues. But I do believe, yeah, Budapest has got really good, really well-established infrastructure because it is so centralized, you know, and there is a huge demand and probably you know also people are more aware in Budapest about environmental issues.” (M6)

„And then when you ask me, do I buy local products? When I have the choice, I choose the local ones. But now where I live there is... I did not find a place for that right now and it is just much easier to go to the huge shopping malls or whatever.” (M5)

To summarize, the responses of these questions showed that Hungary has indeed developed some, in regards to sustainability over the recent years, and Hungarian Millennials have noticed and value this change. However, it has also become clear that there is still lots of room for development in this regard and accessibility and infrastructure should be the initial aspects in order to improve these possibilities. Moreover, the difference between Budapest and the countryside also seems to be hindering a large part of the development nationwide. Government involvement is required in order to speed-up the availability of a sustainable lifestyle across the country.

5.2.1 The importance of Sustainability as a part of the Mentality

The following part introduces how the Millennials find the mentality of Hungarians and various factors that influenced this mentality. The understanding of how Millennials interpret the sustainability mentality in Hungary and what factors could be influencing its slow development, was sought after in this section.

When discussing the importance of sustainability, an aspect that was vital to mention from numerous interviewees was the mentality of Hungarians, where they live, and the difference in generations. In other words, it seems that the Hungarian mentality is a factor as why Hungarians do not necessarily understand the sustainability “principal” yet. It also seems that there is a difference in mentality between individuals who live in the country-side and the ones who live in the major cities (mainly Budapest), as to their level of development. Furthermore, the interviewees also revealed, that they believe there is a difference in mentality between the Millennials and the previous generations. Some of the aspects stated were that Millennials are more aware of sustainability, show more concern towards climate change and are thus willing to take action as well.

“I think it is just the mentality. So even if they go towards that kind of development (sustainable), the mentality is not really there yet (for Hungarians). ” (M10)

“So Hungarian people I think do not pay attention to like... just maybe only for example the trash.” (M9)

“But I think as most of people who have been to the countryside, but live in Budapest, know that it is two different planets, mentality-wise.” (M10)

“And the mentality a lot. If you just think about Budapest, that is a different story, but if you think about smaller villages or even just a suburb, it is definitely another situation.” (M8)

“If we just think about our parents and how we are comparing their mentality to ours, it is definitely far away from each other and in a positive way. But I think yeah, we can. And we will, I assume, because our children will grow up in a way that they know and they are aware of the whole thing and the importance of it.” (M8)

“Maybe younger people, like our generation, they might be more conscious. I do not know about like older people.” (M11)

“Maybe it is also a differentiation about the ages as well. So, for example, I think in our generation, would like to take more attention to it, but for example, my mom and my dad - I do not think that.” (M9)

As can be seen from the quotes above, it seems that Hungarian Millennials find that the geographical location of where one lives, in Budapest versus the countryside, the generation they belong to and the Hungarian mentality in general, in other words the lack of awareness, has an impact on the vitality of sustainability to Hungarians. This is also in line with the previous findings, that the concept is not yet clear, and many are not yet aware of it, thus it is not an active part of the mentality yet.

5.3 Purchasing Decisions of Hungarian Millennials

Throughout the interviews it was deemed necessary to find out whether or not interviewees pay attention to sustainability while shopping. The questions were adjusted throughout the course of the interviews and asked if there were certain categories (toiletries, clothes, groceries, etc.) to which the Millennials did pay attention to buying sustainable products, whereas not for others. For all categories discussed, the issue of availability seemed to come up quite often again. Finding various alternatives for non-sustainable products seems to be an issue in Hungary. An additional aspect was that of price. Most interviewees cited that sustainability is a factor in their decision-making process, however the price needed to be reasonable and affordable. Thus, the Millennials show willingness to pay attention to sustainability when shopping, however there are nation-wide accessibility issues and the price is a central aspect in their decision-making process.

“And I find it really hard to, to get access to this type of thing - clothing. I tried to buy online now because yeah, but it is, it is really, it is not that accessible here at the moment. This is just an example, but I try to see, you know, the alternative, but unfortunately if I cannot find alternative, I have to buy them.” (M6)

“For me, as a resident of Budapest, I think it is. But that is an important word in it. I think it is because I have several shops around, even in this situation (COVID).” (M8)

“Yeah, so you got just one CBA or just one Coop. And so, it is not available. But in Budapest, if you want and if you, I do not know, yes. So, for example, I bought another one or I bought a new toothbrush from the coconut. And not just because my way of thinking is changed, because a lot of people in Budapest, the way of people is changed. And after that if you have got... some kind of butterfly effect.” (M13)

“If you talk about a smaller scale, like within borders, it is also very much...you are very much determined what you use, what is at your disposal. Also, how much the country is well-developed in terms of accessibility to be able to offer the people alternative way too.” (M12)

“Yes, if there is not a huge, also like the price I do look at the price and sometimes if there is a huge difference, I do not buy it.” (M11)

“So, for example, I can maybe pay for like an organic stuff or like an eco-friendly stuff. And that maybe other people cannot buy, because I think there is price differentiation as well.” (M9)

“And it is of course, it is not just regarding or in connection with the region, it is in connection with the money. So, if you have got enough money, if you have got enough time, if you have got enough freedom to make what you want and to discover the world or to discover your environment.” (M13)

“Yeah. I am trying (to buy sustainable products). If it is available and if it is not double the price. It is okay if it is more expensive, but not double.” (M12)

Based on the provided quotes, it can be concluded that availability and accessibility are issues, which must be dealt with in order to provide the possibility for a more sustainable lifestyle for Hungarians. Furthermore, COVID and geographical differences (Budapest versus countryside) have also seemed to cause some difficulties, which are a further aspect to take into consideration for future development. Last but not least, Millennials do seem to be price sensitive, and trying to minimize the price differentiation for sustainable alternatives is also a vital factor of their decision-making process.

5.4 The Connection of Sustainability and Wine Production

Within this topic, the aim was to see if there was any awareness amongst the Millennials of how unsustainable the wine production process can be, and if this is a factor for them when choosing wines. Throughout the interviews, when asked whether Hungarian Millennials had ever heard of or know anything about sustainability in the wine industry, most respondents either said no or tried to come up with a logical explanation. Thus, it became clear that Hungarian Millennials do not connect the wine industry and sustainability.

“Unfortunately, no, I have not heard of that. I do not I also do not know what it means. I mean I have an idea what it might be like or what it is about, but I do not know.” (M3)

“Anything linked to wine? Well, I am not really sure how, well obviously they can be sustainable, but which part of the production can go green. I am not really sure.” (M4)

“But no, I do not pay attention to, well, I do not know that wine is sustainable or not or anything...” (M7)

“No, because regarding the wine process or regarding the wine making system, I think it is not so visible or right now I did not see any campaign or media or marketing stuff regarding what does it mean, I mean, sustainability - what does it mean in the wine industry?” (M13)

This lack of connection between sustainability and the wine industry is twofold. First, due to the extensive wine culture Hungary has had, Millennials believe that the traditional wine-making methods are still used, which they supposed were sustainable – how they see their grandparents/friends producing wine. Thus, because the wine production process includes agricultural methods and is usually known to be done “authentically” or “traditionally” in Hungary, the initial assumption was that this is then done in a sustainable manner.

“So just to make sure I am understanding this clearly, you say that you think that in Hungary, it is easier to assume that it is already done (wine production) sustainability – sustainably? - Yeah...I think because it is local and also, I think you assume that it is like, even the grapes are grown within the country, and I also, yeah, because it is like I know there is tradition to it in a way... Yeah, there is a wine culture. It is in a way a wine country, actually it really is. So, I think that is why it feels more, just the concept might feel more closer to you and more clear. And maybe your grandparents made wine too. You know it is just more of a... you do not feel that it is so globalized or industrialized or that that is what I would rather, that is what I would assume.” (M10)

“Because I imagine how my grandfather did it (produce wine) when they were stepping on the grape, and that is how they prepared it, but that is not how it is done nowadays.” (M8)

“I think, wineries are, well at least, very aware of the effect they have on their environment. And I am also pretty sure that this is, because a lot of places here in Hungary are family owned. Right, so it has been in the family for generations and generations. So, my idea would be that they would probably want to conserve this, so that they can pass it on to the next generations. So, in today’s world, I think, as part of that they would need to start implementing more and more eco-friendly and sustainable and conscious ways of working, so that they can actually make this transition from one generation to the next, before it all goes to hell.” (M1)

„I heard some information, but wine should be actually a sustainable product. You have the grape, which we have for thousands of years. The product is usually bottled in a glass bottles, and regarding the processing of the winery, let us say the most CO2 emissions should be the transportation of the product. So, it should be quite sustainable production. Most of the CO2 footprint should be coming only from the transportation.” (M14)

“And if I know personally the winemaker staff or the boss or the, you know it is in Hungary, usually you can easily find usually more generation, I mean three or four or two generation winemakers. For example, father and son etc. And if I know them, it is enough for me. If I know them and they make an organic wine, okay.” (M13)

The second part, is that there also seemed to be a lack of knowledge regarding how wine is produced and how harmful this can be to the environment. The Millennials did not show in-depth knowledge on how wine is produced and thus how the process may be sustainable.

“What do you mean a sustainable wine? What, what does it mean for the wine industry?” (M6)

“Yes, but I guess it also has to do with the fact that I do not know in terms of, for instance, if I was more aware of the harm that is done in producing a bottle of wine because I am not aware. So, if I knew the advantages of wine being produced sustainably versus a regular wine, then I would be more inclined to think the other way.” (M2)

“First of all, I think we should define eco-friendly products. What makes the product eco-friendly or sustainable? And for me, the thing that does not make it eco-friendly is that you see it written on them.” (M5)

„But I do not know what is the real story behind that one (sustainable labels). So why it is sustainable compared to other products? Otherwise, what is the real difference?” (M14)

“There are a lot of campaigns on wines, on Hungarian wines, you know, that they are so good, they are unique quality, et cetera, which is great. And, you know, obviously they mentioned sustainability on these videos because they have to, it is a buzzword, but what does it really mean? So, I think that is, that is not really clear for everyone or how can a vineyard be sustainable.” (M6)

In conclusion, it became well-defined that Hungarian Millennials did not associate the production of wine with sustainability. This was partially due to the heritage and history of wine culture in Hungary, and as some of the interviewees mentioned, they had “expected” wine to be produced sustainably. On the other hand, it has to do with the lack of knowledge

regarding the concept of sustainability and what this may entail regarding the wine production process.

5.4.1 The Connection of Sustainability and Wine Production - Supply Side:

It was central to find out what the wine industry employees thought of whether Hungarian consumers connect the wine industry with sustainability, in order to see if they think this is common or as the Millennials had mentioned, still lacking. As the responses showed by opinions from the supply side, Hungarians (as a nation) will still need time to let go of the old ways of thinking and try to adapt their mentality to focusing on sustainability within the wine industry. They also mentioned that Millennials do lack awareness on how wine production is done today and how unsustainable these processes can be.

“Yeah, maybe but also, we still have this heritage of communism. The whole idea of agriculture... So, the same with all the field work and agriculture process. So, I think you have to wait a few more decades to leave it behind...” (S2)

“Yeah, of course. It is hard because, wine is the only product when you do not have to write the ingredients? And everybody just believed that wine it just made out from grape and this is how it is working and nothing else. They just pressed it and maybe that generation and their grandparents might have made the wine like this, but now, if someone would realize like how they really make those wines when they buy for, I do not know, 2,000 forints at Tesco or whatever. And it is not just the money. So expensive wines could be made in a really really shitty way. So, I think they have a different point of view and our generation - I think we are more aware about the whole food industry and artificial way of this industry?” (S2)

“Because, I think we are always late. In Hungary, we have always been late with everything. Even you, I cannot tell for someone here that is okay, “this wine is BIO, please give me 1,000 forints more for this one, which is not BIO, because people do not care yet. I think they do not.” (S4)

One of the respondents from the wine industry also mentioned that they believe that the wine industry and sustainability are not yet connected in the heads of Millennials, they do not have enough awareness and knowledge on the topic.

“No and I do not think so. Like they might think about how they treated the grape or what, what, ingredient and what they put in the bottle. But I do not think that they connect this with sustainability. I think sustainability in whole, it is a next level.” (S2)

“And I think because they grew up and they saw vineyards and wineries, you know, they saw that thing and it is a deep impression or something for those people and maybe this is how we could educate this generations to take care about the environment.” (S4)

From the wine industry side, it also seems that the insights show that sustainability and the production of wine are not yet connected with Hungarians. This is due to many factors, some of them being the lack of awareness or education, the history of the country and generational differences.

5.5 Understanding of Sustainability within the Wine Industry

The vagueness and lack of detailed information from the side of the Millennials is not surprising, as there seems to be some confusion from the supply side of the wine industry, as to what sustainability exactly means. Since there are no certifications or guidelines as to how wineries can “behave sustainably” the employers in the wine industry are also not clear on what this means and there is a lack of a defined process.

