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From "Experiencers" to "Souvenir buyers": Segmenting Serbian tourists based on motivations for purchasing local liqueurs while travelling

Marijana Seočanac[1*], Sonja Veljović[1], Marija Kostić[1], Katarína Hroboňová[2]

[1] University of Kragujevac, Faculty of Hotel Management and Tourism in Vrnjačka Banja, Serbia
[2] Slovak University of Technology in Bratislava, Faculty of Chemical and Food Technology, Institute of Analytical Chemistry, Slovakia

Abstract

Purpose – The main purpose of this paper is to investigate the motivations of Serbian tourists to buy authentic local liqueurs while travelling. By analysing various intrinsic and extrinsic factors that influence these purchasing decisions, the study also attempts to identify different segments of tourists with different motivations for buying liqueurs. **Methodology** – Data from a sample of 133 buyers were analysed using hierarchical and k-means cluster analysis. Discriminant analysis was used to validate the classification, while ANOVA was used to confirm significant differences between the clusters. Pearson's chi-square test was used to compare the clusters on different characteristics, and descriptive statistical analysis was used to describe each cluster. **Results** – Three distinct segments of buyers were discovered based on their motivations for purchasing local liqueurs while travelling, namely "Experiencers", "Aesthetes" and "Souvenir buyers". Each segment is presented in terms of key motivating factors, liqueur purchase and demographic characteristics. **Implications** – The findings of this study provide valuable insights for liqueur producers and sellers, enabling them to develop targeted marketing strategies tailored to specific customer segments. Furthermore, this study represents an important step in bringing liqueurs into the wider academic discussion within tourism research, highlighting their potential to enrich tourists' cultural experiences and increase the destination's attractiveness.

Keywords: liqueurs, motivation, segmentation, Serbia
JEL classification: L66; L83

Od „iskusilaca" do „kupaca suvenira": Segmentacija srpskih turista na osnovu motivacije za kupovinu lokalnih likera tokom putovanja

Sažetak

Svrha – Glavni cilj ovog rada je da se istraži motivacija srpskih turista da kupuju autentične lokalne likere tokom putovanja. Analizom različitih unutrašnjih i spoljašnjih faktora koji utiču na ove odluke o kupovini, studija takođe pokušava da identifikuje različite segmente turista sa različitim motivima za kupovinu likera. **Metodologija** – Podaci dobijeni od uzorka

* marijana.seocanac@kg.ac.rs

koji čini 133 kupaca analizirani su hijerarhijskom i k-means klaster analizom. Za validaciju klasifikacije korišćena je diskriminantna analiza, dok je ANOVA korišćena za potvrdu značajnih razlika između klastera. Pirsonov hi-kvadrat test je korišćen za poređenje klastera po različitim karakteristikama, a deskriptivna statistička analiza je korišćena za opisivanje svakog klastera. **Rezultati** – Otkrivena su tri različita segmenta kupaca na osnovu njihove motivacije za kupovinu lokalnih likera tokom putovanja, a to su „iskusioci", „estete" i „kupci suvenira". Svaki segment je predstavljen u smislu ključnih motivacionih faktora, kupovine likera i demografskih karakteristika. **Implikacije** – Nalazi ove studije pružaju vredne uvide proizvođačima i prodavcima likera, omogućavajući im da razviju ciljane marketinške strategije prilagođene konkretnim segmentima kupaca. Takođe, ova studija predstavlja važan korak u uvođenju likera u širu akademsku diskusiju u okviru istraživanja turizma, naglašavajući njihov potencijal da obogate kulturna iskustva turista i povećaju atraktivnost destinacije.

Ključne reči: likeri, motivacija, segmentacija, Srbija
JEL klasifikacija: L66; L83

1. Introduction

Since ancient times, numerous alcoholic spirits have been produced by adding various materials to improve the sensory and/or health characteristics of the alcoholic bases (distillates). Depending on local customs, various fungi, plants (e.g., fruits, medicinal and aromatic herbs), and even animals (e.g., snakes, scorpions) are used as ingredients in the production of spirits (Motti et al., 2022; Veljović et al., 2019). Ethnobotanical studies, especially in European countries (Italy, Spain, etc.), have shown that mainly herbs and fruits are used as ingredients for the flavouring of spirits (Martínez-Francés et al., 2021; Motti et al., 2022). These products are considered forms of folk medicine traditionally used to prevent and treat various diseases. European heritage bears witness to the healing effects of distillates mixed with various aromatic and medicinal herbs (Egea et al., 2015).

