



**THE INFLUENCE OF OCCASION ON CONSUMER CHOICE:
AN OCCASION BASED, VALUE ORIENTED
INVESTIGATION OF WINE PURCHASE,
USING MEANS - END CHAIN ANALYSIS**

By

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DECLARATION

I certify that this thesis contains no material which has been accepted for an award of any other degree or diploma in any institute, college or university, and that, to the best of my knowledge and belief, it contains no material previously published or written by another person, except where due reference is made in the text of the thesis. I give consent to this copy of my thesis, when deposited in the University Library, being available for loan and photocopying.

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Edward John Hall

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ABSTRACT

The thesis investigates the influence of consumption occasion on consumer choice. The thesis particularly focuses on the purchase of wine. A means-end chain analysis is used to collect the data. This process allows for an in-depth understanding of the factors that influence consumer choice and in particular permits an understanding of the values that drive the decision process across different consumption occasions. In so doing the effectiveness of occasion as part of the theoretical model of means-end chain analysis will be investigated, as well as the feasibility of occasion in the Olsen and Thach (2001) conceptual framework of consumer behaviour relating to wine.

Gutman's (1982) means-end framework was used to examine the linkages between personal values and consequences and their relationship to product characteristics. Quantitative analysis was used in the form of CHAID analysis. The primary purpose of using this technique was to investigate the possibility of occasion based segmentation opportunities quantitatively. A non-probability convenience sampling method was employed to select respondents who have purchased and consumed wine in the previous three months and were over 25 years of age. The interviews were undertaken in Melbourne, Australia. A sample of 233 respondents was interviewed using a means-end chain analysis procedure. Although this was a non-probability sample, a good representation of key consumer characteristics was achieved. The sample consisted of 54.7% male participants and 45.3% were female participants. Within this sample, a broad representation of all age categories was achieved (22.9% aged between 25 and 30 years, 49.7% aged between 31 and 40 years and 27.4% 41 years and over); wine type consumed was slightly higher for red (53.5%) than for white (46.5%).

The interviews produced 648 ladders for 356 occasions. The 356 individual consumption occasions were aggregated into eight specific occasions that summarised and reflected the occasions presented by respondents. These were, an intimate dinner, dinner with friends, 'dinner with family', business related occasions, outdoor consumption such as a barbecue or picnic, a party or celebration, drink by oneself and a casual drink with friends.

This thesis has identified the important role that consumption occasion plays in product choice. It has demonstrated that the occasion/situation in the theoretical means-end model developed by Gutman and in the conceptual framework of Olsen and Thach is a viable and applicable construct and added to the on going development of the conceptual framework. The thesis has also demonstrated the potential for occasion based value oriented segmentation strategies and procedures. In particular the thesis has demonstrated the importance of consumption occasion and personal values in the purchase of wine.

The thesis has uncovered many insights relating to the importance of combinations of attributes, consequences and values influencing wine choice on different consumption occasions. These provide numerous opportunities to wine marketers. A variety of applications have been presented as examples with regard to the promotion, positioning, and segmentation strategies that can be applied to different consumption occasions by wine marketers.

The values that consumers hold have been presented as a means of understanding consumer motivation. In this study it has been shown that a set of values can be identified that relate to product use and that the relative importance of these values varies across occasions. Taking this into account, it was possible to develop an occasion-based segmentation process. An identification of the value priorities assists in the understanding of the motives that drive each segment and assist in understanding the beliefs, attitudes and behaviour expected from the identified segments. The demonstration of personal values as a segmentation variable for distinguishing among products used for different occasions has been presented.

There have been several important features of this research. First, consumption and purchasing can be understood based on the situation. Consumers could recall important wines attributes and link them easily to a specific situation. The research has verified the inclusion of situation in Gutman's means-end chains methodology to model consumption occasions. The research has also verified the inclusion of situation in Olsen and Thach's conceptual framework and a contribution has been

made through the research in the further development of the conceptual framework through the inclusion of a different path that consumers follow in the domains of the model. The research has demonstrated the possibilities for occasion based value oriented segmentation.

CHAPTER 1

INTRODUCTION

1.0 Introduction

This Chapter presents an introduction to the main issues investigated in this thesis. A discussion of consumption occasion and values and their influence on product choice, as well as the concept of means-end chain analysis and its applicability and usefulness to this study is presented. A variety of issues related to wine choice will also be introduced and discussed. These will relate to presenting an insight into the wine market, its current state in Australia, consumer behaviour and methods of segmenting the wine market.

An understanding of consumer behaviour allows researchers to predict and influence choice by employing market segmentation techniques to isolate specific groups of consumers and their purchases. In this way, markets are divided on the basis of consumer characteristics and the benefits that they seek. More recently, however, the generalisations that have resulted from segmentation research have been perceived to be inadequate (Foxall 1999). As a result, researchers have attempted to seek other means to gain insights into the reasons why consumers purchase particular products. When a consumer decides to buy a product, the decision is not dependent upon selecting the attribute desired in the product *per se* but on the perceived consequences of product use (Vriens and Hofstede 2000). Moreover, if consumers perceive that the product is a means to some important consequence that will subsequently lead to the satisfaction of a particular value, they will buy the product in order to reach the 'end-state' desired (Cialdini 2000). The perception of a product and, therefore, the attributes related to a product, and the linkages with consequences and values, may depend upon the specific usage situation. Specific stimuli in the immediate environment can also affect purchasing behaviour on a given occasion (Leek 2000).

'Means-end Chain' methodology is a method that has shown potential in predicting purchasing behaviour, but no previous attention has been given to the influence of occasion in this process. (apart from those studies published by the author in the course of producing this thesis). Unlike traditional methods, means-end analysis distinguishes consumers on the basis of personal values, whilst recognising the importance of many of the traditional elements of marketing theory (Reynolds and Gutman 1988, Aurifeille and Valette-Florence 2000, Bayley et al. 1998, Botschen 1999, Vriens and Hofstede 2000). In this study, means-end chain methods are used to establish the factors that influence the choice of wine on consumption occasions. Marketers need to understand the consumption situation for which their products are or may be appropriate.

The application of means-end chain methodology provides the identification of relevant values in consumer decision making. Values serve as standards that guide ongoing activities (Fall 2001). Values are central to peoples' lives and have been known to influence attitudes and behaviours (Kamakura and Novak 1992), Allport defines a value as 'a belief upon which a person acts by preference' (1961, p. 454). Values are

'enduring beliefs that a particular mode of behaviour or end-state of existence is preferable to opposite modes of behaviour or end-state' (Rokeach 1973, p. 5).

Values are more stable and occupy a more central position than attitudes, within a person's cognitive system. Therefore, they are determinants of attitudes and behaviour and hence provide a more stable and inner-oriented understanding of consumers (Daghfou 1999). The relative influence of values across different consumption occasions has had little consideration in the literature.

Consumer behaviour research has sought to understand the relationship between people and the products that they are purchasing and consuming. At even the most rudimentary level this involves a host of factors that interact and affect all stages of the purchasing process.

This is particularly evident in the purchase of wine where previous studies have identified numerous factors that have been found to have an impact on the wine selection process (Batt et al. 2000, Hall et al. 1999, 2001, Keown and Casey 1995, Jenster 1993). This complexity has been further emphasised by Howard (2001) and Edwards and Mort (1991), who stress that there is more to wine than simple tangible qualities.

The main questions which this thesis addresses by collecting information on the attributes, consequences and values associated with wine choice and identifying how these factors vary across consumption occasions are:

- How do consumption occasions influence the consumer purchase decision process, and how do the factors that influence wine choice vary according to the consumption occasion?
- What is the effectiveness of means-end chain analysis for gathering information on product choice and the influence of consumption occasion?
- What is the relationship between and impact of personal values and different consumption occasions?
- What is the suitability of using consumption occasion as a segmentation base?
- How effective is CHAID in understanding consumer choice when using means-end chain analysis?

1.1 Occasion

A limited number of researchers have investigated factors relating to consumption situation as a determinant of choice behaviour. However, it seems quite obvious that an understanding of consumer behaviour must take into account both product usage and the situation in which it is to be used.

The following series of comments highlight the fact that a variety of authors have

suggested the need to investigate the influence of consumption situation on purchase choice over a long period of time; these comments also emphasise the fact that little has been done to explain this concept.

In the early twentieth century, Kantor recognised the influence that situation has on behaviour. He stated that no biological fact may be considered as anything but the mutual interaction of the organism and the environment (Kantor 1924) and that the unit of study for psychology should be the individual as they interact with all the various types of situations which constitutes his behaviour circumstances (Kantor 1926). Just over a decade later, Lewin also highlighted the influence of situation on behaviour noting that even if the laws of psychology were known, one could make a prediction about the behaviour of a man only if in addition to the laws the special nature of the particular situation were known, (Lewin 1936).

Belk (1974a), in his seminal research into the understanding of the effects of consumption situation, suggested that

'In order to understand more fully consumer behaviour, it now seems feasible as well as necessary to consider more explicitly the situations in which this behaviour occurs' (p. 162).

Zeithaml (1988) in discussing the effect of perceived value on purchase choice suggested that

'no empirical studies have been conducted to investigate the variation in value perceptions across evaluation contexts' (p. 15).

Dubow (1992) when discussing potential marketing strategies for wine stated that

'Occasion based segmentation approach could bring additional and possibly more useful decision making to the segmentation party...it could be richer and more relevant for brand positioning and advertising strategy than individual consumers' (p. 17).

When commenting on models of consumer behaviour Foxall (1996, p. 303) stated that

'no integrative theoretical perspective has emerged to account for the effects of the situation on choice and use. A necessary start may be critically employing the essence of behaviour analysis to give a

perspective on the situational influences that shape consumer choice.'

Quester (1998) also commented on the importance of occasion affecting consumer choice suggesting that

'it is reasonable to assume that consumers' intention to purchase depends on the degree to which they associate the product characteristics with their consumption and that people prefer different products or brands for different occasions. Accordingly it is expected that the relative importance of product attributes will also be influenced by the consumption situation' (p. 223).