“What does it mean sustainability for you and for the wine industry? This is a really interesting question and I think there is no definition for it.” (S3)

“Okay, and it is always tricky to speak about sustainability because of course, it is a very high-ranking topic now so it is always there in the business and we are talking about sustainability all the time. But what sustainability exactly means, because what I experience is that it is something between the nothing and everything. So, it can be considered as sustainability in the viticultural things, or the wine-making processes, or also that how the packaging is done and even the management of a winery could think sustainably, but it can be something which is just said, but not proved, if you know what I mean, that there is no certain certificate or certain process to define what is sustainability.” (S1)

“But an average consumer can never assume precisely that what they actually call sustainable. They just want to hear the word sustainable. But they cannot define it precisely what they mean about it. So, if you just ask a consumer, okay, are you looking for a sustainable wine? Yes, I am looking for a sustainable wine. And what do you consider a sustainable wine? And they just will, I think, say something like, “Well, environmentally friendly, save the planet and blah, blah, blah..., and they cannot define precisely that well this winery, in the viticultural part, they cannot use these and these things and these things. And in the wine-making, they cannot use just this, this and this. So, they do not have the deep knowledge about what sustainability means.” (S1)

One of the interviewees from the supply side also supported the notion, that the environmental pillar of sustainability is the one that is most recognized and sought after amongst buyers.

“On the other side are business partners, so the buyers, the wine buyers usually also coming from the site of viticulture if it is sustainable. So, it also means less pesticides using let us

say natural protecting - so no chemicals, but something which are natural chemicals...But I have never heard a question about if their environmentally friendly processes around packaging or how they protect the environment. So, these questions are very rare, regarding sustainability.” (S1)

The interviewees from the wine industry also agreed that due to the fact that sustainability within the wine production process in Hungary has not yet been defined, no one truly knows what this means. However, the individuals did also mention, that sustainability has become popular recently and this is a characteristic of wines that people do look for when wanting to purchase wines. Of the people who have heard of sustainability within the wine production process, it seems that the trend is also the same here, the better-known aspect is the environmental pillar, mainly regarding chemicals and the viticulture of the wine.

5.5.1 Mentality Towards Sustainability regarding the Wine Industry

Throughout the interviews with the wine industry employees, it was important to see how these individuals saw the development of sustainability in Hungary, regarding the wine industry. They had also mentioned that sustainability and the development of it in Hungary is not so significant as in Western Europe. The supply side had also agreed that the development of Hungary in terms of a sustainability concept and the mentality required in order to actively pay attention to it, is still lagging. The respondents mentioned that sustainability is increasing in popularity, however it is still not a part of everyday mentality. Moreover, some of the respondents also mentioned Western Europe and that Hungary is behind compared to them.

“Generally, I think the sustainability not so strong and not so highlighted point, then for example, in Western Europe... The reason is maybe historical.” (S3)

“So, in Hungary, precisely, I think sustainability is something which is not important in the very end when you buy the wine. But it is not just in the wine business, but it is also everywhere. So, the knowledge about that we have to save the planet, and environmentally or just choose environmentally friendly made products is something which is emergent and we are just interested in it. But in our life and practices are still pretty much missing.” (S1)

“I would send the message for this generation that they have to take seriously this thing because we see how, I can see like on the vineyards, how this climate changing is affecting our like the soil...Yeah, because those people, the older generation now, they will not change. They do not care. They say that it is good enough for me. That is it. Maybe they will drink more BIO wines, but they will throw the bottle into the normal trashcan, not into the recycling trashcan.” (S4)

From one of the supply side interviews, the interviewee mentioned that they also feel that Millennials pay more attention to sustainability than other generations. As mentioned above, this was also a chief topic throughout the Millennials' interviews.

“So, we also have winery with my boyfriend, for example and if you go out to the vineyards and especially if you are, I do not know a Millennial, you are just more aware. For example, if you are spraying (the grapes) by yourself, then you have a personal connection with the liquid, what you spray out and if it hurts your skin or if it is hard to breathe after the spray to the vineyard, then it just makes some question inside you like “Okay maybe it is not healthy and maybe it is not necessary to put this out to the vineyard?” (S2)

Furthermore, the interviewees from the wine industry also mentioned the difference in mentality regarding Budapest and the countryside. They also found, as the Millennials interviewees had also mentioned numerous times, that in Budapest Millennials are more aware of sustainability than in the other parts of the country.

“So, I think just in the capital. So, what I see on the countryside, they probably have no idea what this is, a sustainable wine. In the capital, I think yes. ” (S4)

5.5.2 Hungarian Millennials do not pay attention to drinking eco-friendly, organic or BIO (biological) wines

Based on the information collected throughout the interviews, it seems that some Hungarian Millennials have tried organic or BIO wines, however very few of them consider this a factor when purchasing wine. Quality and taste are important factors, and if the wine is additionally organic or BIO then that is seen as an advantage, but it is not yet in the mentality of Hungarian Millennials to look for these perspectives when buying wines.

“No, to be honest with you, no. I usually prefer local wine. So, local to the country where I am at. So, in this case that would be Hungarian wine. If it happens to be yeah organic or BIO or yes from a sustainable winery than, I am more than happy to buy it. But I rarely see, yeah, the advertisement about it or anything that would direct me to it.” (M1)

“Never. No, well, I do not look for that. Maybe there is a sign that those are sustainable... Okay, it is not that in my face, but maybe there are signs and I do not look for that.” (M7)

“I do not, I have not yet paid attention on, you know, to have this, like, to have a BIO, but I do pay attention to, to be a very quality wine.” (M6)

“Yeah, the brand and the taste. So, by the brand, you know the taste. So, you have some expectations and it pays more attention than all this sustainable thing.” (M14)

5.5.3 Hungarian Millennials do not pay attention to drinking eco-friendly, organic or BIO (biological) wines - Supply side:

From the interviews with the supply side, it became clear that one of the reasons why Millennials may not pay attention to the BIO wines (for example), is because a lot of wineries produce their wine according to the BIO certification rules and procedures, but do not apply for the BIO certification, as it is expensive and time-consuming. As can be seen in the quotes below, especially for SMEs (Small and Medium Enterprises), this is expensive, requiring time and energy, and thus they follow the procedures but do not have the label on the wine bottle.

“And what is also, it is a kind of, let us say trend in Hungary that they are not going to be BIO. So, they are not certified themselves because this administration in Hungary it is quite expensive and very, very complex. But they are actually BIO, but they are not certificate themselves because of the complexity of the process but they actually producing the wines on a BIO way or at least almost BIO, because sometimes they cannot do everything but the concept is that. So even not just sustainable, but be a bit more precise on the BIO side to being BIO or organic or sometimes even biodynamic, but they are just not certificating themselves... But for example, I had a conversation about this BIO thing about the certificate with the (name of winery). They are in Sopron and actually the one part of the family is in Austria. So actually, they are quite wealthy wine-makers and they decided not to certify themselves anymore because of the complexity of the process. So, it is not just because of the expensiveness and the lack of the support. But also, the complexity, I think, because you have to follow the international rules and also some of the Hungarian administration processes. And it takes so much effort from that side that they cannot get back when they are selling the wine” (S4)

“This is a small wine region, but we have like 10 bigger wineries, they produce bottled wine and quality wine. From this, there are only two, they are BIO or biodynamic or organic. And this is, one is another winery and one is my winery. So, I would say then from ten wineries, two invest in this thing. But there are other problems with this. The thing is that there is a lot of bureaucracy...bureaucracy, about to be a BIO producer. It goes like “BIO Kontroll”, which controls us, I spend sometimes hours and weeks just to fill out orders, documents and forms what they need to... And I know it is a good thing because they have to be sure that I do the right thing. But I think the smaller wineries, where are only, like a family winery and they do, like in the morning they go into the vineyards and afternoon they are bottling and the nights they do the wine tasting, so they do not have time for this. It takes also money; it costs to be controlled.” (S4)

5.6 Marketing Issues/Lack of Marketing

An aspect, which was brought up by various interviewees, was that of a lack of marketing. Some of the responders believed that if sustainable wines, or sustainably produced wines would be marketed in a more “noticeable” way, then they would be more inclined to find out more about them, try them and possibly purchase more of them. As can be seen in some of the quotes below, Millennials need for this information to be “in front of their eyes,” and they believe that consumers cannot be expected to look for this separately, it is the responsibility of the producer. Furthermore, the interviewees also mentioned that it would be imperative for them to understand how this wine is more sustainable than a traditional one, thus what changes have been made throughout the production process, the bottling and transportation processes to make them more sustainable. The interviewees believe that this would help educate them and make them more aware of these factors, which they could then focus on in the future when purchasing wines.

“And if it would be a little bit more highlighted somewhere. So, if it would be shown with bigger labels, or if this would be in a way that if you go to a wine shop, you see that it is separated by regions. But if there would be like there would be a shelf which would say that it is organic wine, I would definitely change that like wow, what is that?” (M8)

“100%, it needs to be highlighted and it needs attention. You cannot expect consumers to directly look for this product, you need to put in front of their eyes.” (M12)

“But as I mentioned, like for me if it would be marketed and it would be right in front of my eyes. I would rather be a little bit more cautious of this (sustainability).” (M8)

“Maybe the only thing is that, so you know I have been extensively travelled and I had the opportunity to enjoy so many different kind of wine, but I feel like also like all these producers could offer a little bit more education as well. And if you are more educated, maybe you are more inclined to have more selective taste and a more selective attitude towards buying one. Which could also encourage them, my generation to buy all these sustainable products too. So, I think education needs to be improved...” (M12)

“More information provided, the more product will be accepted, I think. So, they should put more information. Let us say if they want to, let us say get extra 10%, 15% in the price they should, let us say, invest in the marketing why the customers should prefer these products compared to other ones... Pay attention to the advertising stuff. So spread the news, convince people, why they should purchase sustainable winery products compared to other ones, what is the benefits? Put extra effort in the let us say marketing stuff for these products. We are open to them, but let us say to all these stuff, but first they have to convince us that it is worth, let us say, the investment from our side.” (M14)

“But I rarely see, yeah, the advertisement about it or anything that would direct me to it. So, if there were, I do not know interviews with the wineries where they actually tell us “yeah this is happening or we are making these sorts of changes, then there might be, but it is not something that I had come across so far.” (M1)

“Yeah, yeah. Like a paper tag. If they have a little story in that - okay, that is sustainable, it is good because of that, yeah, maybe it would help... Yeah, well sorry that was a good point. Actually, if we have a sign for that, that it is sustainable. Maybe I would look for it and definitely try it. And if it is the same taste and as I said before, it is not that much more expensive then I would buy it.” (M7)

Analysing answers from the Millennials, it seems that as wine consumers they find it important to know more about the details of sustainability and what this means when it comes to wines. Marketing more actively could help create more awareness and educate this generation regarding sustainability in the wine industry.

5.6.1 Marketing Issues/Lack of Marketing - Supply side:

Throughout the interviews with the individuals from the Hungarian wine industry, it also became clear that the marketing of these wines has not been a priority, explaining why Millennials may not have seen the label/certifications. However, individuals also explained that they believed that this could change and that marketing and labelling the wines sustainably could become essential especially to a more knowledgeable generation regarding sustainability.

“In all communication, and if I know well, in the communication of the wine producers in the wine region. It is not a highlighted point, the sustainability and that they are green... Yes. I think it will change, but I feel it is two or three years. It depends on the young generation, generation because they are really open for these questions. Sometimes, just because the trends, sometimes, but sometimes seriously. And they want to know many things about this green system and the sustainability.” (S4)

„It says wine, naturally. Yeah, I think this is a strong thing on the brochures and on the Facebook. But on the bottle, I do not, I do not really want to put on the front. This thing (the BIO label).” (S4)

5.7 Willingness to Pay

For this part of the interview, the goal was to find out if the Millennials would be willing to pay more for sustainable wines, if they had easy accessibility to them. Of the 14 interviews with the Millennials, 13 said that if they had easy accessibility to sustainable wines, they would try them. These responders also said that they would be willing to pay more for the

sustainable wines, however the percentage they would be willing to pay additionally did vary on a wide scale, anywhere between 10% to double the conventional wines' price. This shows that the Millennials do find sustainability important, and they are willing to pay more for wines produced in a sustainable way, and are open to trying sustainable wines; however, they do not want to compromise the "quality" or "taste" that they prefer when it comes to wine.

"I would say once a month, I would drink red wine, not white wine, I am not a fan. Yeah, like I would usually buy it may be up to 16, 18 bucks tops now. So, I would actually pay double." (M3)

"I would say I would go for, between 10% - 15%. So, if it was anywhere up to 15% more expensive, I would still consider it and probably decide on buying that instead of the traditional wine." (M1)

An important aspect, which was brought up a couple of times regarding the sustainable wines, was taste. It seems that Hungarian Millennials have various types of wines and wineries that they know well and can rely upon – regarding taste and quality.