Among herbal spirits, liqueurs are alcoholic spirits produced by adding sweeteners (sugar, honey, etc.). According to the Law on Strong Alcoholic Beverages (Official Gazette of the RS, No. 92/2015), liqueur is defined as a strong alcoholic beverage with a minimum alcohol content of 15% vol. In addition to the alcohol content, the minimum amount of sugar in liqueurs must be 100 g/L. The only exceptions are cherry liqueur, in which the ethyl alcohol comes exclusively from cherry brandy, and gentian liqueur with a minimum sugar content of 70 g/l and 80 g/l, respectively. From a sensory point of view, the chosen alcoholic bases have a considerable influence on the sensory properties. In the Balkan countries, most liqueurs are produced using double distillates made from various fermented fruits such as plums, apples, etc. The liqueurs are produced by flavouring ethyl alcohol of agricultural origin or distillates with various substances to enhance their taste and aroma. In the production of fruit liqueurs from: blackcurrant, sour cherry, raspberry, mulberry, blueberry, citrus fruits, *Rubus chamaemorus*, Arctic blackberry, American cranberry, European cranberry (*Vaccinium vitis-ideae*), seaweed and pineapple as well as herbal liqueurs from: mint, lincura, aniseed, wormwood and medicinal plants/clover, only natural flavours and flavour extracts can be used.

Liqueurs have been researched in various fields, including food science and technology (e.g., Leonarski et al., 2021), ethnobotany (e.g., Motti et al., 2022), pharmacology (e.g., Egea et al., 2015) and others. Research has primarily focused on their sensory and chemical properties as well as their potential health benefits. However, studies on liqueur consumers or purchasing behaviour remain scarce, with only a few examples from Ukraine (Bozhko,

2014) and Brazil (Pinto et al., 2017). This research gap is particularly notable in light of the increasing academic and industry recognition of local food and beverage consumption as a fundamental component of the tourism experience (e.g., Emadlou et al., 2025; Kim & Eves, 2012; Kivela & Crotts, 2006; Madaleno et al., 2017; Su et al., 2020; Vujić et al., 2024). Local food and beverages are generally defined as products that are produced in the local area, including those that use raw materials from outside the region but are processed locally to reflect a distinct regional identity (Kim et al., 2009). Beyond their nutritional function, such products have become important cultural symbols that offer tourists the opportunity to explore the identity and traditions of the places they visit (Kim & Eves, 2012).

Liqueur production aligns well with these trends. A key characteristic of liqueur production is the use of locally sourced ingredients, often collected in the wild or purchased at local markets, giving liqueurs a distinct regional identity. In addition to small local producers, monasteries also play an important role in liqueur production, relying on traditional recipes that have been passed down through generations. The integration of local liqueurs into the gastronomic tourism offer therefore has the potential to improve the cultural experience of tourists and increase the attractiveness of the destination. However, in order to effectively integrate liqueurs into the tourism offer, it is important to understand what motivates tourists to engage with such products in the first place. As Douglas et al. (2001) found in the context of wine tourism, not all tourists are drinkers or driven by product-related motives; many are also motivated by secondary motives, such as learning about local traditions, socialising, relaxing or exploring rural settings (Bruwer & Rueger-Muck, 2018, p. 490). Therefore, it is important to explore the motivations behind tourists' interest in local liqueurs to fully understand their needs, expectations and ultimately their purchase intentions. While food and beverages such as wine and beer have received considerable attention in tourism research, the specific motivations for purchasing liqueurs remain largely unexplored.

To address this gap, this study examines the motivations of Serbian tourists to purchase authentic local liqueurs when travelling. It also examines whether there are different segments of tourists who are motivated differently to buy liqueurs. Understanding these differences can support more effective targeting and positioning of liqueurs to meet the specific needs of each segment. To achieve this, the study uses cluster-based segmentation to create a detailed profile of liqueur buyers, providing insights into their unique motivations and preferences, thus providing insights that go beyond a purely academic interest and have practical relevance for market-oriented strategies.

2. Literature review

2.1. Motivation to purchase

Motivation is a fundamental psychological mechanism that influences human behavior by directing it towards the fulfillment of specific needs (Fodness, 1994). In the field of tourism, motivation is a central concept for understanding why people choose certain destinations, engage in specific activities, and consume tourism-related products and services (Crompton, 1979). To explain the drivers of tourism behavior, researchers often apply the push-pull motivation framework. This framework distinguishes between intrinsic motivations (push factors), such as the desire for escape, rest or novelty, and extrinsic motivations (pull factors), which relate to the perceived attractiveness of a destination, including its natural features, cultural offerings or recreational opportunities (Crompton, 1979; Dann, 1977; Iso-Ahola, 1982). While push factors lead people to seek out travel experiences, pull factors refer to the specific forces that "lead an individual to select one destination over another once the

decision to travel has been made" (Klenosky, 2002, p. 396). In contrast to certain perspectives that view intrinsic and extrinsic factors as completely independent of each other, Goossens (2000, p. 302) points out that in practice these factors represent "two sides of the same motivational coin", suggesting that internal forces (push factors) and external incentives (pull factors) together shape travel intentions.