Corraliza (2000) also identified that

'factors determining consumer behaviour have traditionally focused on the study of personal variables almost completely ignoring the direct role of situational variables' (p. 832).

Even more recently; Sweeney (2001), when discussing potential areas of research relating to perceived value stated that

'a future area of research should be to measure perceived value across various situations' (p. 12).

When individuals have the intention to buy wine it could be argued that they tend to select it to match the situation or occasion, such as a quality wine for a business function or a less expensive wine for a barbecue (Hall and Lockshin 2000). Quester (1998, p. 223) says,

'indeed a whole methodology has evolved around wines about when they should be drunk.'

Importantly the way the product is positioned through advertising, and the design and the presentation of the product, could be related to the occasion for which the consumers make the purchase.

Quester (1998) suggests that information obtained from hypothetical usage situations provides consistently better predictions of buyer behaviour than traditional measures of consumer attitudes.

Dubow (1992) compares occasion-based and user-based segmentation for the wine market in the US. He concludes that the occasion-based segmentation has the potential to be richer and more relevant for brand positioning and advertising strategy.

Olsen and Thach (2001) identify the importance and need for research relating to the influence of occasion on wine choice:

"The occasion and social setting variable is a very important one, and drives very explicit consumer behaviour for wine. This area is considered to be one of the most promising for future research and the identification of 'new occasions' to consume wine could assure growth in the wine industry" (p. 126).

A comprehensive understanding and accurate prediction of behaviour in the marketplace demands a situational and consumer value perspective (Leek 2000). Even though the lack of consideration of consumption situations have been reported by numerous researchers, very few studies have utilised consumption situation as a basis of market segmentation and little formal study has been undertaken involving consumption situations.

With respect to wine consumption occasions, a myriad of possibilities are evident, from a casual drink with friends, to a more formal exchange in a business environment, or when having a party or perhaps a quiet meditative drink by oneself. As part of the thesis a general classification of predominant wine drinking occasions will be developed. This classification of occasions will be based upon those identified by respondents in the research process and those noted in the literature. The thesis will not focus on all possible wine drinking occasions but focus on a series of representative, dominant and distinctively different occasions.

The question of whether purchase and usage of the wine need to occur together or shortly after purchase could be raised. However, with a product like wine this does not necessarily have to be the case as wine can be cellared and kept for use on a future occasion. It may be however, that the purchase of the wine is influenced by

its usage possibilities in the future, e.g., the purchase of a bottle of Grange Hermitage to be cellared for a future celebration such as a child's 21st birthday. A wine may be regarded as suitable for some future dinner party or to be of more moderate quality to be consumed by oneself or at a barbeque.

The evidence of the situational influence on consumer behaviour suggests that situation may be used as a basis for segmentation. In many consumption situations the consumer does not have to decide whether or not they will consume a particular product or brand but what product or brand to select from a list of products or brands suitable for consumption or available in the particular situation.

Situational influences have a theoretical foundation in Lewin's field theory (1936) and the modern interactionism conception of human behaviour. These perspectives asserted that human motives, intentions, and behaviour are a function of the interaction between consumers and situations. These theories claimed that each individual views each physical and social setting somewhat differently.

1.2 Means-end Chain Analysis

The means-end orientation suggests that linkages between attributes, consequences produced through consumption, and personal values, underlie the consumer decision-making process (Howard 1977, Vinson et al. 1977, Gutman 1984, Bayley 1998, Botschen 1999, Vriens and Hofstede 2000). Gutman's (1982) means-end framework provides a research paradigm to examine the linkages between personal values, consequences, and product attributes in different situational contexts.

The means-end theory assumes:

- that values play a dominant role in guiding choice patterns,
- that all consumer actions have consequences, and
- that consumers learn to associate a particular consequence with a particular action (Gutman 1982).

Consequences accrue from consuming products and may be desirable (benefits) or undesirable (deficiencies) (Manyiwa et al. 2002). They may occur directly from use of the product, indirectly at a later time, or from the reactions of others to the individual's behaviour (Trocchia 2002). The attributes are the product characteristics of the item under consideration and these create consequences. Therefore, the attribute-consequence link is important (Green 2000).

Personal values determine whether consequences are positive or negative. The research procedure must determine the relationship between relevant consequences and values. Therefore, values provide the impetus for behaviour, the perceived consequences determine the behaviour, and the attributes are what make up the product that actually produces the consequences (Cialdini 2000).

Gutman's (1982) means-end framework provides a research paradigm to examine the linkages between personal values and consequences and their relationship to product characteristics (Botschen 1999). The links from level to level and ultimately to self, are assumed to determine the basis for perceptions that govern choice (Reynolds 1985). Theoretically, by understanding why things are personally meaningful, the underlying basis of evaluation is determined (Gengler and Mulvey 1999).

Gutman's original model (1982) used situation in the theoretical description as one part of the matrix. Situation was deemed an input to the process of consumer decision-making. However, in various empirical examinations of the model, situation has not been included (Reynolds and Gutman 1984b, Reynolds and Perkins 1987, Gengler and Mulvey 1999, Bagozzi et al. 2000, Vriens and Hofstede 2000, Allen 2001, Dibley et al. 2001, Chin-Feng 2002, Klenosky 2002, Manyiwa 2002, Schmelz 2002, Trocchia 2002). This research will examine the effectiveness of means-end chain analysis in analysing and comparing the impact of situation on wine choice.

1.3 Values

Personal values and their links to attitudes and intent have been investigated for several decades (McCarthy et al. 2000). They appear to be learned early on in life, are guarded closely and act as a person's general standard to guide behaviour (Rokeach 1979, Fall 2001). The concept of human values has been explored extensively by social scientists to understand a range of behavioural issues (Kamakura and Novak, 1992, McCarthy et al. 2000). Values are responsible for the selection and maintenance of the ends or goals toward which individuals strive (Vinson et al. 1977, Dibley et al. 2001).

A value is a centrally held, enduring belief which guides actions and judgements across specific situations and beyond immediate goals to more ultimate end states of existence (Kamakura and Mazzon 1991, Jan-Benedict 1999, Fellows 2000); various combinations of values significantly differentiate individuals (Rokeach 1968). Personal values, therefore, are likely to have a major influence on a person's outlook and consumption priorities and, therefore, can play an important role in the development of strategies to segment markets (Muller 1991, Urban et al. 2001). Durgee, O'Connor and Veryzer (1996) suggest that it is the fulfilment of personal values that the consumer buys in many cases, not the product. Examples presented in this study include: Volvos are bought for security, Pontiacs for excitement and Mercedes Benzes as a reward. Parallels can be drawn with purchasing wine, where the consumer is buying 'an occasion' or 'the excitement of a party' or perhaps 'the mood of romance' rather than just a bottle of 'alcoholic grape juice'. Studies that use value orientations to enrich the segmentation process have become increasingly popular (Boote 1981, Holman 1984, Kahle 1986, Muller 1989, 1991, Kamakura and Novak 1992, Blamey and Braithwaite 1997, Thrane 1997, Jago and Shaw 1999, Long et al. 2000, Fall 2001, McDaniel 2002, Brangule 2002).

One of the most frequently used instruments for measuring values is the Rokeach value survey, which consists of 18 instrumental values and 18 terminal values (Kamakura and Mazzon 1991, Sweeney et al. 2000). The List of Values (LOV)

developed by Kahle (1983), modifies Rokeach's scale of terminal values into a smaller set of nine primarily person oriented terminal values more directly related to a person's daily life roles and situations (Beatty et al. 1985, Kamakura and Mazzon 1991, Kropp 1999, Sweeney et al. 2000). The LOV scale has been utilised in a variety of segmentation studies (Kahle 1986, Muller 1989, 1991, Kamakura and Mazzon 1991, Kamukakura and Novak 1992, Blamey and Braithwaite 1997, Jago 1998, Kahle 1996, Daghfoul 2000, Ekinci et al. 2002). While values have an important influence in the consumer decision making process it is also important to identify other more immediate influences such as product attributes, product benefits and consumer preferences (Kamakura and Novak 1992, Agle and Caldwell 1999 (in Dibley 2001). Vellette-Florence and Rappacchi (1991) and Dibley and Baker (2001) suggest that values and markets segments could be identified using means-end chain analysis. In order to identify values and value chains, and means-end analysis (Gutman 1982), Reynolds and Gutman (1988), present a methodology for identifying values as well as the attributes, benefits and consequences related to the personal values.

One of the aims of this study is to investigate the influence of personal values in the decision making process and to assess the varying level of values across different occasions. Means-end chain analysis appears to be an appropriate methodology to investigate this. The List of Values (LOV) is operationalised in this study to identify consumers' personal values.

1.3.1 Wine

Wine has been in existence for many centuries and its popularity and consumption continues to grow in many parts of the world, with markets developing in Asia and expansion occurring in some European countries, particularly those with Anglo-Saxon origins. The world today has approximately 8.5 million hectares of vineyards that produce 25,000 million bottles of wine (AWRI 2002). The Australian Bureau of Statistics estimates that 31% of the population (4.1 million) aged 18 years and over

drink wine at least once a week (ABS 1998). Australian studies of the wine industry have shown that wine consumers drink on average 4.5 glasses of wine per week in a variety of different consumption occasions (Wine Institute 2002). The Australian grape and wine industry continued to perform strongly throughout 2001-02. For the fifth year in succession record levels were achieved for all the grape-growing and winemaking indicators. In the latter half of the last decade, per capita consumption of wine rose steadily from a low in 1995-96 of 18.3 litres to a high of 20.3 litres. The trend of increasing sales continued in 2000-02 with a record 400 million litres of Australian produced wine sold (ABS Cat. no. 8504.0).

Australian consumers purchase wine for a variety of different reasons depending on the occasion, as a report by the Australian Bureau of Statistics highlights: 'It is estimated that 89% of those persons who drank wine in 1998 consumed it mainly with a meal.