"I am not sure about that. For example, I have a few favourite red wines and white wines. And I am not sure I would give those up for an organic wine. Unless it tastes even better than those, yeah, the ones that I really love. So, I do not drink wine because it is sustainable. I drink it because I enjoy drinking it." (M4)

"I would definitely try them (sustainable wines). I would not say like, Okay, yeah, I am interested in trying new and different wines, new things. But yeah, I would not always buy it. And yeah, I would probably, I would try it and yeah, if it tastes really good and if I would really like it, I would stick to that. But if I do not feel that oh, that is something I really like, then I would just go back to my usuals." (M4)

"Yes, I would if they were just as good as if, there was no difference in taste compared to, let us say a wine I drink now." (M2)

"It is probably reliability. So, for example, because I know that even if it does not really matter the year when the wine was made or produced. I know that it is going to be good because the winery is good. I like their wine. Again, it does not mean that I would not try new wine." (M4)

An additional opinion, was that the price for sustainable wines should not be significantly more than a traditional wine, because then the Millennials will only try the sustainable wines, but not necessarily purchase them regularly.

“But not just that. I mean, if there is a product that is 50% more expensive than the other one and then tastes just like the other one. I would not say that I would always buy that product just because I know that it is organic. So maybe sometimes, but not every time. The thing that it is organic would not always be the most important thing for me. So sometimes yeah, but not always. I would not buy from that point only, only organic wines for example.” (M5)

“Yeah, of course. If, if it is not against the taste. So, taste is the first thing, always. And quality. So, if it is the same quality and the same taste for maybe just a little higher price, then it is okay. But if it is much more, it costs much more than sorry, no.” (M7)

“I think it depends on the compromise from the quality and the taste of the wine. So, if there is no compromise on quality or, you know, it is like a special wine, like, you know, it is kind of quite unique in a way, and it is also sustainable, I think then the price would be less of a concern. Maybe you can, you know, those wines could get up more than 50%, but if not, then I would say 30% more.” (M6)

Therefore, it seems that Hungarian Millennials would be willing to pay more for a sustainable wine as compared to a conventional one, and some responses were quite a significant amount more. Furthermore, as long as the taste of the wine is not influenced negatively and the price is not too high, there seems to be a possibility that they would also drink sustainable wines on a regular basis.

5.7.1 Willingness to pay - Supply side:

One of the winery managers also mentioned that price sensitivity is an important aspect for Hungarians when it comes to wines, especially with BIO wines, thus this also seems aligned with the responses from the Millennials.

“There is a very complex for us because we are new, as a new winery. I think in Hungary you cannot say, ‘pay for me more because I am BIO or organic.’ I think those wineries, which are on the markets like 20-30 years and they change what they have, conventional and BIO-wines, and they have something to compare, then they can tell, okay, look, this Furmint is conventional and this one is BIO, its quality, so I might want you to pay more for my BIO Furmint. I think because there is a difference, you can tell. But here, at my winery, we have only this BIO wines, but we are new. So, and we want to be anywhere in Hungary, so I cannot tell ‘Okay, my wine, costs double as much as like a normal wine,’ because the people will not buy it, because they do not know the wine, they do not know me.” (S4)

5.8 Conclusion of Analysis

Throughout the course of the 18 interviews, various principal commonalities were brought up by the interviewees, which were presented in this section. Both sides of the wine industry

were interviewed, although the main focus is on the Hungarian Millennials. By questioning both sides of the industry, a comprehensive overview of Hungarian Millennials' perception of sustainability in the wine industry in Hungary was acquired.

Based on the responses from the Millennials, the average Hungarian Millennial does not have much knowledge of sustainability, however they do realize and highlight the importance of it. The concept overall is vague, unclear and undefined in the minds of Hungarian Millennials. Main associations are made with recycling and protecting the planet, thus the environmental pillar.

Hungarian Millennials consider themselves "green" individuals, they do try to pay attention to sustainability on a daily basis, but they know they could do more. Some of the reasons why they do not do more are; lack of accessibility and infrastructure, comfort and mentality.

"Definitely. Yeah. So, I am definitely environmentally conscious and I am very open to shift to that direction. But also, as other human beings, I care about the convenience and accessibility. I only buy these products if they are accessible. I am not going that extra mile; you know to put my effort into acquiring these products." (M12)

However, when discussing the development of sustainability in Hungary, it also became clear that this is slow and Hungary is underdeveloped in this sense compared to other EU countries. Recycling bins have been provided to each household over the past couple of years and some carsharing companies have also opened, but overall, the main issues for developing sustainability are infrastructure and accessibility. This is especially true in the countryside, as there seems to be a major difference as compared to Budapest. In Budapest, residents have more opportunities, which has also led to more awareness.

Sustainability is not super important to Hungarians as established from the interviews. Explanations for this are the differences in mentality between the countryside and city inhabitants, as well as generational differences. Millennials believe that people who live in bigger cities put more emphasis on and attention to sustainability, as compared to individuals from the countryside. Also, the previous generation is thought to pay less attention to sustainability, and the Millennials found that it is imperative to the members of their generation.

When shopping, Hungarian Millennials do pay attention to sustainability, but not with all categories. Here lack of awareness, convenience, price and accessibility are factors as to why not.

The interview process also showed that the Hungarian Generation Y do not connect sustainability and wine production. The answers demonstrated that this is due to two main factors. The first one is that Hungarian Millennials believe that wine is produced in the

“traditional” way still, and is done so sustainably. On the other hand, there also proved to be a lack of knowledge regarding the wine production process in general and how this could be sustainable. The supply side agreed with this notion and that of sustainable mentality when purchasing wines is still in a developmental phase.

Within the Hungarian wine industry, the employees were also not able to provide a clear explanation of sustainability in the production process, as there is no exact definition for it. Due to a lack of certification or guidelines regarding sustainability, they also concluded that sustainability has become an important topic, but it is not clear as to what a sustainable wine or winery entails.

A vital perspective brought up by the Generation Y Hungarians, was that they feel there should be more active marketing if there were sustainable wines. The labels could include how the producers have produced the wine in a more sustainable way, and this would allow for them to increase awareness and knowledge of the topic in general. Also, it would help contribute to the sustainable mentality and living in a more sustainable way.

“I definitely believe there should be a marketing aspect of sustainability, on the wine. There are a lot of campaigns on wines, on Hungarian wines, you know, that they are so good, they are unique quality, et cetera, which is great. And, you know, obviously they mentioned sustainability on these videos because they have to, it is a buzzword, but what does it really mean? So, I think that is, that is not really clear for everyone or how can a vineyard be sustainable. And, and then the other element, I mentioned is the, the labelling, if, you know, you can differentiate on the label, even when you buy it. I think then it is a good way to have it, but definitely when you drink it and then you read the sustainability aspect and you really like the wine, then you would be kind of, you would buy more of this wine, because you like it. That is, that is another element, but yeah, I think it is important to create awareness of, you know, vineyards can be, you know, despite all the climate change, it can still be run in an eco-friendly way and you know, that is, that is important.” (M6)

Millennials responded that they would pay more for sustainable wines, as long as the taste of the wines did not change significantly and the price was not ominously higher.

Thus, it is safe to say that the concept of sustainability is still in a development phase in Hungary, regarding its knowledge and awareness by Hungarian Millennials, and even more so within the wine industry. However, it has also become clear that Hungarian Millennials do find sustainability important and are trying to pay more attention to it in their daily behaviour.

“I think it is really important and really good thing. The young generation is really open to know many information about the wine making and the wine. So, this is I think this is the reason why the wine market is growing, and maybe on the market there are more and more

higher quality wine. And, of course, it means that the wine producers have to follow this trend. They always have to change their technology and everything, I mentioned that the sustainability and the green environment will be important aspects.” (S3)

In the following section I will explain the main findings in correlation with previous literature and what the found information means for the Hungarian wine industry and Hungarian Millennials.

6 Discussion

In the following chapter I will develop an understanding of the meaning of the collected data and introduce new findings, as well as potential implications in other areas of study. The goal of the discussion is to explain or provide fresh insights about the research problem that has been presented. It also aims to connect to the findings and the literature review that was conducted beforehand, in order to create a better understanding of the importance of sustainability to Hungarian Millennials, specifically within the wine industry and when purchasing wine.

6.1 Understanding of Sustainability

As illustrated in the analysis section, the interviews showed that Hungarian Millennials do know of sustainability, also that it is an increasingly important topic, however they do not know precisely what the concept means overall and what it exactly entails. The lack of clarity regarding the concept of sustainability has been recognized in the literature from various authors (Bell & Morse, 2003; Santini, Cavicchi & Casini, 2013; Salas-Zapata & Ortiz-Munoz, 2018). Therefore, this lack of exact definition was expected by me and does not show any new insights.

The Millennials were aware of the environmental pillar of the sustainability concept and found this one to be of most importance, including the vitality of paying attention to the environment on the long-term, but the remaining pillars (i.e., economic, socio-cultural) were not brought up. This generation focusing on the environmental aspect of sustainability was aligned with the argument mentioned in the literature review, that individuals do tend to associate sustainability with the environmental pillar first and foremost (Lawrence, Collins, Pavlovich, & Arunachalam, 2006; Alhaddi, 2015; Tsaples & Papathanasiou, 2021). As noted, the economic aspect here seems to be of little importance.

The collected data shows that although some interviewees did mention having learned about sustainability in school or through educational initiatives throughout grade schools, there is not enough education regarding this topic. Thus, this could mean that Hungary as a nation does not focus enough on sustainability, and on ensuring that the younger generations grow up with an awareness of the concept and the effect it has on the world. Research conducted by Csutora, Kerekes and Tabi (2014) shows that Hungarian corporations, authorities and legislators scored quite low regarding sustainability management in Hungary. One of the reasons why this is low, as mentioned by interviewees, is due to the lack of government initiatives and incentives for implementing sustainable measures and forms of management.

Therefore, this would be a key factor to focus on in the future: the government and politicians should invest in educating and informing Hungarians about sustainability, its various pillars and effects on the everyday lives of Hungarians. Additionally, the basic information that the

Millennials do know regarding sustainability, namely the environmental pillar, should be explained more in detail and about other aspects, not just the significance of recycling and consumption. Another aspect would be to highlight and emphasize the social and economic pillars of sustainability, besides one interviewee, no one else had brought these up. It seems that these are not part of the education at all and thus lack significance in the minds of the Millennials.

Moreover, educating generations from a young age in school would be beneficial, to help implement this aspect into the minds of younger generations as a decision-making factor and therefore an active part of their mindset. Another important perspective would be to educate people on the importance of paying attention to sustainable behaviour when traveling, not only on a daily at home basis.

Throughout the interviews it seems that Millennials believe that when on the road it is possible to take a break from sustainability and behave differently, the main aspects then become convenience and affordability. Kiatkawsin and Han (2017) supported this argument through their research and found that although Millennials are the most knowledgeable generation on sustainability and are willing to travel to novel and different destinations, they are not properly educated on sustainable behaviour when travelling. These factors are also achievable while behaving sustainably and can avoid further harm.

6.1.1 Hungarian Millennials' Attention to Sustainability

Based on the responses provided by the Hungarian Millennials throughout the interviews, it was evident that in the most part, this generation does try to pay attention to sustainability on a daily basis. Tasks which were mentioned were recycling and water/ food/ energy consumption. The respondents also pointed out, that their sustainable behaviour is dependent upon the convenience, affordability and easiness to complete these tasks. Furthermore, these sustainable daily activities are done while at home and in their normal environment, not when on the road or traveling.

Millennials are willing to pay attention to sustainability and do tend to pay attention to it, but only when the adequate utilities and accessibility has been put into place. These can be used not only as reminders to help ensure that sustainability becomes an active factor in the minds of Millennials, but also to help support the average Millennial in living this way. Therefore, it would be favourable to ensure that the adequate facilities and choices are put into place by the government. Also, this could help further encourage Millennials to behave sustainably when traveling and not just when at home.

As mentioned in the literature review section, Millennials do find sustainability and sustainable behaviour imperative (Smith, 2010; Corporate Citizenship, 2016; Muralidharan & Xue, 2016; Allen & Spialek, 2017; Bonadonna, Giachino & Truant, 2017), however there

is still work to be done on educating them on what further tasks can be done in order to behave more sustainably, and assist them in gaining more knowledge of the other two pillars – social and economic – as well as understanding the concept from a more holistic perspective. Earl and Lawrence (2003) criticized Millennials for not having an in-depth understanding of sustainability, and this author finds this to also be true for Hungarian Millennials.

6.2 Development of Sustainability in Hungary

Most interviewees had agreed upon the fact that Hungary has developed some, perspective on sustainability, in recent years however, they also felt that Hungary as a nation has a long way to go compared to Western European countries. Respondents had noticed that recycling has been made easier and more available for residents, as well as the use of some eco buses in public transport, and the offering of various carsharing programs. However, along with these points, the Millennials also mentioned another impactful aspect, which is the difference in accessibility and infrastructure between Budapest and the rest of the country. A number of the Gen Y respondents brought up this difference, and highlighted, that residents of the capital have more opportunities to behave sustainably, and therefore also tend to be more aware of sustainability as a concept and issue.

Therefore, this means that it would be easier to communicate to Millennials living in the capital about sustainable products including wine, and also that Millennials (and other generations) throughout the country need to be informed and made aware of sustainability. Furthermore, accessibility and infrastructure issues should be addressed by the government to help make sustainable choices more available to people living outside of the big cities.

When looking into the possibility of increasing sustainable development in terms of encouraging more public and private partnerships (PPPs), thus a more dynamic form of government, Regeczi (2005) found that for Hungary this form of mentality and development would take a long period of time. This is due to the hierarchical mentality and history that the Hungarians have had, and still have today.