Although the internal and external factors are most commonly used to understand tourists' travel behavior (e.g., Dimitrovski et al., 2021; Kim et al., 2003; Michael et al., 2017), previous studies have also applied these motivational factors to better understand what pushes and pulls consumers towards tourism products at the destination. For example, in the context of nature-based tourism, Tangeland (2011) identifies four main motives for tourists' purchasing behavior: improving the quality of the experience, acquiring new skills, exploring unfamiliar activities, and engaging in social interactions. In wine tourism, purchasing decisions are also closely linked to experiences such as wine tasting, the acquisition of wine-related knowledge and the search for unique wines (Bruwer & Rueger-Muck, 2018). Various studies have also found that tourists often purchase gastronomic products to satisfy status-related motivations. They are particularly attracted to special or unusual gastronomic products that are rare in their own culture and/or social environment. These products often serve as souvenirs that not only preserve the memory of the experience, but also help tourists express their uniqueness and gain social recognition (Crompton & McKay, 1997; Fields, 2002; Kim et al., 2009; Meng & Xu, 2012). These motivations are seen as intrinsic incentives that tourists perceive as enriching their lives (Tangeland, 2011). Purchases driven by such motivations have a high experiential value, i.e. decisions are guided not only by the functional benefits of the products (Douglas et al., 2001), but also by the expectation of sensory pleasure (Boniface, 2003), the excitement of novel and unfamiliar experiences (Otis, 1984), the satisfaction of curiosity through the acquisition of new knowledge (Kim & Eves, 2012), and the enhancement of self-esteem (Botha et al., 1999). This suggests that analyzing the specific benefits tourists expect from a product can reveal the motivations behind their purchasing behavior (Haley, 1968).

In contrast to intrinsic motivations, which are generally associated with the socio-psychological needs that individuals seek to fulfil (Yi et al., 2018), extrinsic motivations are shaped by external attributes of the destination or product such as price, quality, visual appeal and perceived effectiveness (Tangeland, 2011). In tourism, these motivations are particularly pronounced due to the short duration of the trip, the intense emotional states and the context of novelty. As a result, tourists tend to make impulse purchases, especially if the products are aesthetically appealing and culturally specific (Bruwer & Rueger-Muck, 2018; Meng & Xu, 2012). For example, Taylor et al. (2018) found that wine consumers are pulled toward wine products by the wine's origin, the grape variety, the alcohol content, sensory characteristics (such as taste and aroma) and the packaging design (such as label design, bottle shape and colour). Price, brand reputation, medals/awards and social recommendations (from family, friends, sales staff or tour guides) also play an important role in the purchase decision (Jaeger et al., 2009; Meng & Xu, 2012).

The whole process of buying tourism products can thus be understood as the result of the interaction between a perceived inner need and the knowledge of a specific product that can satisfy this need. If a person is not aware of the existence of such a product, the motivation remains implicit and unexpressed, and the purchase does not take place (Goossens, 2000). This further suggests that effectively communicating the appeal of local products may stimulate tourists' purchasing intentions when aligned with their primary motivations (Kim & Eves, 2012).

2.2. Market segmentation

Market segmentation is based on the idea that certain consumers have more in common with each other than with others. This makes it possible to divide consumers into segments based on one or more defined characteristics (Tangeland, 2011). The aim is to divide a heterogeneous market into homogeneous subgroups of consumers who differ from each other in their needs, preferences, motivations and behaviors (Park & Yoon, 2009). Traditionally, socio-demographic and geographic variables are the most commonly used methods for segmenting the tourism market, as they help define who the tourists are and where they come from (Swarbrooke & Horner, 2007; Tangeland, 2011). In addition, researchers often apply psychographic and behavioral segmentation, either independently or in combination with the other two approaches (Miragaia & Martins, 2014). Among the psychographic variables of segmentation, motivation is considered particularly important (Chen et al., 2013).

Several studies have segmented tourists according to their motivations for buying local food and beverages. Bitsani and Kavoura (2012), for example, have identified four different profiles of wine tourists: "The wine-friendly" tourists, who have a high level of knowledge and enthusiasm for wine and are primarily motivated by visiting wineries and having direct contact with producers; "The beginners", younger and less experienced visitors who want to learn more about wine and local gastronomy; "The occasional visitors" who show limited interest in wine but are attracted by broader culinary experiences; and "The tourists" or general travelers who visit wineries out of convenience rather than intention. Madaleno et al. (2017) divided food tourists into three segments: "Ambassador" consisting of mainly employed individuals seeking cultural exploration, health benefits and the excitement of trying new foods; "Enthusiast" a smaller group with a specific interest in products such as cheese and wine; and "Indifferent" for whom food is a low priority in the travel experience. Galati et al. (2023) further divided culinary tourists into "Cultural tourists" who view local food as a means of cultural immersion and are moderately motivated by a desire to support local producers and gain social prestige; "Low involved culinary tourists" with limited interest in food-related experiences; and "Social-sustainable tourists" who are strongly motivated by the goal of supporting the local economy. Similarly, a recent study of rakija buyers identified three segments based on their purchasing motivations. "Traditionalists" are often guided by past experiences and trust in local producers, preferring fruit-based rakija that is locally produced and known for its quality and good taste. "Modernists" are attracted to new and stylish products, especially those with unique bottles and modern packaging, and often opt for rakija from reputable brands or those that have received awards that they perceive as a mark of quality. "Price-limited" buyers prioritize affordability and perceived value over other product attributes (Adžić & Ratković, 2024).