Wine was consumed at home by 74% of wine drinkers, whilst 21% drank wine at restaurants and 17% at dinner 'parties' held at friends' or relatives' (A.B.S. Cat.No.1329.0, p.55). These statistics emphasise the high level of demand for this product, however, little research has been undertaken to understand consumer behaviour relating to wine consumption, and in particular, with regard to the influence of the consumption occasion on the choice of wine. Price, vintage, perceived quality, texture, taste, and brand are just a few of the important attributes that consumers will consider when purchasing wine. For example, Lockshin and Rhodus (1993, p. 20) discovered that 'Quality perceptions of wine are based on intrinsic cues such as grape variety, alcohol content and wine style, which relate to the product itself and the processing method as well as extrinsic cues, including price, packaging, labelling and brand name.' This perception has been supported by several authors who discuss these unique product qualities of wine (Judica and Perkins 1992, Keown and Casey 1995, Shaw, Keeghan and Hall 1999, Batt 2000, Howard 2001). The purchasing of wine involves many tangible product features as well as numerous subjective or intangible features (Howard 2001). Keown and Casey (1995), illustrate this concept by suggesting that one of the most

important intangible features of wine is its ability to be 'a thirst quencher, a deal clincher, an aphrodisiac or an anaesthetic' (1995, p. 17). Wine takes on user-defined product features, which appear to be dependent on the occasion on which the wine is consumed. However, the important attributes that consumers place emphasis on, can vary greatly, depending on the occasion (Batt et al. 2000). Quester and Smart (1998, p. 223), when discussing wine purchase behaviour, suggested that

'It is reasonable to assume that consumers' intention to purchase depends on the degree to which they associate the product characteristics with their consumption and that people prefer different products or brands for different occasions. Accordingly it is expected that the relative importance of product attributes will also be influenced by the consumption situation.'

The purchasing of wine can be a complex process. Any wine purchases involve risk-aversion (e.g., Spawton 1991a, 1999, Mitchell and Greatorex 1989, Gluckman 1990). Mitchell and Greatorex (1989) suggest that the major concern in purchasing wine revolves around functional risks.

These risks include such things as the taste of the wine; social risks by perhaps being embarrassed in front of family and friends; financial risk in the cost of the wine and physical risk in terms of risking a pending hangover the following morning. Mitchell and Greatorex (1989) describe six ways in which consumers can reduce risks in wine purchase. They involve seeking information, remaining loyal to a known brand, using the image of the retailer to judge product worth, using top of mind brands in unfamiliar product segments, paying more than a reasonable price, or getting reassurance through trials such as tastings and samples.

It is evident that there is a need for marketers of wine to understand the consumption patterns of wine consumers, to understand the motives and influences in wine purchasing and to develop marketing strategies in response. Gluckman (1990) highlights the fact that to understand wine consumption it is necessary to understand the consumer behaviour relating to the consumption of wine. By understanding the consumer behaviour process, complex strategies such as segmentation strategies can be developed. Olsen and Thach (2001) present a conceptual framework for understanding consumer behaviour with regard to wine

purchasing and consumption. The framework encompasses, motivating factors, product attributes and situational factors. A goal of this research is to confirm the influence of occasion and its influence on product attributes and motivation in the conceptual framework.

1.3.2 Segmentation of the Wine Market

Market segmentation is the process of grouping consumers into discrete clusters or segments. This marketing tool is used to identify categories of consumers or groups of firms that are likely to use or buy a product (Hall and Winchester 1997, 2000, Barron 2002). Segmenting the market enables tailored uses and a tailored marketing mix to be developed for different groups of people (Kotler, Bowen and Makens 1996).

The types of segmentation usually conducted are drawn from the following, either individually or in combinations: demographics, behaviour, attitudes, needs, benefits, or psychographics (Wyner 1995).

Research into occasion-based segmentation showed that wine is chosen and consumed for different reasons in different situations (Dubow 1992). The author highlights the potential of occasion based segmentation of the wine market. Quester (1998) indicates that many researchers argue that effective segmentation of markets also requires a consideration of the usage situation. This thesis will also investigate the potential for the further development of an occasion based approach to the segmentation of the Australian wine market.

1.4 Thesis Outline

The following is an outline of the structure of the thesis.

- Having presented an introduction to the thesis in Chapter 1, Chapter 2 offers a review of the literature on occasion, values, means-end chain analysis and wine purchasing behaviour.
- Chapter 3 presents a conceptual model of means-end chain analysis which identifies the influence of occasion with regard to consumer choice. A

discussion of how this model is operationalised in this study is also presented. The research questions to be investigated in this study are also presented and discussed

- A discussion of the methodology used to undertake the interviews in order to gather the primary data that forms the basis of this thesis, as well as a discussion of the techniques used in the analyses of the data is presented in Chapter 4.
- The conceptual model presented earlier in Chapter 4 is empirically tested in Chapter 5 and analysed using means-end chain analysis.
- Chapter 6 presents a detailed comparison of the dining and non-dining occasions analysed in this research. Each occasion is presented with its own hierarchical value map (HVM), and quotes from respondents are presented to give a rich understanding of the importance of the choice criteria.
- Chapter 7 continues with the qualitative analysis and presents a detailed comparison of the attributes, consequences and values across occasions.
- Chapter 8 utilises quantitative techniques in the form of CHAID analysis to investigate consumer choice, occasion and the use of this technique for the analysis of means-end chain data.
- Chapter 9 summarises the findings and discusses their relevance in terms of academic theory and managerial practice. Directions for further research are also presented.

1.5 Summary

In summary, this thesis investigates the influence of consumption occasion on consumer choice. The thesis particularly focuses on the purchase of wine. A means-end chain analysis is used to collect the data. This process allows for an in-depth understanding of the factors that influence consumer choice and in particular permits an understanding of the values that drive the decision process across

different consumption occasions. In so doing, the effectiveness of occasion as part of the theoretical model of means-end chain analysis will be investigated, as well as the feasibility of occasion in the Olsen and Thach (2001) conceptual framework of consumer behaviour relating to wine. The following Chapter presents a review of the literature of the important issues and theoretical underpinnings developed in this thesis.

CHAPTER 2

REVIEW OF THE LITERATURE

2.0 Introduction

The literature review will present, discuss and highlight research that provides insight and understanding of the pertinent issues investigated in this thesis.

The literature will be reviewed using the following categories:

1. Situations
2. Means-end Chain Analysis
3. Personal Values
4. Wine

2.1 Occasion / Situation

The following section discusses the research paradigms that have been presented with regard to the influence of situation on consumer choice.

2.1.1 Definitions of Occasion / Situation

Situational influences have a theoretical foundation in Lewin's field theory (Lewin 1935, 1936, 1938, 1951), where he asserted that human motivations, intentions, and behaviour are a function of the interaction between consumers and situations. The situation referred to the 'objective' world outside of the individual, and could be described in terms of physical and social variables. On the other hand, the psychological environment referred to the 'subjective' world - the individual's perception, and constructions of the physical environment, which could be described in terms of psychological variables.

2.1.2 Consumption Situations Defined

In his seminal work on the consideration of the influence of situation on consumer choice, Belk (1974a) proposed a behavioural approach, which defines the situation with objective criteria. Belk (1974a) defined situation as a discrete time and place occupied by one or more persons and entails all of those factors particular to a time and place of observation which have a demonstrable and systematic effect on current behaviour (Quester et al. 1998). Lai (1991) suggests that an alternative unit for the analysis of situation is Barker's behaviour setting in which a behaviour setting is not only bounded in time and space but also is defined by a complete sequence of behaviour or an action pattern that urges people to perceive some situational needs (Barker 1968). Leek, Maddock and Foxall (2000) add to these explanations by indicating that the consumer situation is the point in time and space at which a particular consumption history and a specific consumer setting intersect, providing opportunities for the individual to gain from purchasing, consuming or avoiding either or both of these actions and their consequences. The consumer's consumption history refers to previous buying behaviour for the product concerned, and its positive (rewarding or reinforcing) and negative (punishing or costly) outcomes. The consumer behaviour setting, experience and its consequences, transform the social and physical stimuli that comprise the setting into cues.

Frederiksen (1972) argued that since not all aspects of the situation affect behaviour, it is pertinent to focus only on those aspects of the situation that do influence behaviour. He defined the consumption situations as social surroundings, physical surroundings and task definition. Belk (1974a) extended these to include task definition, and antecedent states also.

Belk (1979) argued that the viability of a general taxonomy of situations is doubtful, since the situational influence on the behaviour varies across different product choices. Instead, he proposed four criteria for taxonomies: product specification, consumer relevance, aggregation potential and decision-making relevance. A

product-specific taxonomy, he argued, is not only more feasible, and more manageable, but also more useful than a general taxonomy.

He added that a taxonomy of consumption situations is best approached at the product-class level because consumption situations are infinitely diverse across products. In the case of this study, the product classification is wine.

2.1.3 Situation/Occasion Research

Three types of situations are relevant to marketing strategy: the communication situation, the purchase situation, and the consumption situation (Hansen 1972, Belk 1979, Lai 1991). This study focuses on the anticipated consumption situation or occasion, and all future references to situation or occasion in this thesis are specific to consumption or usage situation / occasion only.

The consumption situation refers to the anticipated usage situation for a product (Lai 1991). Lim (1997) argues that situations are the dominant determinant of human behaviour in that they induce uniform thoughts about appropriate responses. It means that people react to situations according to the behaviour(s) dictated rather than to their stable intra-individual characteristics (e.g., personality traits and attitudes, etc.) (Mischel 1973). The 'situation', therefore, constitutes a unique source of behavioural influence. The actual consumption situation would determine which product would be consumed, and the purchase would occur with the anticipated consumption situation in mind. It is suggested, for example, that repeat purchasing behaviour can be attributable to certain recurring situational factors which influence brand choice (Lim 1997). Lai (1991) suggests that the number of brands considered, the depth of search, the type of information sought, the price limit and the sources of information are likely to vary by situation, while it has been suggested by Belk (1974a), Chow et al, (1990), Lai (1991), and Quester et al. (1998) that consumers' intention to purchase depends on the degree to which they associate the product characteristics with their anticipated consumption situation. Hence, people prefer different products or brands for different occasions.