Furthermore, Enyedi (2005) also points out the issue of underdevelopment in the Hungarian countryside as compared to the capital. Enyedi discusses this in terms of regional inequalities due to historical events, such as unemployment rate, economic and per capita GDP differences. As aforementioned, this regional difference was also noticeable in perspectives of sustainability. According to the interviewees, in Budapest there seems to be more advanced sustainable initiatives and opportunities than in the other regions of the country. However, this wider range of sustainability options found in Budapest, compared to the countryside, is still lagging behind Western European countries and requires further development.

6.2.1 Purchasing Decisions of Millennials

The accumulated data shows, that Hungarian Millennials did show willingness to pay attention to sustainability when shopping, however there are some factors which have made this willingness arduous. The research showed, that some Millennials pay attention to purchasing BIO or organic fruits and vegetables while others try to search for clothes made of recycled materials. In all categories there seemed to be concerns of availability and accessibility, which have made it hard for Generation Y to behave in a more sustainable manner.

The results of the data also demonstrated that Hungarian Millennials are interested in living a more sustainable lifestyle, but are hindered through the lack of possibilities. The responses did show, that the residents of Budapest had more opportunities to choose from, than those living in the countryside, but overall, the country is lacking access to sustainable products compared to other countries. It would be beneficial for the Hungarian government to invest more, ensuring better infrastructure and accessibility to these products for the average consumer. As found through the literature review (Smith, 2010; Muralidharan & Xue, 2016; Bollani, Bonadonna & Peira, 2019) Millennials are considered to be green consumers and do pay attention to purchasing sustainable products, when possible. Thus, the results of the interviews seem to be aligned with the information found beforehand.

Another important factor, is that of price. The interviewees had mentioned that a chief factor holding them back from purchasing sustainable goods, is that a lot of the time they feel that the price is outrageously high for eco-friendly groceries compared to the “normal” goods. As explained above, Millennials are price sensitive and are willing to pay for items, which they value and which match expected quality. This argument was supported by Radojka and Filipovic (2017, p.7) who found that Millennials are price sensitive and “sophisticate shoppers” as they are well educated and are not easily influenced by commercial advertising.

Consequently, increasing the range of sustainable products in Hungarian supermarkets would be advantageous. Hungarian Millennials do realize that this usually entails a higher price, which they are willing to pay for, however it should be a realistic amount when looking at value for money.

6.3 Connection of Sustainability to Wine Production

Throughout the interviews, most of the Gen Y respondents did not know of a connection between wine production and sustainability. Some of them had mentioned hearing about BIO or organic wines, and others tried to make an educated assumption on what sustainability within the wine production process could mean, but the overall answer was that sustainability within the wine industry seemed to be lacking awareness. The reasons for

this were partially due to the history and wine culture of Hungarians, and also due to a lack of knowledge of the wine consumption process and how it could be sustainable.

The responses to the first aspect, that of Hungarian history and wine culture, shows that Hungarian Millennials believe that wine is made as it was years ago, in an authentic and traditional way. Since many Hungarians produce wine, even in small amounts, people believe that it is always done “naturally.” This shows, that Hungarian Millennials need to become more aware of the process of wine production and where wineries sometimes include additives, preservatives, and use pesticides and herbicides in grape production; thus, potentially making the product more harmful than it needs to be.

It is important to educate Hungarian wine consumers on how wine is produced, and in which ways this can be harmful to the environment. Another point brought up by the Millennials, was the complexity and indistinguishable definition of a sustainable wine. This caused confusion amongst the Millennials, as they did not know what this could mean, or how a winery could be sustainable. Therefore, it would be advantageous to educate Gen Y on sustainability in general and how the wine production process can be more sustainable.

6.3.1 Connection of Sustainability to Wine Production - Supply Side

As demonstrated in the Analysis section, a chief aim was to find out how the supply side of the wine industry perceived Millennials and thought whether they connected sustainability and the wine industry within their minds or not. The answers provided from the wine industry employees showed, the Hungarian way of thinking is still strongly influenced by the past of the nation and the connection between sustainability and wine production is not yet clear in the minds of Hungarians. However, a lack of awareness regarding the wine production process was also identified.

The accumulated data shows, that the Hungarian wine industry employees believe that there is a lack of awareness and knowledge regarding both sustainability and wine production. Time and various forms of education are needed in order to change this way of thinking, which could be possible through various marketing efforts and other methods of sharing knowledge with Millennials.

Through this knowledge, Hungarian Millennials could make more informed decisions, which would also mean that BIO or biodynamic wines would be more valued, and therefore could be sold at a higher price than currently. Furthermore, this would also allow for more wineries to transition to sustainable methods of working, as the additional price would be justified.

6.4 Understanding of Sustainability in the Wine Industry

The responses from the employees of the wine industry also portrayed a sense of confusion and irritation regarding the concept of sustainability. They too had mentioned that sustainability is an important factor that consumers look for, and are willing to pay more for, however it seems that there is a lack of clarity on what a “sustainable” wine means. Thus, it seems that consumers enjoy the “sound of sustainability” and use it as a buzzword, but do not necessarily know what lies behind it, which leads again to the lack of clarity regarding the concept (Bell & Morse, 2003). As there are no international guidelines or regulations on how a sustainable winery should be managed and how it should operate (Szolnoki, 2013), it means something different for various regions, countries and even individuals.

Therefore, it would be valuable to create some kind of national label or certification program, which would help educate Gen Y wine consumers on how wine is produced, which steps of the process are sustainable and how the wine producers have guaranteed that the wine can be considered a “sustainable” one. Additionally, it would provide wineries with a set of guidelines or rules, which when followed, would allow them to officially be considered sustainable. These sustainable guidelines would offer clarity and a benchmark regarding sustainability for the wine industry, which would eliminate the confusion and complexity there currently is regarding sustainable wines. Last but not least, it would also assist in avoiding any greenwashing issues the industry is presently facing. As also cited in the literature review, this could also offer a competitive advantage for wineries (Mueller & Remaud, 2010) and thus enhance the wineries socially, economically and environmentally.

6.4.1 Mentality Towards Sustainability in the Wine Industry

I discovered that sustainability in general is important to Hungarian Millennials, however, due to the lack of a clear understanding of the concept, it seems that they are confused on how to incorporate sustainability within their mentality. Therefore, the interest and acceptance of its prominence is active in the mentality, however due to the lack of in-depth knowledge, Millennials are unsure of how to make sustainable decisions, in various situations, on a daily level. I also concluded, that Millennials believe that sustainability is still in its infancy in Hungary, as compared to countries in Western Europe.

The supply side respondents had also agreed and mentioned what the Millennials had stated regarding mentality and sustainability, regarding the opinions of the Millennials. The wine industry interviewees did also mention, that they find, that Millennials are the generation which care the most about sustainability, as also supported by (Earl & Lawrence, 2003; Bonadonna, Giachino & Truant, 2017), its presence and search for sustainability as a factor has gradually increased in recent years and Millennials do ask about this factor more and more often when purchasing wines. However, there tends to be confusion on what precisely a sustainable wine means.

6.5 Hungarian Millennials do not pay attention to drinking eco-friendly, organic or BIO wines

Some of the Millennial respondents stated that they have tried organic or BIO wine, however, this is not yet a consideration when buying wine. As highlighted by Henley, Fowler, Yuan, Stout and Goh (2011), one of the chief reasons why Millennials consume wine, is to enjoy the taste of wine and pair it with various types of foods. Throughout the data collection process this was also proven by the Hungarian Millennial respondents; quality and taste are more important factors when buying a wine, and if the product is organic or BIO then that is also an advantage, however these are still not top aspects within the decision-making process of Hungarian Millennials.

This data displays that Hungarian Millennials are interested and open to trying new or different types of wines, such as eco-friendly, BIO or organic ones. However, it seems that since the Gen Y is not clear on how these wines may benefit the environment in which they are produced, as compared to conventional wines, they are not able to value these aspects of the wine. As mentioned in the literature review, Gen Y are a highly educated generation (Risman, 2018) and therefore tend to make well-informed decisions. In order for this to also happen within the wine industry, it seems that Hungarian Millennials and other future generations will need to be better educated.

Another important aspect which the Gen Y interviewees had mentioned, was that when purchasing a BIO or organic wine, it is not always clearly marketed/advertised/labelled on the bottle, causing a lack of awareness.

6.5.1 Hungarian Millennials do not pay attention to drinking eco-friendly, organic or BIO wines - Supply Side

This lack of awareness was also noted on the supply side. One of the main reasons why Millennials may not be interested in buying BIO wines is that often the BIO certification is not clearly marketed on the bottle, due to the time and energy required to obtain the certification. Therefore, this is also one of the reasons why many SMEs do not apply for the BIO certificate – its complex acquiring process. A couple of the supply side interviewees had mentioned, that the BIO certification process is quite costly, time-consuming and complicated, causing the wineries to manage their vineyards based on the BIO regulations, without applying for the certification.

With the BIO process being so multifaceted, it is not only a disadvantage to the wineries, but also to the consumers, as they are not aware of how the wine they are consuming has been produced. This could offer further advantages for both demand and supply sides, while also improving the communication between the two.

6.6 Marketing Issues/ Lack of Marketing

An aspect, not anticipated based on previous research reviews, was that of marketing playing a significant role. Several interviewees mentioned the issue of marketing, or more precisely, the lack thereof. From the Millennials side, most believed that if the wineries would be more visible in their marketing, then Gen Y would be more inclined to buy sustainable wines. This means, that if the wines have been produced sustainably or through methods that are more environmentally-friendly, this should be portrayed on the bottle for the consumers to see.

The interviewees also mentioned that they would be interested in learning about the various steps involved in making wine, from the grapevines to the bottling, and which steps of these could be (or are) sustainable. This would help educate them more in-depth, and thus encourage them to make more informed decisions when it comes to buying wines. As wine consumers, it is imperative that they understand the various facets of the industry and what sustainability is all about. This information is also aligned with the argument from Fountain and Charters (2010), that Millennials are a selective generation when it comes to wine, therefore providing them with as much information as possible would be highly beneficial.

From the supply side, Gen Y is the consumer which needs to be focused on, as they will have the highest spending power (Nowak, Thach & Olsen, 2006; Higgins & Wolf, 2016), and are also the largest in number of adults (MSCI, 2020), and actively pursue products that are sustainable (Smith, 2010).

Therefore, it would be vital for the wine industry to realize this opportunity to communicate with and market to the Millennial generation. Through this, wine producers could potentially better educate this generation about the wine process itself and about sustainability within the wine industry. The focus on marketing could allow for a better relationship with this “unusual” generation, leading to an increase in companies’ business performance, causing a quicker transition to sustainable managed wineries industry wide and hopefully a positive effect on the environment.

Furthermore, an intensification of marketing could help actively remind Millennials of the sustainability factor when shopping, and also when purchasing wine. With this label reminder Millennials would be faced with sustainability and its various aspects more often. As Bollani, Bonadonna and Peira (2019) also found, when Millennials make purchasing decisions within the food industry, they actively pay attention to labelling and certification processes. Therefore, within the wine industry, this sustainable label and the unified sustainability certification could not only help create more awareness, but also educate and implement a more focused sustainable mindset through the continuous reminder of the sustainable label. Moreover, through the certification process there would be more opportunities to learn about sustainable products, how they are made and helping

environmental processes improve, causing these initiatives to support the normalization of a more sustainable mentality amongst this generation. Thus, it would be something that becomes a part of everyday decisions, not just when recycling at home, but also on the road.

6.7 Willingness to Pay for Sustainable Wines

Throughout the interviews, I inquired about the level of willingness to pay for sustainable wines, amongst the Millennials. The overall conclusion seemed to be, that if the Hungarian members of Gen Y would have more access to sustainable wines, they would try them. Furthermore, a large portion of the responders also stated that they would be willing to pay more for a bottle of sustainable wine than a conventional one. The additional percentage of the price that they would be willing to spend, was on a large scale anywhere between 10% up until double the price of a conventional wine. This information is beneficial, as it shows that Hungarian Millennials are susceptible to trying novel things, especially ones that are linked with sustainability. Furthermore, they are also willing to pay more money for a product, in this case wine, which is made through a sustainable method, and thus do care a great amount for sustainability.

As explained in the literature review, Chrysochou, Krystallis, Mocanu, and Leigh Lewis, (2012) also expect for Millennials to become the highest spenders within a couple of years, overtaking the baby boomer generation. Millennials will have high spending power (Nowak, Thach & Olsen, 2006) and enjoy the consumption of wine, making them the ideal target market for wine producers in coming years.