3. Methodology

3.1. Sampling procedure

The focus of this study is to investigate the motivation of tourists to buy local liqueurs while travelling. In order to achieve the defined objective, a structured questionnaire consisting of three parts was used. The first part contained two questions designed to determine whether the participants were eligible for the study. This ensured that only respondents over the age of 18 who had bought local liqueurs while travelling were included in the study. Participants who had not yet reached the legal drinking age and/or had not purchased liqueurs while travelling were excluded from further analysis. The second part contained questions on purchase motivation, measured on a seven-point Likert scale from 1 ("strongly disagree") to

7 ("strongly agree"). As there is a lack of studies that specifically investigate the motives for buying liqueurs, this study adapted statements from studies on purchase motives for other alcoholic beverages (Jaeger et al., 2009; Taylor et al., 2018). The final section included questions on liqueur consumption habits while travelling and on socio-demographic characteristics to gain a comprehensive understanding of the sample profile. As there is no publicly available data on liqueur consumers in Serbia, it was not possible to precisely define or estimate the size of the target population. Therefore, a non-probability convenience sampling method was used to recruit participants. Data collection was collected using a self-administered online questionnaire created via Google Forms. The survey link was first distributed to liqueur producers, with a request to forward it to their customers. Additionally, the questionnaire was distributed via personal contacts and posted in various Facebook interest groups dealing with tourism, gastronomy and alcoholic beverages. The data collection took place between July and September 2024 and yielded a total of 133 valid responses.

3.2. Data analysis

To identify distinct groups within the dataset, the study used a two-step method commonly applied in consumer and tourism research, which involves performing factor analysis followed by cluster analysis. This approach follows an *a posteriori* technique, meaning that the segments are not defined in advance but are instead discovered based on patterns that emerge from the data itself (Frochot & Morrison, 2000). First, a principal component analysis (PCA) was carried out on 19 items selected from the existing literature on buying motivation, using a varimax rotation to identify factors. As the purpose of this analysis was to select the best possible items for the subsequent cluster analysis, items with factor loadings below 0.50 or those loading on multiple factors were excluded, resulting in 14 items and a two-factor solution. Sampling adequacy was confirmed by the Kaiser-Meyer-Olkin measure of sampling adequacy (KMO) value and Bartlett's test of sphericity, while Cronbach's alpha values were used to confirm reliability.

The factor scores obtained from the factor analysis were used in the cluster analysis to segment the respondents based on shared characteristics, i.e. to identify segments with different motives for buying liqueurs. The sample size of 133 was considered sufficient for cluster analysis, which typically requires at least 100 observations (Hair et al., 2018). Initially, by analysing the agglomeration coefficients and dendogram obtained by hierarchical clustering using Ward's method (Hair et al., 2018), a three-cluster solution was obtained, which was then confirmed to be the best solution using k-means clustering based on Euclidean distances. Significant differences between the clusters were confirmed through analysis of variance (ANOVA), while discriminant analysis was performed to validate the clustering. The found clusters were then compared on several characteristics using the Pearson's chi-square test and descriptive statistical analysis was used to describe the individual clusters. All statistical analyses were performed using SPSS software (version 25).

4. Results

4.1. Identification of clusters

To identify the clusters, a PCA with varimax rotation was first conducted to determine factors that represent different dimensions of motivation. The value of the Kaiser-Meyer-Olkin index was 0.86, which is above the recommended value of 0.6 (Kaiser 1974) and proves that the distribution of values was suitable for conducting the factor analysis. This is

also confirmed by Bartlett's test of sphericity, which reached statistical significance (p = 0.000). The factor analysis yielded a two-factor solution that explained a total of 54.31% of the variance, with 41.27 accounted for by the first component and 13.04% by the second component. Although the principal component analysis revealed the presence of three components with eigenvalues above 1, explaining 41.27%, 13.04% and 7.61% of the variance, based on Cattell's (1966) criterion, it was decided to retain two components for further investigation, after which a clear breakpoint was established in the scree plot.

Both components had many large factor weights and all variables contributed significant weights to only one component, with the intrinsic motivation items making a large contribution to component 1 and the extrinsic motivation items to component 2. The Cronbach's alpha values for the two identified components were 0.785 and 0.882, confirming that the factors were internally consistent as they were above the minimum threshold of 0.7 (DeVellis, 2012) (Table 1).

Table 1: PCA with varimax rotation of the items representing the motivational factors

Factors	Factor loading	Eigenvalue	Explained variance (%)	Cronbach's alpha
Factor 1: Intrinsic motivation		5.778	41.27	0.785
I enjoy visiting local distilleries	0.782			
I love to taste liqueurs produced in the destination I am travelling to	0.754			
I am interested in learning about the production of local liqueurs	0.727			
I like to try new and unfamiliar liqueurs when I travel	0.680			
I like to buy liqueurs as souvenirs from my travels	0.550			
Factor 2: Extrinsic motivation		1.825	13.04	0.882
Promotions and discounts	0.823			
Promotional display	0.818			
Attractive packaging and presentation	0.806			
Brand reputation	0.675			
Availability	0.639			
Awards or recognition received	0.593			
Price	0.589			
Recommendations (from locals or travel guides)	0.587			
Online reviews	0.571			

Note(s): Total explained variance = 54.31%
KMO measure of sampling adequacy = 0.86
Bartlett's test of sphericity (p = 0.000)
Source: Authors' research

In order to identify the segments of buyers, a two-stage cluster analysis procedure was carried out using the two factors identified in the previous step as input variables. Table 2 summarises the results of the means and standard deviations of the three identified clusters and shows the F-ratios obtained with ANOVA, which confirm significant differences between the identified clusters.