Research on consumers' attitudes towards products has concluded that situation is important in consumer choice. The importance of situational variables in consumer choice has been highlighted in a series of theoretical and empirical studies that have drawn attention to this.

The investigations of situational variation include consumer purchase intentions, brand choice within product class, attitude, the consumption of time, store choice, in store behaviour, as well as consumer decision sequence. A variety of studies are considered in this section to highlight some of the research that has been undertaken to investigate the influence of situation on consumers. In the following paragraph a list of the studies discussed in this Chapter is presented, with their authors and the area of investigation, which is presented chronologically. This will be followed by a summary of each of the studies, and then an overall critical appraisal of research into situation.

- Sandell (1968) beverages;
- Green and Rao (1972) bread and pastries;
- Belk (1974a) beverages, fast foods, leisure activities and motion pictures;
- Miller (1975) fast food restaurants;
- Bearden and Woodside (1977) Woodside, Bearden and Clokey (1977) beer brands and soft drink brands;
- Stout, Sun, Greenberg and Dubow (1977) volumetric soft drink;
- Berkowitz et al. (1977) car purchases;
- Srivastava, Shocker, and Day (1978) breath fresheners;
- Miller and Ginter (1979) brands;
- Srivastava (1980) financial services;
- Richins and Bloch (1986) information and acquisition behaviour;
- Celsi and Olson (1988) attention and comprehension processes;
- Chow et al. (1990) brand choice of fragrances;
- Lai (1991) tea, computer discs;
- Dubow (1992) wine;
- Lim (1997) greeting cards;

- Quester and Smart (1998) wine;
- Leek et al. (2000) fish; and
- Olsen et al. (2001) wine;

(The author is aware of the following studies on occasion but does not provide detailed examples of them here as examples of similar studies are provided: Kakkar and Lutz (1975), Donovan and Rossiter (1982), Foxall (1983, 1990, 1996, 1997a, 1997b), Foxall and Greenley (1998, 1999).)

The list of research highlights the fact that research on the influence of occasion has been numerous and varied. However, further discussion will highlight important factors relating to the influence of situation on consumption choice that have not yet been adequately investigated. One of the first to directly investigate the concept of situational influence was Sandell (1968). He presented subjects with an inventory of beverages and a list of drinking situations and asked subjects to rate their willingness to drink each beverage in each situation on a seven-point scale. The results demonstrated that personal differences and differences in situations, considered individually, were poor predictors of product preference. Their interaction, however, was a better predictor of beverage preferences.

Green and Rao (1972), focusing on consumption situations for bread and pastries, gave subjects fifteen products with different attributes to choose from in six scenarios. The analysis revealed preferences for specific products in specific situations, depending on the consumption situation and the product.

However, it was not until Belk's (1974a) exploratory work that the explicit investigation of situational effects and the development of situation-specific predictions of consumer behaviour had been carried out (Lim 1997). Belk (1974a) engaged in a series of experiments utilising a differential inventory questionnaire approach of supplying subjects with a battery of general consumption situations and eliciting responses regarding purchases of specific products. In one study, ten different products (e.g., food, fruits and snacks) were tested in ten different consumption situations. Through factor analysis, three types of consumers, three

product factors, and four situational factors were uncovered for the three-mode factor model. It was found that situational influence was either the largest or second largest contributor to response variance. The results indicated that different types of consumers had different product factor preferences in different situations.

Utilising the method that he had used previously, Belk (1974b) analysed responses for four different product categories - beverages, fast foods, leisure activities and motion pictures. All of the main effects explained small variances, except for products. The product-by-situation and consumer-by-product interactions were significant in all but one study. The former was especially highly significant in the beverage study, where it accounted for 40% of the variance.

A situation-specific attitudes model was compared against a general attitude model by Miller (1975), in a study on the choice of fast food restaurants. It was found that the former outperformed the latter in predicting brand choice but not in predicting preference.

In a detailed study of fast food restaurants, Miller and Ginter (1979) found that purchase levels of specific brands vary across situations, attribute importance varies across situations and perception of different brands varies across situations.

Bearden and Woodside (1976) tested the hypothesis that the prediction of behavioural intentions toward various brands of soft drinks could be improved by adding a situational component to attitudinal measures. Data collected on five brands of soft drinks and seven situations showed that the situation measure substantially increased the coefficient of determination. Bearden and Woodside (1977); Woodside, Bearden and Clokey (1977) added four beer brands to the original five soft drink brands. Subjects were male heavy beer users and female soft drink users. Employing the criterion of behavioural intentions toward brand, the study found that specific situational components explained twenty to thirty percent of the variance.

The measure of the consumption volume by need was studied by Stout et al. (1977). They utilised the patterns of needs satisfied in consumption occasions as the bases for segmentation. The volumetric distribution of each need, and each brand's volume share allocated to each need were measured.

Further, the situation incidences were cluster analysed and ten groups were identified. The twenty-five needs were associated with the ten groups of consumption incidences.

Batteries and paper towels were used as object stimuli by Shanteau and Ptacek (1977) to investigate the influence of several situations on the probability of use and purchase. Both studies revealed the importance of the situation in consumer choice.

An investigation by Berkowitz, Ginter and Talarzyk (1977) examined the effects of specific usage situations on the prediction of car purchases. It was found that individuals who used a car almost totally in one situation considered the important attributes in that situation as the overriding elements in purchase behaviour. It was further demonstrated that segmenting buyers into two categories based on product usage in specific situations improved the explanation of brand choice.

In an exploratory study, Srivastava, Shocker, and Day (1978) tried to develop a situational typology that could account for a comprehensive array of usage situations. They chose the breath freshener market, and examined forty-six products in eighteen situations. The appropriateness of product usage in different consumption situations was measured. The results showed evidence of the social importance of the product-situation relationship and revealed a situational influence with the perceived appropriateness of product usage. It also revealed that respondents had homogeneous feelings about the appropriateness of specific product-situation combinations.

A very similar method was used by Srivastava (1980) in his study of the market

structure of the financial services. The results showed that the appropriateness of services in a given situation was relatively stable across situations. Similar conclusions were reached by Richins and Bloch (1986), who investigated the effects of situational and enduring involvement on consumer information and acquisition behaviour, and by Celsi and Olson (1988), who studied the effect of both variables on consumers' attention and comprehension processes.

Chow et al. (1990) noted that very few studies have considered the combined effects of situational and individual factors on consumer choices. Their study investigated the influence of the person/situation interaction on consumers' brand choice of fragrances. The results demonstrated a significant interaction between involvement levels and situational responses, confirming the importance of examining both variables concurrently.

Lai (1991) found that consumption situation is a determining factor in the adoption of new products. Lim (1997) found that strong brand attitudes per se are not sufficient for predicting repeat purchases, and neither are frequently occurring situations (persistent situational factors) the sole determinants of repeat purchasing behaviour. It was attitude-within-situation (an interaction variable) that played the main role, specifically identifying that brand attitudes may be tied to certain situation contexts as a result of persistent situational factors interacting with the attitudes. The results indicated that the attitude-situation interaction effect is significant in the greeting cards category (Lim 1997).

The research reported by Leek, Maddock and Foxall (2000) on the consumption of fish confirms that situational influences on consumer behaviour can be comprehended in terms of the consumer behaviour setting, learning/consumption history, utilitarian reinforcement, informational reinforcement, and aversive consequences.

Spawton (1991a), Dubow (1992), Quester et al. (1998), and Olsen et al. (2001) reported on the influence of occasion on wine choice and these investigations are discussed separately below.

2.1.3.1 Wine and Occasion

The purchase of wine provides the opportunity for it to be consumed in a variety of drinking occasions. These include at home with a casual meal, with friends during a more formal dinner occasion, at a restaurant, social situations outside of the home, relaxing privately at home, drinking at the pub, wine tastings, wine clubs, and special 'celebrations' (Bruwer et al. 2000, Quester and Smart 1998). Vigneron and Johnson (1995) proposed that because the consumption of wine is often a conspicuous behaviour, taking place with others present, it is highly susceptible to reference group influence. This fact may motivate consumers to choose more expensive, prestigious brands of wine than they otherwise would. It has been suggested that the number of brands considered, depth of search, type of information sought and price limit are all likely to vary with the anticipated consumption situation (Lai, 1991). When drinking wine in a group setting consumers tend to engage in more variety seeking behaviour, either to comply with the tastes of others or by ordering a different wine from that ordered by others (Ariely and Levav 2000, Olsen and Thach 2001).

The occasion and social setting variable is a very important one, and drives very explicit consumer behaviour for wine. It is, therefore, reasonable to assume that consumers' intention to purchase wine depends on the degree to which they associate the product characteristics with their consumption situation, and that people prefer different products or brands of wine for different occasions. Also, it is expected that the relative importance of product attributes will also be influenced by the consumption situation (Spawton 1991a, Dubow 1993, Quester and Smart 1998, Olsen and Thach 2001). A review of the wine literature uncovers a number of such key attributes found to influence wine consumers' purchase choice, which will be discussed in more detail in section 2.4.

When discussing consumer behaviour with regard to wine consumption, Spawton (1991) used Kotler's model of consumer behaviour (as shown in Kotler 2003), to describe the wine product. He described wine as a bundle of benefits, representing core benefits, provided by the tangible and intangible features of the product. The importance and characteristics of the tangible and intangible features

of wine have been noted elsewhere in section 2.4. The matter to highlight here is his description and examples of the core benefits of wine consumption.