6.7.1 Willingness to Pay for Sustainable Wines - Supply Side

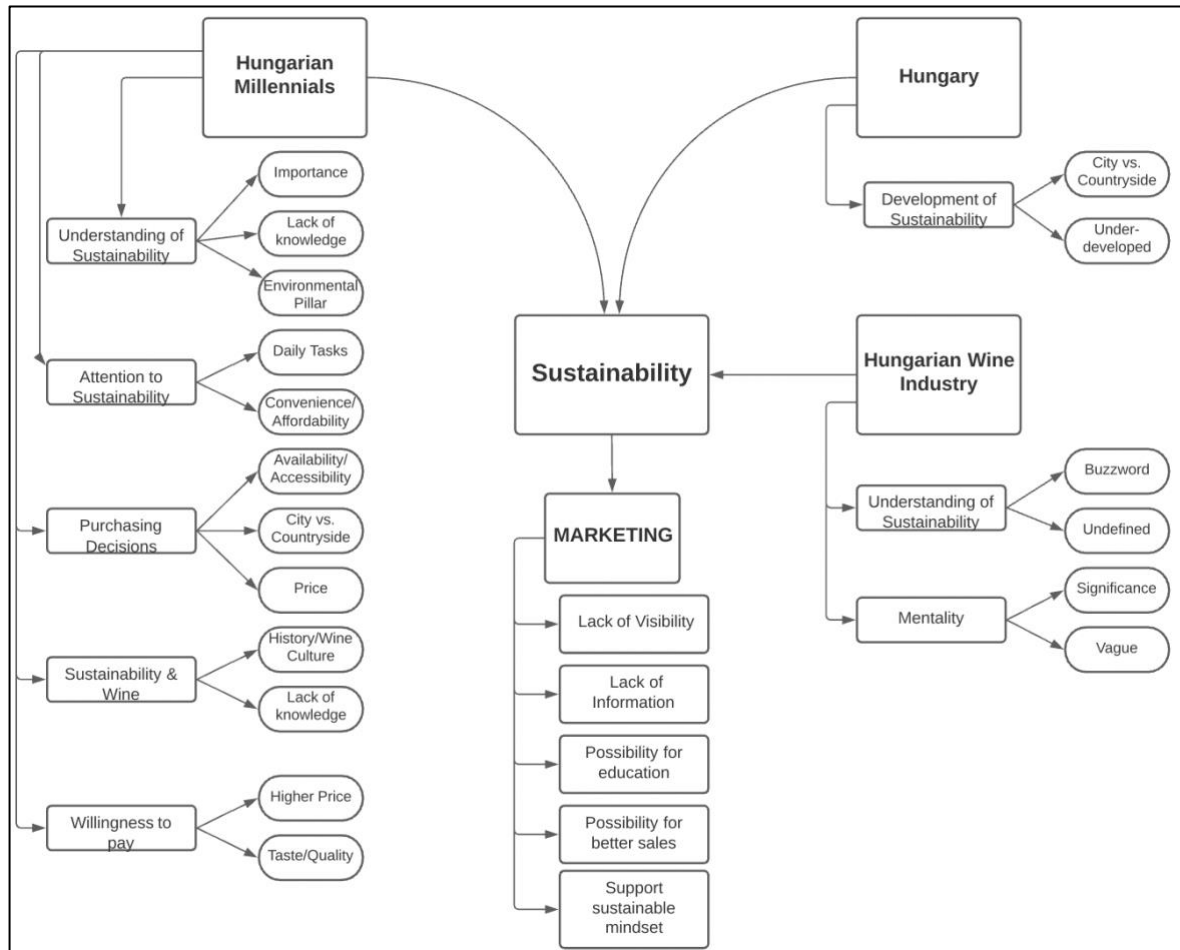
From the supply side, it also seemed that the respondents were clear and aware of the price sensitivity of Hungarian Millennials. Due to this, they also mentioned that should they switch to more sustainable methods of producing wine, such as BIO or organic, they will not be able to radically increase the price of the wine. This factor will certainly need to be taken into consideration when switching to more sustainable methods within the wine industry, as Millennials will be willing to pay, but simultaneously must be educated on what and why they are paying for.

Therefore, the Hungarian government should offer monetary incentives, regulations and other possibilities in order to help support this transition of the wineries from conventional to sustainable. This would help financially support the wineries to start making changes and adjust to a more long-term focused commitment. Also, it would be advantageous to help educate the vineyard owners regarding sustainable management methods, sustainable vineyard management and offer sustainable wine production guidelines. This additional education would assist in ensuring that the appropriate sustainable methods are chosen and that these are measurable and monitorable in the future.

6.8 Concept Map

A concept map of the various relations between the topics, Figure 5, has been created to visualize the finding. In Figure 5 I have drawn a concept map and will explain it in further detail below.

Figure 5: Concept Map of Findings



(Source: Own work)

The concept map in Figure 5 is a visual representation of my findings. The map shows how sustainability has impacted Hungarian Millennials, the Hungarian wine industry and Hungary (in terms of development) in general based on the perceptions of the Hungarian Millennials and wine industry workers. Within each section, there are various subtopics, which have been identified throughout the interviews as points of importance.

Hungary has also been impacted by sustainability, in perspectives of development, however it seems from the information provided in the interviews, that the nation has immense development left to do. The country seems to be only in its infancy stage regarding sustainability, and although some efforts have been identified by the interviewees, further

development is needed, starting with educating the population more in-depth about sustainability and its intricacies.

As can be seen in the Millennials section, various commonalities within sustainability were researched, such as the understanding of it, the attention to it in everyday life, but also when shopping and then more specifically within the wine industry and how much additionally Millennials are willing to pay for it. Various factors (seen in the ovals) came up as reasons as to how Millennials and their connection to sustainability are influenced. Sustainability seems to be vital to Millennials, but there remains a lot of confusion and vagueness regarding the concept in numerous aspect (purchasing decisions, within the wine industry, etc.). This generation needs to be better educated regarding sustainability and accessibility/infrastructure should also be better developed in the future to offer more choices for a sustainable lifestyle for them, as this has shown to be a priority.

On the supply side, the Hungarian wine industry has also been impacted by sustainability, especially in perspectives of understanding (or lack thereof) of the concept itself and the Hungarian knowledge linked to it. It would be beneficial to also educate the wine industry on sustainability and various methods on how to produce wine sustainably. It would also be valuable to create sustainable guidelines, which the wine producers can follow.

As can be seen from the map, one of the central findings, is that of marketing. It seems that Hungarian Millennials are missing efficient marketing of sustainable wines. Better marketing could offer various rewards, such as; a useful communication channel from the wine industry to Millennials, an opportunity to educate Hungarian Millennials on the wine production process and where it can be sustainable - through a unified certification/labelling system the wine producers could sell sustainable wines at a price higher than the conventional ones that Millennials would be willing to pay for, and it would help support the implementation of the factor of sustainability more actively and permanently into the knowledge of Hungarian Millennials.

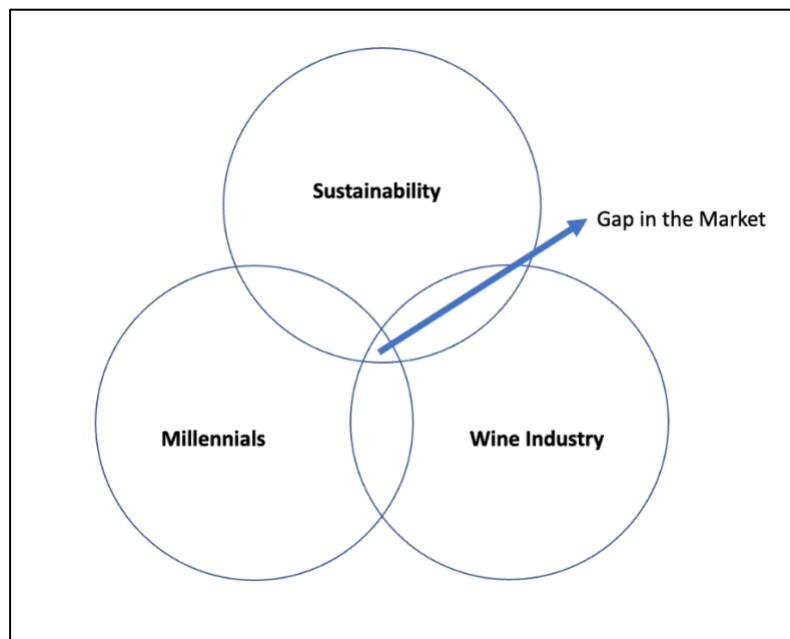
Therefore, this research has been beneficial in order to establish this gap found between the supply and demand sides of the Hungarian wine industry. Throughout the interviews it became clear that further education, awareness and development are needed in Hungary, in terms of the wine industry and sustainability in general. However, it is also noticeable, that through efficient marketing, Hungarian Millennials would be able to access sustainable wines, which they are willing to pay more for, the wine industry could make strides toward behaving more sustainably and ask for a higher price, while Hungary as a nation could develop into offering more sustainable opportunities, allowing for sustainable longevity.

6.9 Conclusion of Discussion

To summarize, there seems to be possibility in the market, which through this research, I have aimed to draw attention to. Hungarian Millennials realize the importance of sustainability and would like to live a more sustainable lifestyle; however, a lack of knowledge, accessibility and infrastructure are hindering them at the moment. They are also active wine consumers and care much about the Hungarian viticulture.

On the supply side, the wine industry is also in its infancy phase regarding sustainability and are eager to learn more about it. They also believe that sustainability is a factor for Millennials but not necessarily an important one, furthermore, not one that the Hungarian Gen Y would be willing to pay more for. Therefore, I would like to highlight this gap, and strongly believe that there is a market for sustainable wines and wineries in Hungary, however drastic changes would be required. I have created a Venn-diagram as a visualization of the gap in the market (Figure 6).

Figure 6: Venn-Diagram of Gap in the Market



(Source: Own work)

Stakeholder involvement from many aspects would be required for this change, but as found out through the data collection, marketing could be a great place to start in order to help resolve the current gap between the Hungarian wine industry and its Gen Y consumers.

7 Conclusion

In the following section a summary of the research will be presented, followed by some practical and theoretical implications created based on the research process and its results. Thereafter, limitations will also be portrayed, which were established throughout the study. In the final section the references that have been used throughout the paper will be listed.

To start off with, I would like to return back to the introduction section, where I had familiarised my topic of sustainability, Millennials and the Hungarian wine industry. I was intrigued to find out how the three are linked in Hungary, and where the sustainable development stands within the Hungarian wine industry. My research question was:

How do Hungarian Millennials perceive sustainability, especially with respect to the Hungarian wine industry?

Throughout the research I have been able to answer my research question, coming to the deduction of the following; Hungarian Millennials are aware of sustainability, but do not fully grasp the concept, and mainly focus on its environmental aspect. This response was aligned, with the findings of other authors, such as Bonera, Codini and Miniero (2020), who found through their research that Millennials do pay attention to environmental sustainability, however there is confusion as to what this means exactly and behave as a green consumer.

Regarding the wine industry, there is not yet a connection established in the minds of Hungarian Millennials between sustainability and the wine industry, but this is due to a lack of education, however there is potential and interest in this topic. As Berghoed and Dodds (2011) also mention, there is an interest in sustainability in general and also within the wine industry, however it is still unclear as to exactly what this entails.

Through the use of grounded theory, I was able to collect data, analyse it and then create a new theory based on this accumulated information (Tie, Birks & Francis, 2019). Comparing the responses of various Hungarian Millennials and Hungarian wine industry workers helped establish the gap I have found in the market, and aided in determining the importance of marketing and education for Millennials, especially for wine production. With the use of interviews, I was able to understand the opinions, experiences and thoughts of the Hungarian supply and demand sides of the wine industry, in order to comprehend the significance of sustainability amongst the Millennials generation.

In this next part, I would like to explain the practical implications of my research. From a practical perspective, one of the most important implications that was revealed throughout this research, was that of marketing. Hungarian Millennials would be interested in seeing more information in marketing about sustainability, how products can be sustainable and

what changes/adjustments have been made throughout the production process to ensure this. This argument was also mentioned by Bonera, Codini and Miniero (2020, p. 304-305), who state “Focusing on managerial implications, although the segment...seems to be the least attractive for green marketers, these are the ones requiring more attention. Information and knowledge are necessary to ensure that these consumers develop an adequate sensitivity to the surrounding environment...” Smith (2010) also examined marketing techniques, which influence Millennials in terms of environmentally friendliness and deduced, that marketing green products to Millennials is an intricate topic and must be done carefully, in order to avoid greenwashing and ensure that the good has been produced sustainably.

Another practical implication, which is vital to highlight, is the gap in the market that has been detected throughout the interviews. Hungarian Millennials are keen on sustainability, and do already pay attention to it based on the awareness they have of it. However, throughout the collected data, it became clear that with further education, their level of awareness would increase and they would strive to live more sustainable lifestyles and are willing to pay the price for it as well. Zucca, Smith and Mitry (2009) has similar results, where they had researched Californian wine consumers and found that the large majority of people questioned were intrigued by the sound of sustainable wines, even though they had no clue as to how wineries can produce sustainable wine and what the concept really means. On the other hand, the wine industry workers do think that sustainability is important to Millennials, but do not believe that they are willing to pay more for it. Furthermore, they are also confused on what sustainability means precisely within the wine industry and also on which aspect it is that Millennials look for, as a market segment. Therefore, it would be fundamental to fill in this gap by educating both sides further on sustainability and its practices, on efficient marketing and on therefore bringing advantages to both parties.

In this next section I will explain the theoretical implications of the research I have conducted.