Table 2: Summarised statistics of three clusters and tests of equality of group means

Factors	Cluster means (SD)			*F*	*Sig.*
	Cluster 1 (n = 66)	***Cluster 2 (n = 45)***	***Cluster 3 (n = 22)***		
Factor 1: Intrinsic motivation	5.86 (0.525)	4.10 (0.814)	3.02 (1.003)	158.105	0.000**
I enjoy visiting local distilleries	6.06 (1.122)	3.69 (1.240)	2.95 (2.011)	65.165	0.000**
I love to taste liqueurs produced in the destination I am travelling to	6.03 (1.136)	4.73 (1.355)	2.55 (1.471)	63.634	0.000**
I am interested in learning about the production of local liqueurs	6.05 (1.182)	3.91 (1.379)	3.00 (2.204)	49.168	0.000**
I like to try new and unfamiliar liqueurs when I travel	5.71 (1.455)	4.38 (1.403)	2.59 (1.681)	38.960	0.000**
I like to buy liqueurs as souvenirs from my travels	5.44 (1.371)	3.78 (1.460)	4.00 (1.543)	20.680	0.000**
Factor 2: Extrinsic motivation	5.12 (0.807)	4.65 (0.620)	2.45 (1.003)	95.538	0.000**
Promotions and discounts	5.00 (1.745)	4.71 (1.392)	2.36 (1.590)	22.952	0.000**
Promotional display	4.98 (1.524)	4.18 (1.154)	2.45 (1.870)	24.470	0.000**
Attractive packaging and presentation	5.56 (1.326)	5.07 (1.250)	3.00 (1.927)	27.095	0.000**
Brand reputation	4.97 (1.467)	4.64 (1.334)	2.36 (1.432)	28.660	0.000**
Availability	5.61 (1.323)	4.71 (1.272)	2.64 (1.399)	42.034	0.000**
Awards or recognition received	4.67 (1.553)	4.29 (1.180)	2.18 (1.332)	26.400	0.000**
Price	4.56 (1.590)	4.33 (1.610)	2.50 (1.504)	14.472	0.000**
Recommendations (from locals or travel guides)	6.15 (0.949)	5.56 (0.990)	2.50 (1.263)	107.291	0.000**
Online reviews	4.56 (1.590)	4.33 (1.477)	2.09 (1.109)	23.896	0.000**

Note(s): ** The value is significant at the 0.01 level
Source: Authors' research

After conducting the cluster analysis, a discriminant analysis was performed to validate the classification of the identified clusters (Hair et al., 2018). The analysis, based on two motivational factors, yielded two canonical discriminant functions (Table 3). The results show that both functions contribute significantly to the discrimination of the groups. Function 1 (λ = 0.152, chi-square = 244.179, $p < 0.001$) was responsible for a greater degree of variation between groups than function 2 (λ = 0.807, chi-square = 27.804, $p < 0.001$).

Table 3: The summary of the discriminant results

Function	Eigenvalue	% of variance explained	Canonical correlation	Wilks' Lambda	Chi-square	df	Sig.
1	4.317	94.7	0.901	0.152	244.179	4	0.000**
2	0.239	5.3	0.440	0.807	27.804	1	0.000**

** The value is significant at the 0.01 level
Source: Authors' research

To assess the individual contributions of the variables to the discriminant functions, the structure matrix was used to estimate the relative contribution of each factor (Jaiswal et al., 2021). Table 4 shows that the Intrinsic motivation variable is strongly correlated with discriminant function 1, while the Extrinsic motivation variable was strongly correlated with discriminant function 2.

Table 4: Structure matrix

	Function 1	Function 2
Intrinsic motivation	0.733*	-0.680
Extrinsic motivation	0.549	0.836*

Note(s): * Largest absolute correlation between each variable and any discriminant function
Source: Authors' research

Finally, the discriminant analysis showed that 97% of the total sample of respondents were correctly classified, which confirms the adequate validity of the classification results (Table 5).