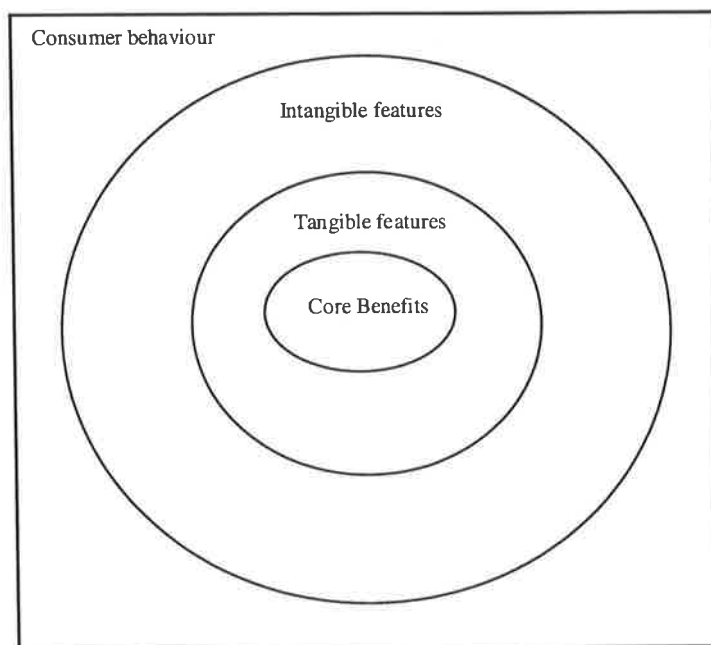
Spawton (1991a) describes the core benefits as:

'The reason why people choose to drink the wine' (p. 20).

The two examples that he provides to give insight into this concept are described as follows:

'Core benefits may be: celebration; sparkling wine, wine with food; table and dessert wines' (p. 19).

Figure 2.1: The Benefits Spectrum for Wine (Spawton 1991a, p. 21)



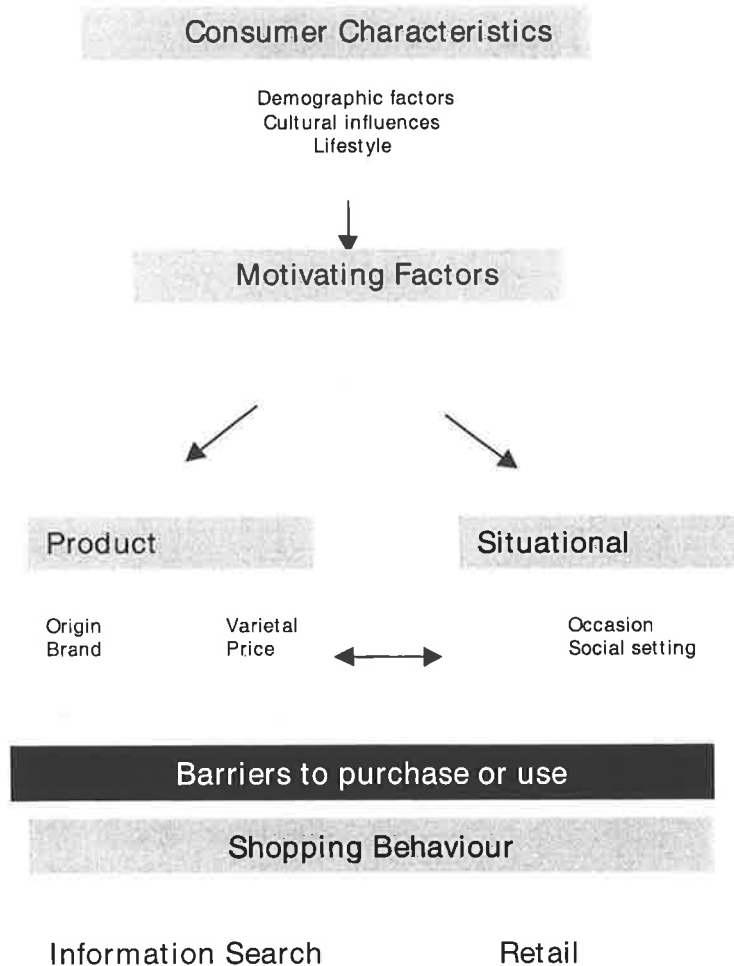
In explaining this model of consumer behaviour relating to wine (as shown in figure 2.1), Spawton, through his example, identifies the central role that occasion plays in the selection of wine. He claims that having a wine that is suitable for a particular occasion is a core benefit that consumers are trying to achieve.

Dubow (1992) compared occasion-based and user-based segmentation for the jug wine market in the US. In the study, a sample of 1,150 wine drinkers reported 1,230 wine consumption occasions; respondents assigned preference ratings to the 32 questions relating to wine choice. The volumetric distribution of each need, and each brand's volume share allocated to each need were measured. The situation incidences were then cluster analysed and identified five occasion clusters. These were social, introspective, semi-temperate, the wine itself, image conscious.

He concluded that wine is chosen and consumed for different reasons in different situations and that occasion-based segmentation was richer and more relevant for brand positioning and advertising strategy than individual consumers.

Quester and Smart (1998) investigated how consumption situation affects the purchase of red wine by using a sample of 303 respondents. The study involved the consideration of hypothetical red wine products described along a set of four product attributes, price, wine region, wine variety and wine style, with three levels of each, and a brief descriptions of various hypothetical consumption situations were presented. The study identified that consumer behaviour with regard to wine choice is influenced by anticipated consumption situation.

Figure 2.2: A Framework for Understanding Consumer Behaviour and Wine (Olsen and Thach 2001, p. 125)



Olsen and Thach (2001) proposed a conceptual framework that depicts the various factors that influence wine consumption. The model is presented above and it is important to note that one of the six domains presented in this framework refers to the influence of occasion on wine choice. Olsen and Thach (2001) note that the relative ease of collecting data on wine consumer characteristics compared to other constructs in the framework means that much of the empirical data currently available is concentrated in this domain (Morey et al. 1998, Hall et al. 1994, Groves and Belk 1998, Wine Marketing Council 2000, Wine Institute 2000, Edmondson 1998, Libbon 1999, MKF Research Report 2000, Roper Starch 1999). The authors explain that the links between the three domains of motivation, product attributes

and occasion are under researched and are one of the most promising areas for future research. The importance of this to this current research will be discussed further in section 2.4.

2.1.4 Critical appraisal of Situation/Occasion Research

A variety of complexities are evident in situation research. The following presents a general overview of some of the difficulties encountered in situational analysis. The classification and measurement of aspects relating to situational analysis in consumer research has produced some questionable results (Hornik 1982, Quester and Smart 1998). Studying situations as closely as possible to the actual conditions which the individual experiences is likely to reduce the potential inaccuracies of measuring consumers' intended behaviour in an imagined environment (Bonner 1983). Ideally, being a behavioural variable it should be measured by observational methods (Lim 1997). However, while the behaviour of consumers in a real-life situation can sometimes be observed, the variety and level of stimuli present at the time can be both limited and somewhat beyond the researchers' control (Quester and Smart 1998). As an alternative to observing actual behaviours, a researcher can present consumers with an imagined situation. Foxall (1997 a, b,) and Leek et al. (2000) argue that many investigations relating to situations have lacked a systematic, theory-consistent classification of consumer environments, and have therefore chosen test situations on an ad hoc basis.

This has led researchers to subjectively define the usage situations included in their study. In the absence of guidelines, various levels of detail have been employed when outlining situations, ranging from one-sentence descriptions to short paragraphs (Bonner 1983). Short descriptions allow more scenarios to be analysed, but tend to include only the most obvious elements, such as temperature, time of day, and presence of others. Quester and Smart (1998) suggest that often, in the absence of established experimental procedures to investigate the influence of situations, researchers have essentially tailored study

designs to suit their purpose. The following comment by Lim (1997) highlights some of the problems identified above:

'A number of constraints have capped the rigor of experimentation in this study. The manipulation of situational treatment is confined to the use of descriptors presented in survey questionnaires. Subjects may not be able to relate well to the scenarios presented. This poses a problem of external validity' (p. 99).

In order to improve the reliability and objectivity of definitions in studies relating to situation it has been suggested that consumer input to the specification of situations in a free-response manner may help alleviate the problem (Hornik, 1982), and help create a basic taxonomy of situations relevant to the particular study. Also as pointed out by Belk (1975a) and 22 years later by Lim (1997), successful manipulation of situations may need to be more clever and elaborate. For instance, the projective use of written situational scenarios could be refined by adopting advanced technological tools; these could be computer programs and interactive videos that create more realistic situations and choice alternatives, not unlike what happens in computer games that children use.

In the study of wine, the research by Quester and Smart (1998) exemplifies some of the difficulties and challenges to situational investigations. The study investigated the purchase of hypothetical red wine products to evaluate consumers' preferences across occasion.

The selection criteria were restricted to four product attributes, with three levels each. They excluded other potentially influential attributes and the absence of the full set of attributes and levels may have made consumers unable to realistically simulate the purchase process.

In order to measure the influence of situation, brief descriptions of various hypothetical consumption situations were required. Such descriptions could not include every possible feature of a natural setting, and hence, may have been prone to subjective interpretation by respondents. The study excluded reference to well-known brands in order to avoid any skew that might result from awareness

or loyalty, it may be argued, however, that brand image plays a role in influencing how consumers perceive a product and the circumstances in which it might be consumed.

In analysing consumption situation, we have the scenario where both an individual and a particular situation is present. Lim (1997) argues that a problem with situational research has been the failure to recognise the potential interaction between person and situation. For example, Hornik (1982) notes that:

'the situationists are said to maintain that most of the variance should be attributed to situational factors . . . neither individual differences nor situational factors are assumed to be of importance per se; instead, it is the person within a situation interaction that is expected to contribute most of the variance.' (p. 46).

Such comments reflect the view of the interactionists who challenge the situationist assumption that the 'person' factor has little role in shaping behaviour.

Indeed, it is generally recognised that the personal characteristics of an individual interact with each other and with changing conditions and situations, to induce certain behaviours (Belk 1974a, Bonner 1983, Celsi and Olson 1988, Chow et al. 1990, Dickson 1982, Hornik 1982, Richins and Bloch 1986). This suggests that research employing only individual differences, or only situational differences, would meet with limited predictive success, and that a simultaneous approach may be more beneficial.

Despite this, Chow et al. (1990) note that very few studies have considered the combined effects of situational and individual factors on consumer choices and Lim (1997) suggests that the attitude-situation interaction effects have not been studied.

A further limitation of investigation into the analysis of situational effects has been the utilisation of a student body as the sampling frame for numerous studies. For example, Foxall (1997) used 27 students responding to eight consumer environments in his study of fish consumption. Lai (1991) used undergraduate students to measure the influence of occasion on new product purchases relating

to tea and musical greeting cards. Chow et al. (1990), in their study which investigated the influence of the person/ situation interaction on consumers' brand choice of fragrances, used a sample of 145 female students.