The interviews were beneficial in helping identify confusion, vagueness and lack of in-depth knowledge regarding the concept of sustainability. This information aligns with the research of numerous authors, such as Manderson (2006), van Dam and van Trijp (2011) and Pomarici and Vecchio (2014), who show that the concept of sustainability has numerous meanings and does not yet have a single, clearly-defined, universal definition. However, this does not only pertain to the wine industry, but to the concept of sustainability across various fields. The reason this information may be of use is, when safeguarding the better education of sustainability to younger generations, a unified theory to teach sustainability would be fundamental.

This leads me to another vital theoretical aspect, which should be taken into consideration, is that of the environmental focus within sustainability. Thus, Millennials focus on the

environmental pillar of sustainability, and throughout my research, I have come to the conclusion that Millennials are aware of and focus on the environmental aspect of sustainability. Thach and Olsen (2006) found that American Millennials also focused on the social pillar, however this was not true for the current research subjects. Therefore, when creating the unified theory to teach sustainability in-depth, it would also be imperative to emphasize the importance of the other two pillars, namely social and economic perspectives, in order to ensure longevity of sustainability.

8 Limitations & Scope for Future Research

The empirical results reported herein should be considered in the light of some limitations which I would like to present in the following section. Wenz, Al Baghal and Gaia (2021) found, that with the non-native speakers used in their research, the language barrier had influenced the results of the study. In the current study this is also true, as my interviews were conducted with non-native English speakers, therefore there could be possible misunderstandings due to the language barrier when they had tried expressing their feelings, experiences and thoughts. A further limitation, is that of accessibility. As mentioned previously, there is a pandemic going on and due to travel restrictions, I had chosen the interviewees for the research leading to a possibility of sample frame bias. According to Tuckett (2004, p. 9), this means that “the sample was framed according to the purpose of the study.” Although I had aimed to choose people of various ages, backgrounds and drinking patterns, this may allow for transferability issues.

There is another limitation with the sample size for the research, which is that the results are not generalizable for the population (Querios, Faria & Almeida, 2017) of all Hungarian Millennials. This limitation was pointed out by Atieno (2009) for qualitative research overall,

The main disadvantage of qualitative approaches to corpus analysis is that their findings cannot be extended to wider populations with the same degree of certainty that quantitative analyses can. This is because the findings of the research are not tested to discover whether they are statistically significant or due to chance. (Atieno, 2009, p. 17)

Another important aspect to mention, is the interviews were held online. As previously mentioned, the pandemic did not allow for in-person interviews, and therefore the interviews were conducted on video call, which could allow for less honesty and limit the non-verbal communication between the interviewer and interviewees (Salmons, 2012). Last but not least, the topic of the research could lead to interview bias, as individuals may have wanted to achieve social desirability, or since they knew me in one way or another, to connect with me in a likeable way (Anderson, 2010).

“Examining the data for reliability and validity assesses both the objectivity and credibility of the research. Validity relates to the honesty and genuineness of the research data, while reliability relates to the reproducibility and stability of the data. (Anderson, 2010, p. 2).

Credibility and objectivity were taken into consideration when discussing the results, by using direct quotations from the interviewees throughout the analysis section of this paper. The use of Grounded Theory (GT) validates the research data as it puts it into a rigorous methodological context that allows for the truthful expression of the interviewees thoughts to be revealed.

In regards to future research, I have noted a couple of various topics, which would be beneficial to research in connection with this topic. The first would be to conduct the same research, but with other generations, such as Baby Boomers or Generation Z and compare the results to identify the different perceptions regarding sustainability amongst the generations. Also, it would be interesting to see how the results differ from country to country, and possibly even across various continents and cultures. As mentioned in the literature review, some New World countries do already have sustainable wineries, therefore it could be interesting to see how the market is developing there and the perception the locals have to sustainability.

The current study could also be expanded, by questioning more individuals from the wine industry, especially ones in different positions. Some examples could be: employees from larger companies (not only SMEs), employees doing physical work in the vineyards and speaking to more owners of wineries – their opinion could help create a more holistic perspective of the industry. Additionally, it would be intriguing to conduct the same interviews with people working for the Hungarian government or working for Hungarian sustainable initiatives to better understand their perception of the development of sustainability in Hungary and of Millennials, as a market.

Also, for the current research, the majority of individuals were from the supply and demand sides of the wine industry. However, it would be noteworthy to interview more distributors as well, to see their understanding of the concept of sustainability and its marketability, and how they see this phenomenon is developing, as they are connected with both demand and supply sides of the industry. Finally, it would be vital to investigate which marketing techniques could work best for Hungarian producers to use to communicate effectively with Hungarian Millennials. The results could help guarantee that Millennials are better informed, the producers are able to avoid greenwashing and the sustainable production of products is more noticeable. Furthermore, it has been shown that Millennials are in the stage in which they are able to build loyalty with satisfactory goods (Pomarici & Vecchio, 2014) and therefore this could also be advantageous for production companies and Hungary.

9 References

1. Alhaddi, H. (2015). Triple Bottom Line and Sustainability: A Literature Review. *Business and Management Studies*, 1(2), 6. doi: 10.11114/bms.v1i2.752
2. Allen, M. W., & Spialek, M. L. (2017). Young millennials, environmental orientation, food company sustainability, and green word-of-mouth recommendations. *Journal of Food Products Marketing*, 24(7), 803-829. doi: 10.1080/10454446.2017.1415827
3. Alvermann, D. E., & Mallozzi, C. A. (2010). Interpretive research. In A. McGill-Franzen & R. Allington (Eds.), *Handbook of Reading Disability Research* (pp. 488-498). New York: Routledge.
4. Anderson, C. (2010). Presenting and Evaluating Qualitative Research. *American Journal of Pharmaceutical Education*, 74(8), 141. doi: 10.5688/aj7408141
5. Atieno, O.P. (2009). An Analysis of the Strengths and Limitations of Qualitative and Quantitative Research Paradigms. *Problems of Education in the 21st Century*, 13, 13-18. Retrieved from https://www.scientiasocialis.lt/pec/files/pdf/Atieno_Vol.13.pdf
6. Baird, T., Hall, C., & Castka, P. (2018). New Zealand Winegrowers Attitudes and Behaviours towards Wine Tourism and Sustainable Winegrowing. *Sustainability*, 10(3), 797. doi: 10.3390/su10030797
7. Barnes, N. G. (2015). EWOM drives social commerce: A survey of millennials in US and abroad. *Journal of Marketing Development and Competitiveness*, 9, 36-46. Retrieved from http://www.na-businesspress.com/JMDC/BarnesNG_Web9_2_.pdf
8. Bedard, S. & Tolmie, C. R. (2018). Millennials' green consumption behaviour: Exploring the role of social media. *Corporate Social Responsibility and Environmental Management*, 25(6), 1388-1396. doi: 10.1002/csr.1654
9. Beehner, C. G. (2008). Introduction: The Nexus of Spirituality and Sustainability. In *The concept of sustainability: Origins, extensions, and usefulness for policy* (pp. 1-26). Retrieved from <https://link-springer-com.proxy1-bib.sdu.dk/book/10.1007%2F978-3-319-77806-8>
10. Bell, S., & Morse, S. (2003). *Measuring Sustainability: Learning From Doing*. Retrieved from https://books.google.si/books?hl=en&lr=&id=DUCNYzuu-5UC&oi=fnd&pg=PR3&dq=measuring+sustainability&ots=pBR02CL7hJ&sig=Q2fghsMalqQSappN4WzPDbogsZ8&redir_esc=y#v=onepage&q=measuring%20sustainability&f=false
11. Benkhard, B. & Halmai, M. (2017). Mouthful Hungary – overview of Hungarian cuisine and culinary tourism. *Geography and Tourism*, 5, 41-54. doi: 10.5281/zenodo.834495
12. Berger, A. A. (2018). *Cultural Perspectives on Millennials*. doi: 10.1007/978-3-319-69685-0
13. Berghoef, N. & Dodds, R. (2011). Potential for sustainability eco-labeling in Ontario's wine industry. *International Journal of Wine*, 23(4), 298-317. doi: 10.1108/17511061111186488
14. Bollani, L., Bonadonna, A., & Peira, G. (2019). The Millennials' Concept of Sustainability in the Food Sector. *Sustainability*, 11(10), 1-19. doi: 10.3390/su11102984
15. Bonadonna, A., Giachino, C., & Truant, E. (2017). Sustainability and Mountain Tourism: The Millennial's Perspective. *Sustainability*, 9(7), 1219. doi: 10.3390/su9071219

16. Bonera, M., Codini, A. P. & Miniero, G. (2020). The great Millennials' trouble: leading or confused green generation? An Italian insight. *Italian Journal of Marketing*, 2020, 289-308. doi: 10.1007/s43039-020-00015-4
17. Bryant, A. (2019). GTM – a Family of Variants. In A. Bryant (Ed.), *The Varieties of Grounded Theory (SAGE Swifts)* (pp. 5-29). doi: 10.4135/9781529716542
18. Business Insider (2019, March 12). *How Millennials Are Making Wine Cheaper And More Available Online* [Video]. Youtube. Retrieved from <https://www.youtube.com/watch?v=dmJGAgNLdGs>
19. Buzasi, A. (2021). Climate Vulnerability and Adaptation Challenges in Szekszárd Wine Region, Hungary. *Climate*, 9(2), 25. doi: 10.3390/cli9020025
20. Cabezas, H. & Diwekar, U. (2012). *Sustainability: Multi-Disciplinary Perspectives*. Retrieved from <https://ebookcentral.proquest.com/lib/sdub/detail.action?docID=1049021>
21. Camargo, B. (2019). Immersing in a World of Justice in Tourism: A Grounded Theory Approach. *Sage Research Methods Cases*, 1–15. doi: 10.4135/9781526467331
22. Campbell, S., Greenwood, M., Prior, S., Shearer, T., Walkem, K., Young, S., Bywaters, D. & Walker, K. (2020). Purposive sampling: complex or simple? Research case examples. *Journal of Research in Nursing*, 25(8), 652-661. doi: 10.1177/1744987120927206
23. Charmaz, K. (2006). *Constructing grounded theory: A practical guide through qualitative analysis*. London: SAGE.
24. Charmaz, K. (2008). Constructionism and the Grounded Theory. In J. A. Holstein & J. F. Gubrium (Eds.) *Handbook of Constructionist Research* (pp. 397-412). New York: The Guilford Press.
25. Charmaz, K., & Thornberg, R. (2020). The pursuit of quality in grounded theory. *Qualitative Research in Psychology*, 1–23. doi: 10.1080/14780887.2020.1780357
26. Chrysochou, P., Krystallis, A., Mocanu, A., & Leigh Lewis, R. (2012). Generation Y preferences for wine. *British Food Journal*, 114(4), 516-528. doi: 10.1108/00070701211219531
27. Cohen, L., Manion, L. & Morrison, K. (2007). *Research methods in education* (6th Edition). London: Routledge.
28. Corporate Citizenship (2016). *Advancing the Sustainable Development Goals: Business action and Millennials' views*. Retrieved February 9, 2021 from <https://corporate-citizenship.com/wp-content/uploads/Advancing-the-Sustainable-Development-Goals-Business-Action-and-Millennials-Views.pdf>
29. Creswell, J. W. (2009). *Research design: Qualitative and mixed methods approaches* (3rd Edition). London: SAGE.
30. Csutora, M., Kerekes, S. & Tabi, A. (2014). Sustainability Management in Hungary. In S. Schaltegger, S. Windolph, D. Harms & J. Horisch (Eds), *Corporate Sustainability in International Comparison*, (pp. 105-119). Amsterdam: Springer.
31. Cullen, R., Forbes, S.L., & Grout, R. (2013). Non-adoption of environmental innovations in wine growing. *New Zealand Journal of Crop and Horticultural Science*, 41, 41-48. doi: 10.1080/01140671.2012.744760
32. Denzin, N. K., & Lincoln, Y. S. (2005). Introduction: The Discipline and Practice of Qualitative Research. In N. K. Denzin & Y. S. Lincoln (Eds.), *The Sage handbook of qualitative research* (p. 1–32). Retrieved from https://uk.sagepub.com/sites/default/files/upm-binaries/40425_Chapter1.pdf
33. DiCicco-Bloom, B. & Crabtree, B. F. (2006). The qualitative research interview. *Medical Education*, 40(4), 314-321. doi: 10.1111/j.1365-2929.2006.02418.x