Table 5: Classification results

Original cluster	Predicted group membership			*Total*
	Cluster 1	***Cluster 2***	***Cluster 3***	
Cluster 1	66 (100%)	0 (0%)	0 (0%)	66 (100%)
Cluster 2	2 (4.4%)	43 (95.6%)	0 (0%)	45 (100%)
Cluster 3	0 (0%)	2 (9.1%)	20 (90.9%)	22 (100%)

Note(s): 97.0% of original grouped cases correctly classified [(66 + 43 + 20) / 133 = 97.0%]
Source: Authors' research

4.2. Cluster profiles

The demographic profile of the respondents is shown in Table 6. From the presented results, it can be concluded that women represent the majority of the sample with 57.1 percent. In terms of age, the largest percentage of participants belong to the 30 to 41 age group, accounting for 39.8 percent of the sample. Participants with a bachelor's degree form the largest group with 32.3 percent, followed by participants with a master's degree (26.3%) and a PhD (24.1%). The largest majority of respondents reported a monthly salary of more than 850 euros, while the other income levels were represented in smaller proportions. Pearson chi-square tests revealed no statistically significant differences between the clusters, suggesting that the sample is relatively homogeneous between the clusters in terms of demographic characteristics.

Table 6: Demographic characteristics of the sample

Characteristics	**Total** (N = 133)	**Clusters**			**Pearson chi-square value**	**Sig. (2-sided)**
		Cluster 1 *(n = 66)*	***Cluster 2*** *(n = 45)*	***Cluster 3*** *(n = 22)*		
Gender					0.202	0.904[ns]
Male	56 (42.1%)	28 (42.4%)	18 (40%)	10 (45.5%)		
Female	76 (57.1%)	37 (56.1%)	27 (60%)	12 (54.5%)		
Missing	1 (0.8%)	1 (1.5%)	0 (0%)	0 (0%)		
Age					7.151	0.520[ns]
18–29	32 (24.1%)	16 (24.2%)	9 (20%)	7 (31.8%)		
30–41	53 (39.8%)	26 (39.4%)	20 (44.4%)	7 (31.8%)		
42–53	38 (28.6%)	20 (30.3%)	12 (26.7%)	6 (27.3%)		
54–65	9 (6.8%)	4 (6.1%)	4 (8.9%)	1 (4.5%)		
> 65	1 (0.8%)	0 (0%)	0 (0%)	1 (4.5%)		
Education					9.544	0.481[ns]
Elementary school	1 (0.8%)	0 (0%)	0 (0%)	1 (4.5%)		
High school graduate	15 (11.3%)	6 (9.1%)	5 (11.1%)	4 (18.2%)		
Associate's degree	7 (5.3 %)	4 (6.1%)	3 (6.7%)	0 (0%)		
Bachelor's degree	43 (32.3%)	19 (28.8%)	16 (35.6%)	8 (36.4%)		
Master's degree	35 (26.3%)	18 (27.3%)	12 (26.7%)	5 (22.7%)		
PhD degree	32 (24.1%)	19 (28.8%)	9 (20%)	4 (18.2%)		
Income					8.577	0.379[ns]
Less than 250 EUR	9 (6.8%)	4 (6.1%)	1 (2.2%)	4 (18.2%)		
250–450 EUR	4 (3%)	1 (1.5%)	2 (4.4%)	1 (4.5%)		
451–650 EUR	13 (9.8%)	7 (10.6%)	3 (6.7%)	3 (13.6%)		
651–850 EUR	12 (9%)	7 (10.6%)	4 (8.9%)	1 (4.5%)		
More than 850 EUR	81 (89.5%)	41 (62.1%)	29 (64.4%)	11 (50%)		
Missing	14 (10.5%)	6 (9.1%)	6 (13.3%)	2 (9.1%)		

[ns] Non-significant
Source: Authors' research

Table 7 shows the results of consumption habits in three identified clusters. The statistical significance of the differences between the clusters was determined using the Pearson chi-square test. No significant differences were found between the clusters in terms of preferred type of liqueur ($\chi 2$ = 6.219, p = 0.623). Most consumers prefer fruit liqueurs, although preferences for other types vary slightly. Frequency of consumption differs significantly (p = 0.006), with cluster 1 consuming liqueurs more frequently than clusters 2 and 3. Preferences for place of purchase (p = 0.041) show that most consumers in all clusters prefer to buy from local producers, but cluster 1 also prefers distilleries more than the others. Spending habits (p < 0.001) show that cluster 1 tends to spend more (15–45 EUR), while clusters 2 and 3 mostly spend less than 15 EUR, with some exceptions for high-value purchases in cluster 3.