In many cases, students are atypical of consumer markets and the results and inferences from such samples are likely to be spurious.

It is also worth noting that the magnitude of situational influence on consumer behaviour differs considerably between studies. Belk (1974) reports that situational effects are a major predictor of consumer behaviour in snack food products, accounting for 18.7% of the variation, while individual effects accounted for only 3.4%. In a previous study, Sandell (1968), attributed 40% of the variance in behaviour to the situation, and 28% to the individual. When conducting the study in a different setting, Lutz and Kakkar (1975), showed a contribution of less than six per cent to the envisaged product use situation. Whilst these results vary significantly in magnitude, they do illustrate the presence of common situational effects, however, this enormous difference highlights the challenging nature of situation research (Quester and Smart 1998).

Dubow (1992) used the amount of wine consumed in a particular situation to measure the importance of various factors in relation to wine choice for particular consumption situations. The application and reliability of this type of approach has been questioned (Malhotra et al. 2002).

2.1.5 Further Research

As noted in the introduction to this thesis in section 1.3, a number of authors have highlighted the need for ongoing research into the effect and influence of occasion on consumer choice. Lim (1997) refers to the fact that Belk (1974a) believed that,

'Theoretical problems concerning the relationships of attitudes, personality, and brand loyalty to consumer behaviour seem especially likely to benefit from situational research' (p. 162), and Belk summed up his article by suggesting that consumer research has much to gain by explicitly recognizing purchasing and consumption situations as major determinants of behaviour (Lim 1997).

Lai (1991), and Quester and Smart (1998) noted that there was a growing recognition of limitations in the ability of the consumer's characteristics to explain variation in buyer behaviour which has prompted a number of appeals to examine the situational influences on consumer behaviour. Quester and Smart (1998) go on to state that

'no situation research has specifically analysed the importance of product attributes in consumer choice, however, more research is required to establish the impact of the perceived situation on consumers' evaluation of product attributes' (p. 2).

As highlighted above in section 2.1.2, Chow et al. (1990), note that very few studies have considered the combined effects of situational and individual factors on consumer choices and Lim (1997) suggests that the attitude-situation interaction effects have not been studied. This implies that there is a need to investigate individual factors such as higher order values and their influence on attributes and consequences in particular consumption occasions.

It should also be noted that no studies were identified that measured the influence of situation using Gutman's means-end chain model (1982), further highlighting the need for such research to occur, which will be discussed in more detail in section 2.2.

Specifically with regard to wine, Oslen and Thach (2001) have identified the need and importance of ongoing research on the influence of consumption situation on wine choice in the development of their conceptual framework with a specific domain relating to the influence of situation. The authors highlight that the area of the model that requires the most urgent research is the link between motivation, attributes and situation. Research into this area would particularly suit means-end chain analysis where motivation is measured according to the values and consequences elicited by respondents. Specifically, Olsen and Thach (2001) identify that further research is required into:

'What is the impact of occasion on the type and price of wine purchased?
What types of social settings promote the consumption of wine?' (p. 127).

2.1.6 Situation / Occasion Summary

The research reported here confirms the situational influence on consumer behaviour with regard to wine and a variety of goods; while it is also evident that there is an ongoing need for further investigation in this area. The complexities related to research into situation have been noted and in particular some of the problems associated with hypothetical scenarios and experimentation have been highlighted. These will be taken into account and are noted in Chapter 4 relating to methodology. Gaps in the research have also been identified: these include the need for further research relating to product attributes, consequences and situation. The need for further research relating to individual characteristics such as higher order values and situation is also required. It was also noted that the Olsen and Thach (2001) conceptual framework relating to wine consumer behaviour requires further investigation into the situational domain and that the influence of situation in Gutman's (1982) Means-end Chain model has not been empirically researched.

2.2 The Means-end Chain Model

The following section will discuss the conceptual means-end chain model developed by Gutman (1982), including its development, methodology and application to situational research.

2.2.1 The Development of the Means-end Chain

The means-end chain is a conceptual cognitive model that relates salient values of the consumer to evaluative criteria (attributes) of the product (Howard, 1977, Vinson et al. 1977, Reynolds and Gutman 1984, Bayley 1998, Botschen et al. 1999, Vriens and Hofstede 2000, and Deeter-Schmelz 2002). The model offers a procedural guide that establishes linkages connecting values important to the consumer to specific attributes of products. The 'means' are identified as products and the 'ends' as values important to the consumer (Reynolds and Gutman 1984, Botschen et al. 1999, Allen 2001).

Herrmann et al. (2000) highlight that the means-end theory is based on work carried out by Tolman (1949), suggesting that he first drew attention to the goal-

oriented nature of individual behaviour as early as the 1930s. The fundamental idea behind this approach is explained by Kroeber-Riel as follows: 'the motivation to purchase a brand is derived from the consumer's perception of it as a suitable means for generating pleasant feelings and for gratifying desires' (Kroeber-Riel in Herrmann et al. 2000, p. 97).

Herrmann et al. (2000) also suggests that during the 1970s and 1980s, Tolman's work served as a basis for Howard (1977), Cohen (1979) and Myers and Shocker (1980), amongst others, to elaborate the first 'means-end' models. Botschen et al. (1999) suggest that Young and Feigen (1975) presented a benefit chain analysis which links emotional or psychological benefits to product claims or attributes. The 'means-end' model developed in the 1980s by Gutman and Reynolds can be considered a combination of all previously known approaches (Gutman 1982, Reynolds and Gutman 1984, Gutman and Reynolds 1986).

Product specific attributes lead to functional benefits which lead to a practical benefit which in turn leads to an emotional "pay off". Dibley and Baker (2001) suggest that it was Hinkle (in Gengler 1995), discussed in Bannister and Mair (1968), who developed the laddering technique as a means of accessing people's personal systems of meaning, while Gengler et al. (1999) contend that the rationale underlying the means-end model is that people choose products with attributes that produce desired consequences and minimise undesired consequences. The desirability or importance of these consequences in turn is determined by the personal values with which they are associated. Gutman (1982), following Rokeach (1973) suggests that consequences have positive or negative valences, depending on their relationship to personal values. Thus, from a means-end perspective, values are the key factor that underlies preferences and choice behaviour (Henshel 1971, Homer and Kahle 1988, Rokeach 1973, Rosenberg 1956, Wickert 1940a, b).

The emphasis of the means-end model is different from that of more traditional multiattribute models of choice. The traditional multiattribute approach concentrates on determining if and to what degree particular product attributes are important. The means-end approach, in contrast, focuses on why and how product

attributes are important. Why and how are addressed by assessing the sequence of means-end relations that link product attributes to personal values (Gengler et al. 1999). With regard to situation, means-end chain analysis could be used to understand why and how particular situations influence consumer choice relating to wine in this study.

Gutman (1982) expanded the theory underlying the means-end chain by linking consequences of consumers' actions to their choices of products or brands. Central to the theory is that consumers choose actions that maximise desired consequences and minimise undesired consequences (Deeter-Schmelz 2002). The means-end orientation suggests that linkages between attributes, consequences produced through consumption, and personal values of consumers underlie their decision-making processes (Reynolds and Gutman 1984a, Vallette-Florence 1999, Klenosky 2002).

2.2.2 Means-End Methodology

Although Rokeach's studies provided much impetus for research on values (Gutman 1982), they did not result in a measurement method for translating personal values into choices of objects to satisfy those values. The means-end model (Gutman 1982) offers a procedural guide that established linkages connecting values important to the consumer to specific attributes of products. The model posits that linkages between product attributes, consequences produced through consumption, and personal values of consumers underlie their decision making processes (Gengler et al. 1999). Means-end chains (Gutman 1982) represent how consumers give personal meaning to product attributes and serve as a basis for determining how products are differentiated (Reynolds and Perkins 1987, Trocchia 2002).

Gutman (1982) conceptualised and modelled his cognitive structure model as an associative network. Each cognitive element is conserved as a node that is linked to other nodes by means of associations or arcs to form an associative network. Although much research has been conducted related to cognitive structure, little

has been done to conceptualise the content of memory and yet, content is considered at least as important as structure for answering many questions about consumer behaviour (Olson and Reynolds, 1983). Information or memory content permits the understanding of what people think about a product, what motivates behaviour, and what product knowledge is available and thus requires attention. A few marketing researchers have developed conceptual schemes to describe the content and organisation of consumer's cognitive structures (Geistfeld, et al. 1977, Gutman and Reynolds 1979, Olson and Reynolds 1983). The means-end paradigm allows for the examination of both structure (how knowledge is organised, interrelated, and associated) and content of memory (Botschen 1999).

Inherent in the means-end model is the concept of 'levels of abstraction' (Gutman and Reynolds 1979, Olson and Reynolds 1983, Gengler et al. 1999). Levels refer to a way of categorising the content of associations about a product from physical aspects of a product (attributes) to personal values (Reynolds and Gutman, 1984, Bagozzi et al. 2000). The model posits that information about products is stored in memory at varying levels of abstractness. This allows consumers' perceptions and evaluations to be studied at different levels of the chain.

Several authors have developed schema to distinguish between cognitive representations by levels of abstraction (Geistfeld, Sproles and Badenhop 1977, Howard 1977, Gutman and Reynolds 1979, Gutman 1982, Olson and Reynolds 1983). Olson and Reynolds' (1983) scheme orders the representations as a hierarchy from lower to higher levels of abstraction.

'A connected hierarchy of translations of meaning, from the product attributes to how, ultimately, they are personally meaningful to the consumer, would seem a logical way of storing information and thus serve as a perceptual lens through which one sees and processes information' (Reynolds 1985, p. 304).

Proponents of this approach indicate increased understanding of consumer behaviour is possible by considering the attribute-consequence-value hierarchical levels and their corresponding links as compared to more traditional methods of attribute and benefit based approaches (Dibley and Baker 2001).