34. Earl, C. & Lawrence, A. (2003). The campus community and the concept of sustainability: An assessment of college of Charleston student perceptions. *Annual Review of Undergraduate Research at the College of Charleston*, 2, 85-102. Retrieved from <https://chrestomathy.cofc.edu/documents/vol2/earl-and-lawrence.pdf>
35. Enyedi, G. (2005). Processes of Regional Development in Post-socialist Hungary. In G. Barta, E. Fekete, I. Szorenyine & J. Timar (Eds.), *Hungarian Spaces and Places: Patterns of Transition* (pp. 18-28). Pécs: Centre for Regional Studies.
36. Etikan, I. (2016). Comparison of Convenience Sampling and Purposive Sampling. *American Journal of Theoretical and Applied Statistics*, 5, 1. doi: 10.11648/j.ajtas.20160501.11
37. Farrokhi, F. & Mahmoudi-Hamidabad, A. (2012). Rethinking Convenience Sampling: Defining Quality Criteria. *Theory and Practice in Language Studies*, 2(4), 784-792. doi: 10.4304/tpls.2.4.784-792
38. Figueroa, B. E. & Rotarou, E. S. (2018). Challenges and opportunities for the sustainable development of the wine tourism sector in Chile. *Journal of Wine Research*, 29(4), 243-264. doi: 10.1080/09571264.2018.1532880
39. Flint, D. J. & Golobic, S. L. (2009). Searching for competitive advantage through sustainability: A qualitative study in the New Zealand wine industry. *International Journal of Physical Distribution & Logistics Management*, 39(10), 841-860. doi: 10.1108/09600030911011441
40. Fontana, A. & Frey, J. H. (2005). The interview: from neutral stance to political involvement. In N. Denzin, Y. Lincoln (Eds.), *The Sage Handbook of Qualitative Research* (pp. 695-727). Retrieved from [http://www.iot.ntnu.no/innovation/norsi-common-courses/Lincoln/Fontana%20&%20Frey%20\(2000\)%20Interview.pdf](http://www.iot.ntnu.no/innovation/norsi-common-courses/Lincoln/Fontana%20&%20Frey%20(2000)%20Interview.pdf)
41. Forbes, S. L., de Silva, T., & Gilinsky, A. (2020). *Social Sustainability in the Global Wine Industry: Concepts and Cases*. doi: 10.1007/978-3-030-30413-3
42. Fortune Business Insights (2020, May). *Wine Market Size, Share & Industry Analysis, By Type (Sparkling Wine, Still Wine, and Others), Flavour (Red Wine, White Wine, and Rose Wine), Distribution Channel (On-trade and Off-trade), and Regional Forecast, 2020 – 2027*. Retrieved February 10, 2021 from <https://www.fortunebusinessinsights.com/wine-market-102836>
43. Fountain, J. & Charters, S. (2010). Generation Y as Wine Tourists: Their Expectations and Experiences at the Winery-cellar Door. In P. Beckendorff, G. Moscardo, & D. Pendergast (Eds.), *Tourism and Generation Y* (pp. 47-57). Retrieved from <https://books.google.si/books?id=LuKm8TugglUC&printsec=frontcover#v=onepage&q&f=false>
44. Gatto, M. (1995). Sustainability: Is it a Well Defined Concept?. *Ecological Applications*, 5(4), 1181-1183. Retrieved from https://www.jstor.org/stable/2269365?casa_token=ArW6T0_BDtUAAAAA%3AHghssQc7JYiAghEO49BzWf6ZCsQt_kYxT-Lc6Dc5wlKd-q0vNvGw29DtWw77rLsP0i0gowStHNVTTaOSNBI4KOBzeTeo9yXhWAKW-Spy90Tkgc9D3U&seq=1#metadata_info_tab_contents
45. Gilinsky, A., Newton, S. K., & Vega, R. F. (2016). Sustainability in the global wine industry: Concepts and cases. *Agriculture and Agricultural Science Procedia*, 8, 37-49. doi: 10.1016/j.aaspro.2016.02.006
46. Giuliani, E., Morrison, A., & Rabellotti, R. (2011). *Innovation and Catching up: The Changing Geography of Wine Production*. Cheltenham: Edward Elgar.

47. Glaser, B.G., & Strauss A. L. (1967). *The Discovery of Grounded Theory*. New York: Aldine.
48. Gomis, A. J. B., Parra, M. G., Hoffman, M. W., & McNulty, R. E. (2011). Rethinking the Concept of Sustainability. *Business and Society Review*, 116(2), 171-191. doi: 10.1111/j.1467-8594.2011.00381.x
49. Goulding, C. (2002). A Critical Review of the Methodology. In C. Goulding (Ed.), *Grounded Theory*, (pp. 154-168). doi: 10.4135/9781849209236.n7
50. Grimstad, S., & Burgess, J. (2014). Environmental sustainability and competitive advantage in a wine tourism micro-cluster. *Management Research Review*, 37(6), 553-573. doi: 10.1108/MRR-01-2013-0019
51. Hakovirta, M. & Denuwara, N. (2020). How COVID-19 Redefines the Concept of Sustainability. *Sustainability*, 12(9), 3727. doi: 10.3390/su12093727
52. Hanks, K., Odom, W., Roedl, D., & Bleviss, E. (2008). *Sustainable millennials: attitudes towards sustainability and the material effects of interactive technologies*. doi: 10.1145/1357054.1357111
53. Harrison, N. E. (2000). *Constructing Sustainable Development*. Albany: State University of New York Press (SUNY).
54. Henley, C. D., Fowler, D. C., Yuan, J. J., Stout, B. L., & Goh, B. K. (2011). Label design: impact on millennials' perceptions of wine. *International Journal of Wine Business Research*, 23, 7-20. doi: 10.1108/17511061111121371
55. Higgins, L. & Wolf, M. M. (2016). Millennials as luxury wine buyers in the United States?. *International Journal of Wine Business Research*, 28(3), 190-205. doi: 10.1108/IJWBR-08-2015-0029
56. Hledik, E. & Harsanyi, D. (2019a). Towards quality consumption: Segmentation of the Hungarian wine market based on wine consumption and purchasing habits. *International Journal of Wine Business Research*, 31(4), 602-617. doi: 10.1108/IJWBR-10-2018-0063
57. Hledik, E. & Harsanyi, D. (2019b). Wine Tourism in Hungary - Wine and Destination Preferences of Wine Tour Participants. In *18th International Congress on Public and Non-Profit Marketing*. Gyor, Hungary: University of Gyor. Retrieved from https://marketing.org.hu/images/csatolt-fajlok/iapnm/IAPNM_2019_Conference_proceeding.pdf#page=48
58. Jones, G.V. (2007). Climate change and the global wine industry. In: Blair R, Williams P, Pretorius S (eds) *Proc 13th Australian Wine Ind Tech Conf, Adelaide, Australia*, p 91 – 98. Retrieved from <https://www.linfield.edu/assets/files/Wine-Studies/GregJones/AWITC%20GJones.pdf>
59. Kapferer, J., & Michaut-Denizeau (2020). Are millennials really more sensitive to sustainable luxury? A cross-generational international comparison of sustainability consciousness when buying luxury. *Journal of Brand Management*, 27, 35-47. doi: 10.1057/s41262-019-00165-7
60. Kiatkawsin, K. & Han, H. (2017). Young travelers' intention to behave pro-environmentally: Merging the value-belief-norm theory and the expectancy theory. *Tourism Management*, 59, 76–88. doi: 10.1016/j.tourman.2016.06.018
61. Kiraly, G. (2018). Post-transitional development in the Hungarian wine sector: the case of the Mátra wine region. *Journal of Wine Research*, 29(2), 106-119. doi: 10.1080/09571264.2018.1472071
62. Kispal, G. S. (2017). Examination of adapting the contractual system in the Hungarian wine sector. *Annals of the Polish Association of Agricultural and Agribusiness Economists*, 19(2), 108-113. doi: 10.5604/01.3001.0010.1168

63. Kispal, G. S. (2018). *Examination of profitability in the Hungarian wine product chain* (doctoral dissertation, Szent István University, Gödöllő). Retrieved from internal library.
64. Lakner, Z., Kiss, A., Merlet, I. Olah, J., Mate, D., Grabara, J. & Popp, J. (2018). Building Coalitions for a Diversified and Sustainable Tourism: Two Case Studies from Hungary. *Sustainability*, 10(4), 1090. doi: 10.3390/su10041090
65. Lawrence, S. R., Collins, E., Pavlovich, K., & Arunachalam, M. (2006). Sustainability Practices of SMEs: the Case of NZ. *Business Strategy and the Environment*, 15(4), 242-257. doi: 10.1002/bse.533
66. Lopes, P., Sagala, R., & Dood, T. (2014, June). *Extrinsic wine attributes importance on Canadian consumers purchase decisions for environmentally sustainable wines*. In Proceedings of the 8th International Conference of the Academy of Wine Business Research, Geisenheim, Germany.
67. Maicas, S., & Mateo, J. J. (2020). Sustainability of Wine Production. *Sustainability*, 12(2), 559. doi: 10.3390/su12020559
68. Manderson, A. K. (2006). A systems based framework to examine the multi-contextual application of the sustainability concept. *Environment, Development and Sustainability*, 8, 85-97. doi: 10.1007/s10668-005-2787-6
69. Marshall, C. & Rossman, G. B. (2006). *Designing qualitative research* (4th Ed.). Thousand Oaks: Sage.
70. Mastroberardino, P., Calabrese, G., Cortese, F., & Petracca, M. (2019). Sustainability in the wine sector: An empirical analysis of the level of awareness and perception among the Italian consumers. *British Food Journal*, 122(8), 2497–2511. doi: 10.1108/BFJ-07-2019-0475
71. Matteucci, X. & Gnoth, J. (2017). Elaborating on grounded theory in tourism research. *Annals of Tourism Research*, 65, 49-59. doi: 10.1016/j.annals.2017.05.003
72. Mod, L., & Simon, A. (2012). Wine districts, wine regions, vineyards – the construction and representation of borders in the Hungarian wine culture. *Acta Ethnographica Hungarica*, 57, 57-90. doi: 10.1556/AEthn.57.2012.1.7
73. Morgan Stanley (2019). *How a 'Youth Boom' Could Shake Up Spending Trends*. Retrieved February 9, 2021 from <https://www.morganstanley.com/ideas/gen-z-millennials-set-for-consumer-spending-increases>
74. Morrison, A. & Rabellotti, R. (2017). Gradual catch up and enduring leadership in the global wine industry. *Research policy*, 46(2), 417-430. doi: 10.1016/j.respol.2016.09.007
75. Mozell, M. R. & Thach, L. (2014). The impact of climate change on the global wine industry: Challenges & solutions. *Wine Economics and Policy*, 3(2), 81-89. doi: 10.1016/j.wep.2014.08.001
76. MSCI (2020). *Millennials: Demographic change and the impact of a generation*. Retrieved March 19, 2021 from <https://www.msci.com/documents/1296102/17292317/ThematicIndex-Millennials-cbr-en.pdf/44668168-67fd-88cd-c5f7-855993dce7c4>
77. Mueller, S. & Remaud, H. (2010). *Are Australian wine consumers becoming more environmentally conscious? Robustness of latent preference segments over time*. Refereed paper 5th International Conference of the Academy of Wine Business Research, Auckland. Retrieved from <http://academyofwinebusiness.com/wp-content/uploads/2010/04/MuellerRemaud-Are-Australian-wine-consumers-environmentally-conscious.pdf>

78. Munda, G. (2005). Measuring sustainability: a multi-criterion framework. *Environment, Development and Sustainability*, 7, 117-134. doi: 10.1007/s10668-003-4713-0
79. Muralidharan, S., & Xue, F. (2016). Personal networks as a precursor to a green future: a study of “green” consumer socialization among young millennials from India and China. *Young Consumers*, 17(3), 226-242. doi: 10.1108/YC-03-2016-00586
80. Nazzaro, C., Marotta, G., & Rivetti, F. (2016). Responsible Innovation in the Wine Sector: A Distinctive Value Strategy. *Agriculture and Agricultural Science Procedia*, 8, 509-515. doi: 10.1016/j.aaspro.2016.02.058
81. Nowak, L., Thach, L., & Olsen, J. E. (2006). Wowing the millennials: creating brand equity in the wine industry. *Journal of Product & Brand Management*, 15(5), 316–323. doi: 10.1108/10610420610685712
82. Ohmart, C. (2008). Innovative outreach increases adoption of sustainable winegrowing practices in Lodi region. *California Agriculture*, 62(4), 142–147. doi: 10.3733/ca.v062n04p142
83. OIV (International Organisation of Vine and Wine) (2019). *2019 Statistical Report on World Vitiviniculture*. Retrieved February 10, 2021 from <https://oiv.int/public/medias/6782/oiv-2019-statistical-report-on-world-vitiviniculture.pdf>
84. Pallas, E. I. (2016). Sustainable Wine and Grape Production: the example of Hungary. *Visegrad Journal on Bioeconomy and Sustainable Development*, 5(2), 53-57. doi: 10.1515/vjbsd-2016-0010
85. Poitras, L., & Donald, G. (2009). Sustainable Wine Tourism: The Host Community Perspective. *Journal of Sustainable Tourism*, 14(5), 425-448. doi: 10.2167/jost587.0
86. Pomarici, E. & Vecchio, R. (2014). Millennial generation attitudes to sustainable wine: an exploratory study on Italian consumers. *Journal of Cleaner Production*, 66, 537-545. doi: 10.1016/j.jclepro.2013.10.058
87. Portney, K. E. (2015). *Sustainability*. Retrieved from <https://ebookcentral.proquest.com/lib/sdub/detail.action?docID=4397950>
88. Querios, A., Faria, D. & Almeida, F. (2017). Strengths and Limitations of Qualitative and Quantitative Research Methods. *European Journal of Education Studies*, 3(9), 369-387. doi: 10.5281/zenodo.887089
89. Radojka, K. & Filipovic, Z. (2017). Gender Differences and Consumer Behavior of Millennials. *Acta Economica Et Turistica*, 3, 5-13. doi: 10.1515/aet-2017-0002
90. Ramsey, J. L. (2015). On Not Defining Sustainability. *Journal of Agricultural and Environmental Ethics*, 28(6), 1075-1087. doi: 10.1007/s10806-015-9578-3
91. Ratten, V. (2018). Eco-innovation and competitiveness in the Barossa Valley wine region. *Competitiveness Review: An International Business Journal*, 28(3), 318-331. doi: 10.1108/CR-01-2017-0002
92. Regeczi, D. (2005). Limited Partnership: The lack of Sustainable Development in Relation to Participation in Hungarian Public-Private Partnerships. *Business Strategy and the Environment*, 14, 205-215. doi: 10.1002/bse.469
93. Remaud, H., Mueller, S., Chvyl, P., & Lockshin, L. (2008, July). *Do Australian Wine Consumers Value Organic Wine?* Paper presented at the 4th International Conference of the Academy of Wine Business Research, Siena, Italy.
94. Risman, B. J. (2018). *Where the Millennials Will Take Us: A New Generation Wrestles with the Gender Structure*. doi: 10.1093/oso/9780199324385.001.0001