Table 7: Purchasing characteristics

	Cluster 1 (n = 66)	**Cluster 2** (n = 45)	**Cluster 3** (n = 22)	**Pearson chi-square value**	**Sig. (2-sided)**
Preferred type of liqueur				6.219	0.623[ns]
Sweet liqueur	11 (16.7%)	5 (11.1%)	7 (31.8%)		
Emulsion liqueur	1 (1.5%)	0 (0%)	0 (0%)		
Fruit liqueur	32 (48.5%)	23 (51.1%)	8 (36.4%)		
Cocktail liqueur	9 (13.6%)	7 (15.6%)	4 (8.2%)		
Bitter (herbal) liqueur	13 (19.7%)	10 (22.2%)	3 (13.6%)		
Frequency of liqueur consumption (while travelling)				17.935	0.006**
Daily	2 (3%)	1 (2,2%)	2 (9.1%)		
Several times a week	7 (10.6%)	2 (4.4%)	0 (0%)		
Occasionally	26 (39.4%)	6 (13.3%)	4 (18.2%)		
Rarely	31 (47%)	36 (80%)	16 (72.7%)		
Usual purchase location					
Local producers	50 (75.8%)	39 (86.7%)	17 (77.3%)	13.142	0.041*
Distilleries	11 (16.7%)	6 (6.7%)	0 (0%)		
Restaurants	4 (6.1%)	2 (4.4%)	2 (9.1%)		
Other (supermarkets, online)	1 (1.5%)	1 (2.2%)	3 (13.6%)		
Average spending				33.213	0.000**
Less than 15 EUR	22 (33.3%)	34 (75.6%)	17 (77.3%)		
15–45 EUR	40 (60.6%)	11 (24.4%)	3 (13.6%)		
45–95 EUR	3 (4.5%)	0 (0%)	0 (0%)		
More than 95 EUR	1 (1.5%)	0 (0%)	2 (9.1%)		

* The value is significant at the 0.05 level
** The value is significant at the 0.01 level
[ns] Non-significant
Source: Authors' research

5. Discussion of results

The analysis identified three distinct buyer segments based on their motivations for purchasing local liqueurs while travelling. Each segment is described below, highlighting the key characteristics that define it. Demographic factors are not included as previous findings did not reveal significant demographic differences between the segments.

Cluster 1: "Experiencers"

This group of buyers represents a significant proportion of the sample (49.62%) and is characterized by a strong intrinsic motivation and a pronounced appreciation of the cultural and experiential aspects of liqueurs. These buyers, who can be described as "Experiencers", are motivated by a desire to connect with local traditions and immerse themselves in authentic and meaningful travel experiences (Kim & Eves, 2012). For them, liqueur is not merely a product for consumption, but also a reflection of local culture and heritage. Their high mean scores on items such as visiting local distilleries (6.06), learning about production processes (6.05), and tasting locally made liqueurs (6.03) reflect a strong interest in exploration, discovery, and sensory engagement. This segment reflects patterns observed in earlier segmentation studies. For example, the "Ambassador" segment described by

Madaleno et al. (2017) includes tourists who are motivated by cultural exploration and want to taste unique regional products. Similarly, Galati et al. (2023) identified "Cultural tourists" who engage with local food and drink as a medium for cultural learning and experience.

While intrinsic motivations are clearly dominant, extrinsic factors also play an important role in this segment (mean = 5.12). These buyers also value recommendations from locals or tour guides (mean = 6.15) as well as the packaging and presentation of the liqueurs (mean = 5.56), indicating that external cues help enhance the perceived authenticity and appeal of the product. This supports Goossens' (2000) argument that intrinsic and extrinsic motivations are not mutually exclusive but frequently interact in shaping tourist intention. Other important extrinsic factors include availability (mean = 5.61) and promotions or discounts (mean = 5.00), indicating a certain sensitivity to the availability and price value of liqueurs. In terms of consumption preferences, this group has a strong preference for fruit liqueurs (48.5%), followed by bitter (herbal) liqueurs (19.7%) and sweet liqueurs (16.7%). Although most of this group consume liqueurs only occasionally (39.4%) or rarely (47%), they often buy them from local producers (75.8%), reflecting their focus on authenticity and cultural connection. Additionally, 60.6% reported spending between €15 and €45 per purchase, suggesting a moderate willingness to invest in products they perceive as culturally and experientially valuable.

For producers and retailers, the "Experiencers" represent a segment that is very receptive to storytelling and experiential engagement. Promoting locally produced liqueurs that are linked to the heritage of the destination would appeal strongly to this group (Kim & Eves, 2012). Strategies such as offering guided tours of the distillery, providing detailed information about the liqueur making process and designing visually appealing packaging can encourage their purchase intent. Recommendations from local experts or guides should also be emphasized in promotional activities, as they are important external decision factors for this group.

Cluster 2: "Aesthetes"

The second segment, labelled "Aesthetes" comprises 33.83% of the sample and is characterised by the respondent's appreciation for the aesthetic appeal of a product. The name of this cluster is derived from Venkatesh and Meamber's study (2008), describing aesthetes as consumers who value beauty, sensory pleasure, and emotional experiences in products, and use these aesthetic qualities to construct meaning and express identity. Consistent with this profile, this group values cultural and sensory experiences – such as tasting locally made liqueurs (mean = 4.73) and trying new or unfamiliar liqueurs (mean = 4.38) – but their decisions are even more strongly guided by external aesthetic and quality signals. In particular, they are guided by recommendations from locals or travel guides (mean = 5.56) and by packaging and presentation (mean = 5.07), indicating a preference for well-rated and visually appealing products. Availability (mean = 4.71), promotions (mean = 4.71) and brand reputation (mean = 4.64) are also important factors, suggesting that while they value the authenticity of the liqueurs, they seek confirmation of quality through external signals. Awards or recognition (mean = 4.29) and online reviews (mean = 4.33) also play a role in their decision-making process. This is in line with findings of studies on wine tourism, which emphasise the importance of visual appeal and perceived quality (Jaeger et al., 2009; Taylor et al., 2018). The motivational profile of "Aesthetes" shares similarities with the "Modernist" rakija buyers described by Adžić and Ratković (2024), who are attracted to distinctive packaging and contemporary product design.