The primary methodology used in the means-end model was designed to uncover the levels of abstraction with an in-depth interviewing technique termed laddering (Gutman and Reynolds 1979, Reynolds and Gutman 1984a, 1984b, Bagozzi et al. 2000). The first step in the procedure is to elicit from the consumer the bases for distinguishing between or among stimuli in terms of preference or perception (Wansink 2000).

A sequence of in-depth probes traces the network of connections or associations in memory that eventually lead to values. The laddering process is accomplished by asking a 'why is that important to you?' question at each level and uses the response as the basis for the next probe (Reynolds and Gutman 1984a). The process continues until both a consequence and a personal value are elicited from the consumer, or the consumer has no further answers to the probes (Reynold and Perkins 1987, Herrmann et al. 2000).

The laddering technique is postulated as a way to evaluate an individual's key descriptors at all levels as well as their linkages that serve to provide the structure components of the cognitive network (Wansink 2000). The probing technique results in a combination of identifications of higher level meanings, consequences, and values that stem from the basic attribute level and the connections or linkages between the various levels. Laddering permits identification of both content and structural aspects of memory (Allen 2001).

The first step in analysing the resultant ladders is to undertake a content analysis. Each level of response - attribute, consequence, and value - is analysed and closely related terms grouped together (Vriens et al. 2000). Each thought from each subject is assigned a category code. All laddering responses are expressed in a set of standard concepts. The aggregate set represents the content

component of the consumers' knowledge structure (Chin-Feng 2002).

Next, the linkages (the arcs of the network model) between concepts must be identified. Although authors using laddering techniques indicate several types of data analyses are possible at this point, reported literature has illustrated the development of a square matrix with the rows and columns denoted by the concept codes developed during the initial content analysis (Chin-Feng 2002). An entry is recorded in a particular row/column cell of the matrix whenever the row concept was the probe that elicited the column concept. This aggregate analysis of the linkages between attributes, consequences, and values elicited from consumers is presented visually as graphs depicting the linkages of implied relationships among cognitive elements across people (Gengler et al. 1999). In addition, the maps permit a visual identification of the path(s) that extend from attributes to values (Reynolds and Gutman 1984a, Vriens et al. 2000).

Several studies have been conducted using the laddering technique (Gutman, 1982, Reynolds and Gutman 1984a, 1984b, Gutman 1984, Gutman and Alden 1985, Reynolds and Jamieson 1985, Botschen et al. 1999, Herrmann et al. 2000). Most have been developed to demonstrate its effectiveness in advertising and product positioning.

Authors of the studies incorporating the laddering technique suggested this methodology aids in understanding the instrumentality of consumer behaviour in terms of a value orientation (Klenosky 2000). These authors indicated consumers are striving to seek ratification of personal values through purchase of goods and services. Means-end chain analysis has been posited as a way to link product attributes to consequences occurring to the consumer from product use, to personal values (Botschen et al. 1999).

2.2.3 Definitions

The following provides further explanation of the attribute, consequence, value constructs that represent the framework of means-end chain analysis

2.2.3.1 Attributes

Attributes are features of the product that signal product features to the consumer (Manyiwa and Crawford 2002). These characteristics may be physical and measurable in physical units, e.g., level of carbonation, or abstract (more subjective in nature, such as quality (Vriens et al. 2000). Attributes used as surrogates of quality have been dichotomised as intrinsic or extrinsic cues (Olson and Jacoby 1972). Extrinsic cues are those can be changed without altering the structure of the product, such as the label. While intrinsic cues are those that are inherent within the product, such as the grape. Changing any of these characteristics would change the product itself. Although numerous other schema could be used (Brunswick 1956, Meyers and Shocker 1981, Johnson 1989) the intrinsic/extrinsic dichotomy is widely used in the consumer literature and was used in this study (Brunswick 1956, Meyers and Shocker 1981, Johnson 1989, Gengler et al. 1999).

2.2.3.2 Consequences

Consequences are the psycho-social and functional effects that accrue to consumers as a result of the use or avoidance of product attributes (Manyiwa and Crawford 2002). Consequences are the positive (benefits) or negative (deficiencies) effects that motivate consumers to seek or avoid product attributes. Consequences may come directly from the product, such as enjoyable taste, or indirectly when other people act favourably or unfavourably because of consumer behaviour (Judica and Perkins 1992, Malhotra 2002). Consumers choose those actions that produce the desired consequences and minimise undesired consequences (Trocchia 2002).

2.2.3.3 Values

Rokeach (1973) defines a value as:

'A value is an enduring belief that a specific mode of conduct or end state of existence is personal or socially preferable to an opposite or converse mode of conduct or end state of existence' (p. 5).

Personal values can be divided into two categories in the Rokeach Value Survey:

- Instrumental values - are modes of behaviour that lead to desired end states (e.g., self confidence, accomplishment)
- Terminal values - are desired end states (e.g., comfortable life, world at peace, pleasure, happiness), (Fall 2000, 2001).

A more detailed insight into the explanation and role of personal values is provided in section 2.3

2.2.4 Conceptual Model, Situation and Wine

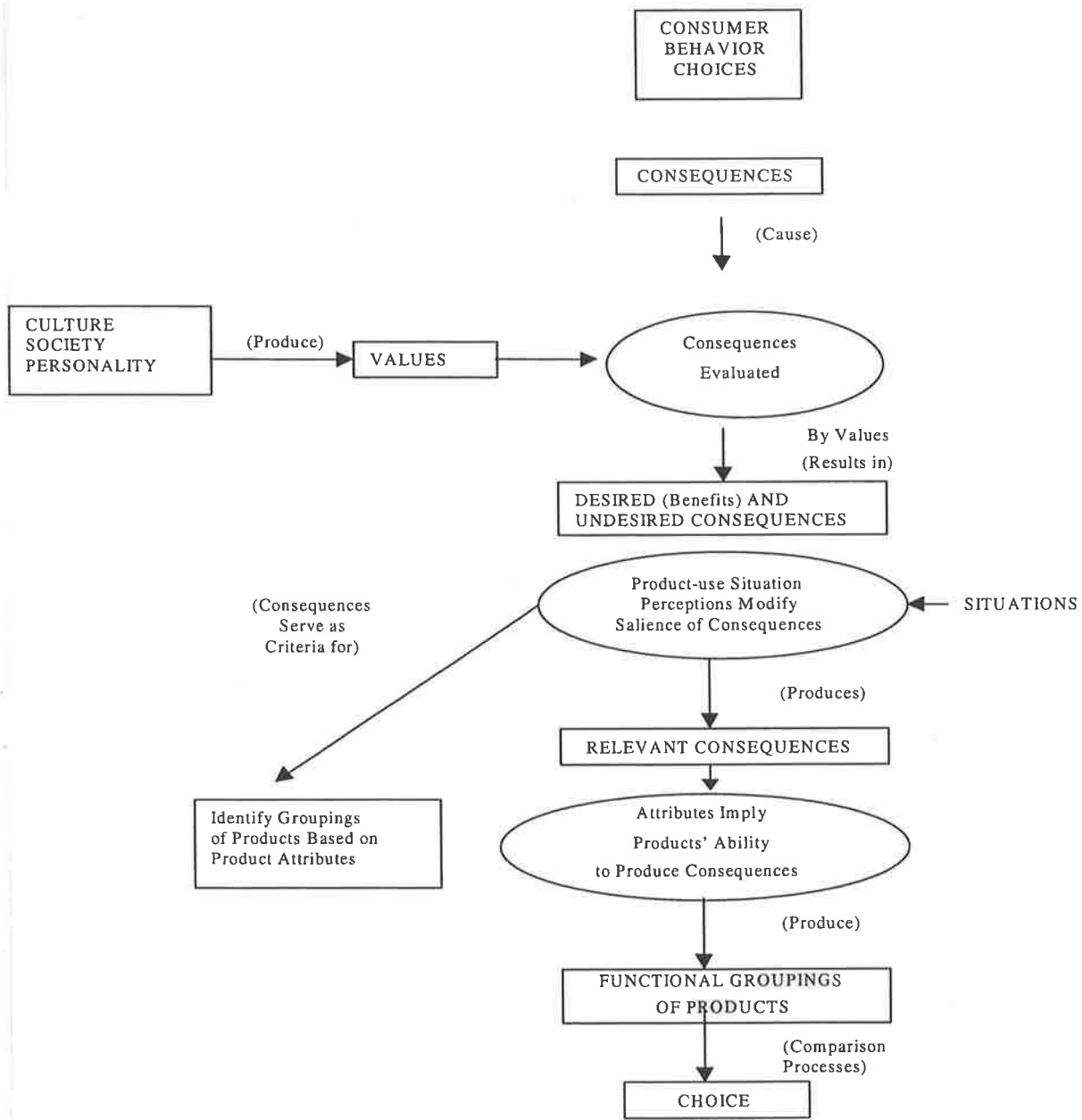
When a consumer decides to buy a product, the decision is not dependent upon selecting the attribute desired in the product per se but, instead, on the perceived consequences of product use (Valette-Florence et al. 1999). If the consumer perceives that the product is a means to some important consequences which themselves will lead to the satisfaction of particular values (Reynolds and Gutman 1984a), they will buy the product in order to reach the end state desired. The perception of a product and, therefore, the attributes related to a product, and the linkages with consequences and values, depend upon the specific usage situation. Specific stimuli in the immediate environment affect which meanings are activated on a given occasion (Judica and Perkins 1992).

Gutman (1982) presents an example of attribute-consequence-value chains that can be drawn from a study conducted in the market for wine coolers (read this from bottom to top):

- Sense of belonging (value)
- Socialise (consequence)
- Avoid getting drunk (consequence)
- Less alcohol/filling (attribute)

Judica and Perkins (1992) developed means-end chains in relation to sparkling wines, which differed noticeably by usage. They found that light users need to be satisfied by the product, and to feel better about themselves, and their purchasing decisions are more oriented to the satisfaction of themselves. Heavier users prefer dry wines as being more sophisticated, are willing to pay a premium price, and have more complex psychological needs to be fulfilled with the product, including more socially-oriented reasons for usage. Other findings from the study showed that a special event is still the most often selected occasion for consumption of sparkling wines. In this market, consumers have a high level of involvement in the buying process. The 'social occasion' which constitutes the time when the product is most frequently consumed makes the selection important. Consumers are less likely to take a chance and risk an inferior quality product. The environment of consumption, most frequently a social gathering, supports the importance of the selection: the product becomes a means to social recognition and approval for the buyer rather than a beverage. It was noted also that dry taste products are perceived by consumers as more sophisticated and higher quality products. The means-end chains model, by shifting attention from product attributes to consumers' personal values, is particularly applicable to segmentation and positioning strategies products like wine (Judica and Perkins 1992).