95. Roberto, M. A. (2003). The Changing Structure Of The Global Wine Industry. *International Business & Economics Research Journal (IBER)*, 2(9), 1-14. doi: 10.19030/iber.v2i9.3835
96. Ross, K., & Golino, D. A. (2008). Wine grapes go green: the sustainable viticulture story. *California Agriculture*, 62(4), 125-126. doi: 10.3733/ca.v062n04p125
97. Salas-Zapata, W. A., & Ortiz-Munoz, S. M. (2018). Analysis of meanings of the concept of sustainability. *Sustainable Development*, 27, 153-161. doi: 10.1002/sd.1885
98. Salmons, J. (2012). Designing and Conducting Research With Online Interviews. In *Cases in Online Interview Research* (pp. 1-30). Thousand Oaks: Sage Publications.
99. Santini, C., Cavicchi, A., & Casini, L. (2013). Sustainability in the wine industry: key questions and research trends. *Agricultural and Food Economics*, 1, 1-14. doi: 10.1186/2193-7532-1-9
100. Saunders, M., Lewis, P. & Thornhill, A. (2009). *Research methods for business students* (5th Ed.). London: Pearson.
101. Schoolman, E. D., Shriberg, M., Schwimmer, S., & Tysman, M. (2014). *Journal of Environmental Studies and Sciences*, 6, 490-502. doi: 10.1007/s13412-014-0190-z
102. Scotland, J. (2012). Exploring the Philosophical Underpinnings of Research: Relating Ontology and Epistemology to the Methodology and Methods of the Scientific, Interpretive, and Critical Research Paradigms. *English Language Teaching*, 5(9), 9-16. doi: 10.5539/elt.v5n9p9
103. Sebby, A. G. (2020). Grounded theory: The role of social exchanges in rural tourism and economic development. In *SAGE Research Methods Cases*. doi: 10.4135/9781529707366
104. Serra, M., Psarra, S., & O'Brien, J. (2018). Social and Physical Characterization of Urban Contexts: Techniques and Methods for Quantification, Classification and Purposive Sampling. *Urban Planning*, 3, 58-74. doi: 10.17645/up.v3i1.1269
105. Silverman, M., Marshall, R. S., & Cordano, M. (2005). The greening of the California wine industry: Implications for regulators and industry associations. *Journal of Wine Research*, 16(2), 151-169. doi: 10.1080/09571260500331574
106. Sirieix, L., & Remaud, H. (2010, February). *Consumer perceptions of eco -friendly vs. conventional wines in Australia*. Paper presented at the 5th International Academy of Wine Business Research Conference, Auckland, New Zealand.
107. Smith, K. T. (2010). An examination of marketing techniques that influence Millennials' perceptions of whether a product is environmentally friendly. *Journal of Strategic Marketing*, 18(6), 437-450. doi: 10.1080/0965254X.2010.525249
108. Sogari, G., Pucci, T., Aquilani, B., & Zanni, L. (2017). Role of Social Media in the Consumer Purchasing Behavior for Wine. *Sustainability*, 9(10), 1-16. doi: 10.3390/su9101911
109. Statista (2020). *Wine*. Retrieved February 10, 2021 from <https://www.statista.com/outlook/10030000/100/wine/worldwide#market-revenue>
110. Strauss, A. & Corbin, J. (1998). *Basics of Qualitative Research*. Thousand Oaks: Sage.
111. Szivas, E. (1999). The development of wine tourism in Hungary. *International Journal of Wine Marketing*, 11(2), 7-17. doi: 10.1108/eb008692
112. Szolnoki, G. (2013). A cross-national comparison of sustainability in the wine industry. *Journal of Clearer Production*, 53, 243-251. doi: 10.1016/j.jclepro.2013.03.045

113. Szolnoki, G. & Totth, G. (2020). A Cross-Cultural Comparison of Wine Consumption and Purchasing Behaviour in Germany and Hungary. *Wine Economics and Policy*, 9, 19-29. doi: 10.14601/web-8053
114. Teagle, J., Mueller, S., & Lockshin, L. (2010). How do Millennials' wine attitudes and behaviour differ from other generations? *In Proceedings of fifth international academy of wine business research conference*, Auckland (NZ).
115. Thach, L. (2011, June). *Wine for breakfast: exploring wine occasions for gen Y*. Paper presented at the 6th Academy of Wine Business International Conference, Bordeaux Management School, France.
116. Thach, E. & Olson, J. E. (2006). Market segment analysis to target young adult wine drinkers. *Special Issue on Wine Marketing*, 22(3), 307-322. doi: 10.1002/agr.20088
117. The New Strategist Editors (2015). *The Millennials: Americans Born 1977 to 1994*. 6th Ed. : Amityville: New Strategist Press, LLC.
118. Thomson, S. B. (2011). Sample Size and Grounded Theory. *Journal of Administration and Governance*, 5, 42-52. Retrieved from <https://ssrn.com/abstract=3037218>
119. Tie, Y. C., Birks, M. & Francis, K. (2019) Grounded theory research: A design framework for novice researchers. *Sage Open Medicine*, 7, 1-8. doi: 10.1100/2050312118822927
120. Tsaples, G. & Papathanasiou, J. (2021). Data envelopment analysis and the concept of sustainability: A review and analysis of the literature. *Renewable and Sustainable Energy Reviews*, 138, 110664. doi: 10.1016/j.rser.2020.110664
121. Tuckett, A. (2004). Qualitative research sampling-the very real complexities. *Nurse Researcher*, 12, 47-61. Retrieved from <https://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.864.9529&rep=rep1&type=pdf>
122. Urquhart, C., Lehmann, H., & Myers, M. D. (2009). Putting the 'theory' back into grounded theory: guidelines for grounded theory studies in information systems. *Information Systems Journal*, 20(4), 357-381. doi: 10.1111/j.1365-2575.2009.00328.x
123. Valente, A. & Atkinson, D. (2019). Sustainability in Business: A Millennials' Perspective. *Journal of Modern Accounting and Auditing*, 15(6), 293-304. doi: 10.17265/1548-6583/2019.06.002
124. van Dam, Y. K. & van Trijp, H. C. M. (2011). Cognitive and motivational structure of sustainability. *Journal of Economic Psychology*, 32(5), 726-741. doi: 10.1016/j.joep.2011.06.002
125. Varsei, M. & Polyakovskiy, S. (2017). Sustainable supply chain network design: A case of the wine industry in Australia. *Omega*, 66, 236-247. doi 10.1016/j.omega.2015.11.009
126. Vos, R. O. (2007). Defining sustainability: a conceptual orientation. *Journal of Chemical Technology and Biotechnology*, 82(4), 334-339. doi: 10.1002/jctb.1675
127. WCED (World Commission on Environment and Development). 1987. *Our Common Future: Report of the World Commission on Environment and Development*. Retrieved from: https://www.are.admin.ch/are/en/home/sustainable-development/international-cooperation/2030agenda/un_-milestones-in-sustainable-development/1987--brundtland-report.html
128. Wenz, A., Al Baghal, T. & Gaia, A. (2021). Language Proficiency Among Respondents: Implications for Data Quality in a Longitudinal Face-To-Face Survey. *Journal of Survey Statistics and Methodology*, 9, 73-93. doi: 10.1093/jssam/smz045

129. Willis, J. W., Jost, M. & Nilakanta, R. (2007). *Foundations of Qualitative Research: Interpretive and Critical Approaches*. London: Sage.
130. Winograd, M., & Hais, M. D. (2009). *Millennial Makeover: MySpace, YouTube, and the Future of American Politics*. London: Rutgers University Press.
131. Wolgemuth, J. R., Erdil-Moody, Z., Opsal, T., Cross, J. E., Kaanta, T., Dickmann, E. M., & Colomer, S. (2014). Participants' experiences of the qualitative interview: considering the importance of research paradigms. *Qualitative Research*, 15(3), 351–372. doi: 10.1177/1468794114524222
132. Zucca, G., Smith, D. E., & Mitry, D. J. (2009). Sustainable viticulture and winery practices in California: What is it, and do customers care?. *International Journal of Wine Research*, 2, 189-194. doi: 10.2147/IJWR.S5788

Appendices

Appendix 1: Interview Questions with Millennials

First of all, I would like to sincerely thank you for your participation in this interview, your contribution is greatly valued and will be highly beneficial for the study. The purpose of this study is to investigate how Hungarian Millennials perceive sustainability in the wine industry. The exploratory approach of this research will permit the author to have a profounder comprehension of the future main wine consumers in Hungary (Millennials), and their value of sustainability within an industry that strongly impacts the environment and is struggling with climate change.

A. Sustainability

1. What does sustainability mean to you? How would you define it?
 - a. *Where did you learn about it?*
2. Do you consider yourself a sustainable (eco-friendly or green) person? If yes, why?
 - a. *Do you pay attention with transportation? How about when travelling? Daily tasks?*
3. How would you consider the development of sustainability in your country (Compared to other countries)?
 - a. *How is the infrastructure/accessibility for sustainability? Countryside vs city?*
4. When shopping, do you often buy sustainable, green or eco-friendly products? If yes, which ones? (*Possibly in various categories; groceries, toiletries, clothing?*)
5. Have you ever *heard* about/ or do you know anything about sustainability in the wine industry?
 - a. *Have you ever possibly seen it marketed/labelled on a wine before?*

B. Wine Consumption/Wine Market

1. Do you pay attention to drinking “environmentally friendly” wines (such as organic, or bio ones)? If yes, do you drink them regularly? If yes, how often?
 - a. *If not, have you tried them before?*
2. Would you buy sustainable wines on a regular basis, if they were accessible? Why?
3. If you had more access to sustainable wines, would you be willing to pay more for them)? If yes, how much; 10%, 15%, 20%? And why?
4. *Do you think the average Hungarian Millennials pays attention to what kind of wine they drink?*
5. *Do you have any additional comments, thoughts that come to mind regarding this topic?*

C. Demographics

1. What year were you born in?

2. How often do you consume wine?
 - a. Once per day
 - b. Once per week
 - c. Once per month

Appendix 2: Interview Questions with Wine Industry Workers

First of all, I would like to sincerely thank you for your participation in this interview, your contribution is greatly valued and will be highly beneficial for the study. The purpose of this study is to investigate how Hungarian Millennials perceive sustainability in the wine industry. The exploratory approach of this research will permit the author to have a fuller understanding of generational wine consumers in Hungary (Millennials), and their conception of sustainability within an industry that depends on the environment and is struggling with climate change.

D. Sustainability

1. *May I have you explain a bit about your winery and what you do (within the winery)?*
2. What does sustainability mean to your company/*industry*? How would you define it?
3. Do you consider yourself a sustainable (eco-friendly or green) company? If yes, why?
4. How would you consider the development of sustainability in your country (Compared to other countries) – *within the wine industry*?
5. When looking for suppliers (*or wines to market in your case*), do their sustainable practices determine whether you buy from them? What are the key determinants of your purchase decisions regarding suppliers?
6. When growing grapes, have you modified your viticultural practices to reduce overall use of pesticides, herbicides, and any other additional chemicals in order to move more into a green/eco-friendly production process? What role does cost of these inputs affect your decision to use more or less of them?
7. *In recent years, sustainability has become quite popular. Since promoting/selling Hungarian wines abroad, have you changed your business model or marketing initiatives in order to include sustainability?*

E. Wine Market

1. Do you produce/*SELL* “environmentally friendly” wines (such as organic, bio or natural ones)? If yes, how many different wines do you offer each year that you consider environmentally friendly? (*Also, did your prices go up when you introduced them?*)
2. Do you have customers ask about/look for natural, bio, organic or sustainable wines? Do you believe there is a market for it in Hungary? Why/why not?
3. If your company were to produce sustainable wines, would it be because it has become “popular/trendy” or for its environmental and social advantages? Why?
4. (Depends on question 1!!!) If your company were to produce sustainable wines, would you expect to charge more, compared to non-bio, organic or natural wines? If yes, how much more per bottle; 10%, 15%, 20%?

F. Demographics

1. What is your job? (i.e. winery owner, marketing director for wineries, etc).
2. How large is/are the wineries you work at/for (number of hectares)?