Aesthetes' mostly prefer fruit liqueurs (51.1%), followed by bitter (herbal) liqueurs (22.2%) and cocktail liqueurs (15.6%). Consumption behaviour while travelling shows that most of

them rarely consume liqueurs (80%), suggesting that they see liqueurs as a special, occasional indulgence rather than a regular activity. When they do buy liqueurs, they prefer to buy directly from local producers (86.7%), suggesting that authenticity still plays a role, even if it is mediated through aesthetic and social filters. In terms of spending habits, "Aesthetes" are predominantly budget-conscious, with 75.6% spending less than €15 per purchase and 24.4% spending between €15 and €45. This suggests that while they value aesthetic and cultural experiences, they prefer affordability.

For producers and retailers, this segment represents a target group that is attracted to well-packaged products. Emphasising attractive, culturally inspired design and highlighting the authenticity and uniqueness of liqueurs through visual and narrative elements could effectively appeal to this group. Additionally, using local recommendations could further increase appeal to these buyers who place high trust in social validation and authenticity.

Cluster 3: "Souvenir buyers"

The smallest group in the sample (16.54%) can be described as "Souvenir buyers". Their overall intrinsic motivation is moderate (mean = 3.02), with the highest scores for the indicator "I like to buy liqueurs as souvenirs from my travels" (mean = 4.00). This suggests that while they do not necessarily want to immerse themselves in the culture or explore local traditions, they attach great importance to the symbolic value of liqueurs and often choose them as meaningful souvenirs. As Fields (2002) and Kim et al. (2009) have shown, tourists are often attracted to gastronomic products that are distinctive or unusual in their own cultural or social context, as these items allow them to stand out, communicate something new and symbolically transfer the travel experience into their everyday lives. This group has similarities with the "Indifferent" segment identified by Madaleno et al. (2017) and "Low involved culinary tourists" segment identified by Galati et al. (2023), who show little interest in gastronomic products.

Extrinsic motivation is relatively low in this group (mean = 2.45), indicating that external factors such as promotions or awards have little influence on their purchasing decisions. The highest extrinsic value was recorded for "packaging and presentation" (mean = 3.00), indicating that although these tourists are not primarily influenced by brands or discounts, they still value visually appealing or well-designed products. Other factors such as "availability" (mean = 2.64) and "price" (mean = 2.50) play a moderate role, but overall awards, recognition and online reviews (mean = 2.18 and 2.09 respectively) have a minimal influence on their preferences. This group prefers sweet and fruity liqueurs and only occasionally (18.2%) or rarely (72.7%) consume liqueurs when travelling. They predominantly buy from local producers (77.3%) and supermarkets (13.6%), with most spending less than €15 (77.3%).

To appeal to this segment, producers could highlight the sentimental qualities of liqueurs, i.e., create a connection between buyers and their travels by designing attractive packaging or offering personalized options that highlight local heritage and stories. Availability in supermarkets or other easily accessible locations could also appeal to this segment, as they are less likely to seek out distilleries.

6. Conclusion

This study has examined the motivations of Serbian tourists for buying authentic local liqueurs, filling a notable gap in the literature on tourism and consumer behavior. Through the use of factor and cluster analysis, the study identifies three distinct consumer segments,

namely "Experiencers", "Aesthetes" and "Souvenir buyers", each driven by unique combinations of intrinsic and extrinsic motivations. The largest segment, "Experiencers", value cultural authenticity and sensory exploration. "Aesthetes" are primarily influenced by visual appeal, packaging and social recommendations, while the "Souvenir buyers" focus more on the symbolic value and memorability of the liqueurs.

The main contribution of this paper lies in its exploratory nature, focusing on a sample of liqueur buyers. To the best of the authors' knowledge, liqueurs and in particular liqueur buyers have not previously been the subject of research in the field of tourism. This paper represents a first attempt to explore the buying motives and introduce liqueurs as a relatively neglected product in the Republic of Serbia into the scientific discourse in the field of tourism. Moreover, the study has practical implications, particularly for small local producers and distilleries, providing guidance on developing marketing strategies tailored to individual customer segments.

The study is not without limitations. The main shortcomings are related to the sample size and the limited number of statements that were used to investigate the purchase motives. Future research should aim to increase the sample size and expand the number of motivational factors considered in order to confirm or identify a more diverse classification of buyers that may not have been captured in this study. Additionally, although motivational segmentation provided important insights, future research could benefit from more comprehensive segmentation approaches that integrate socio-demographic, geographic, behavioural, and other psychographic variables. Furthermore, as this study was conducted in the Serbian market, the findings cannot be generalised to other markets. Future studies should therefore aim to include other geographical contexts to improve the applicability of the results.

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Conflict of interest

The authors declare no conflict of interest.

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