Figure 2.3: Gutman's Conceptual Model for Means-End Chain (1982, p. 62)



In discussion of his model, Gutman (1982) highlights the fact that consumers encounter many product use situations. He suggests that;

'Consumers have desired consequences that they are trying to achieve. Consumption situations provide them with the opportunity to achieve these consequences. Each consumer learns over time which choices in a given situation produce these desirable consequences and which do not. Consumers evaluate product use-situations in terms of their potential impact...the situation can modify the importance of consequences...The means-end chain permits us to focus on the basic aims consumers have in life while not losing sight of how these aims influence choices in specific situations' (p. 61).

In this quote, Gutman highlights the fundamental assumptions related to his means-end chain model. Values operationalised as desirable end states of existence play a dominant role in guiding choice patterns, however, the desirable product attributes and consequences are modified according to the consumption situation. Having undertaken an exhaustive review of the literature relating to this situational impact highlighted in Gutman's theoretical model, no evidence of further investigation of this vital link in the means-end model was uncovered. Investigating this link will be an important part of this study.

2.3 Personal Values

Writers and philosophers from the days of the ancient Greeks have been concerned with personal values. Kant, Aristotle, Plato, and Rousseau referred to values, although none posited a theory of values (Clawson and Vinson 1978). Values emerged as a legitimate area of academic study in Germany during the early 1800s. The basic problem confronting theorists of that era was related to whether values were subjective or objective. Modern social thinkers have generally accepted the objectivist position and regard the emergence of values as a social-cultural process (Clawson and Vinson 1978).

A landmark study in the psychological analysis of values was conducted by Spranger (in Clawson and Vinson 1978). Spranger believed that values are reflected in all behaviour. He constructed a value system typology that classified people into six basic personality characteristics.

It was Spranger's belief that the individual's predominant value orientation structured their personality. Later empirical investigations by Vernon et al. (1931) and Allport, et al. (1960) supported Spranger's theory that values were among the factors differentiating people.

One of the most influential modern contributors to the psychological theory of personal values was Rokeach (Clawson and Vinson, 1978). Personal values have long been considered by social scientists to be important determinants of attitudes and behaviours (McCarthy et al. 2000). However, until the research conducted by Rokeach during the 1960s and 1970s, many of the studies which examined values included them as a sub-category of attitudes. Rokeach (1969, 1973 and 1979) is credited with operationally defining and investigating values on an individual basis (Fall, 2000). Rokeach has conducted comprehensive work on personal values in American society. He developed and validated the Rokeach Value Survey as a means to conduct the objective measurement of personal values. His approach to studying values was to recognise that values concern not only the desirability of various goals or outcomes, but the means for achieving these goals as well (Fall, 2000).

Rokeach (1973) distinguished between two types of values, instrumental and terminal. Instrumental values are modes of behaviour that lean to desired end-states. Terminal values are the desired end-stages. His questionnaire included eighteen instrumental values: ambitious, broadminded, capable, cheerful, clean, courageous, forgiving, helpful, honest, imaginative, independent, intellectual, logical, loving, obedient, polite, responsible, and self-controlled; and eighteen terminal values: a comfortable life, an exciting life, a sense of accomplishment, a world at peace, a world of beauty, equality, family security, freedom, happiness, inner harmony, mature love, national security, pleasure, salvation, social recognition/respect, self-esteem, true friendship, wisdom (Rokeach 1969, 1973 and 1979, Fall, 2000, 2001).

Rokeach's (1973) research resulted in a paradigm that posited that beliefs, attitudes, and values are organised together in a functionally integrated, cognitive system. Beliefs are considered the most basic elements, and represent conscious or unconscious simple propositions. Attitudes are cognitive and affective orientations toward specific objects and situations, while values are global beliefs about desirable end states and underlie attitude and behaviour. Thus, a person may possess numerous attitudes, but only a few values. Therefore, the use of personal values to explain behaviour may lead to a more parsimonious model of factors as compared to the use of attitudes (Brangule 2002). A value is an enduring belief relating to a specific mode of conduct or end-state of existence (Fall 2000, Brangule and Pieters 2002), representing as Rokeach (1979) states:

'an organized set of preferential standards that are used in making selections of objects and actions, resolving conflicts, invoking social sanctions, and coping with needs or claims for social and psychological defenses of choice made or proposed' (p. 20).

Values serve as standards that guide ongoing activities (Fall, 2001). Values are central to peoples' lives and have been known to influence attitudes and behaviours (Kamakura and Novak, 1992). Allport defines a value as:

'a belief upon which a man acts by preference' (1961, p. 454).

Values are:

'enduring beliefs that a particular mode of behaviour or end-state of existence is preferable to opposite modes of behaviour or end-state' (Rokeach, 1973, p. 5).

Values are more stable and occupy a more central position than attitudes, within a person's cognitive system. Therefore, they are determinants of attitudes and behaviour and hence provide a more stable and inner-oriented understanding of consumers (Daghfou 1999). Personal values have long been considered by social scientists to be important determinants of attitudes and behaviours. Personal values statements of the ideal represent beliefs that the particular modes of conduct or end states of existence are preferable to others; values help to explain

and understand consumer behaviour because they play a central role in consumers' cognitive structure (McCarthy et al. 2000). Pitts and Woodside (1983), following Rokeach, argue that values, as the central beliefs of the individual, are causally related to attitudes and that values serve to link central beliefs to attitudes, and thus may be more useful than attitudes in understanding motives and behaviour. Accordingly, the value concept may be regarded as a predictor of motives and behaviour (Thrane 1997).

That is, values are cognitive representations of various human needs, tempered by societal demands. People typically internalise a system of personal values, within which individual values have been prioritised or assigned a relative importance. It is a person's hierarchy of values that determines what activities, interests, and material goods are worth identifying with, cherishing, protecting, acquiring, or consuming. Indirectly, value priorities drive consumption behaviour in the marketplace (Grunert 1996).

Recently, Schwartz (1990, 1992, 1994, 1996), Schwartz and Bilsky (1987, 1990), Schwartz and Sagiv (1995) and Schwartz and Bilsky (1987) have presented values as concepts or beliefs, which pertain to desirable end states or behaviours, guide selection or evaluation of behaviour and events, and are ordered by relative importance. Thus, in addition to describing formal features of values, Schwartz and Bilsky propose that the primary content of a value is the motivational concern that it expresses (Grunert and Muller 1996, Brangule and Pieters 2002).

Values serve to guide actions, attitudes, judgments, and comparisons across specific objects and situations (Long and Schiffman 2000). Values are higher order abstract social cognitions that people use to store and guide general classes of stimuli (Kahle 1991). Values can also be thought of as cognitive representations of universal human requirements: biological needs, social interactional requirements, and social institutional demands on the individual (Schwartz and Bilsky 1987, Kropp and Lavack 1999).

Several objective value scales are available to measure personal values (Allport et al. 1960, Rokeach 1973, Stampfl 1982, Kahle 1983), although the Rokeach Value Survey (Rokeach 1973) appears to have been used most widely in reported empirical studies of consumer behaviour. The survey has been used to segment the car market based on personal values (Vinson and Munson 1976) and to predict mass media usage (Becker and Conner 1981). Later, Pitts and Woodside (1983) found that for cars, deodorants, and vacations, values were not strongly related to product class and brand preference or intention. However, values did relate to product and brand choice criteria.

To make up for the shortcomings of the RVS, the List of Values (LOV) was introduced as a tool for value segmentation (Thrane 1997). Kahle's LOV is composed of nine personal values that were derived from Rokeach's original 18 terminal values and based on the theoretical contributions of Rokeach's (1973) list of terminal values, Maslow's hierarchy of values (1954), Feather's values and education study (1975) and values derived from Veroff et al. (1981) in Ekinci et al. (2002). The LOV was based upon terminal values as they are more abstract than instrumental values and appeared more relevant to consumer behaviour (Madrigal and Kahle 1994, McCarthy 2000). Kamakura (1992) highlights the fact that terminal values are important component in guiding product choice.

The RVS was considered somewhat cumbersome by many researchers, as it required respondents to rank in order of importance two lists of 18 variables. (Kamakura and Mazzon). Since the RVS consists of ranking so many items lacking relevance to daily life, it has been severely criticised as a criterion for segmentation of everyday consumer behaviour (Beatty 1985, Thrane 1997).

While Kahle (1999) does not claim that the LOV provides an exhaustive inventory of every value, he points out that it does provide a useful instrument applicable to an array of social science studies (Fall 2001). Kamakura (1992) highlights the fact that terminal values are an important component in guiding product choice.

Further research by Kahle (1983, 1984) has supported the theoretical notion that the LOV indicators may be better represented at a more abstract level by value domains that reflect either an internal or external orientation. The LOV scale has two dimensions based on Rotter's (1955) notion of whether a person feels that they have an internal, or external focus of control. Internally oriented values include 'self-fulfilment', 'self respect', fun and enjoyment, excitement, 'sense of accomplishment' and warm relationships with others, whereas externally oriented values include 'sense of belonging', sense of security, and 'being well respected' (Fall 2002). The external values imply a dependence on people or circumstances outside the individual's own control whereas the internal values do not (Kahle 1984a). Internally oriented values include self-fulfilment, fun and enjoyment, excitement, sense of accomplishment, warm relationship with others and self respect. Whereas externally oriented values include sense of belonging, being well respected and security (Fall 2000, 2001).

The most common issues addressed in the arena of the measurement of personal values pertain to the ranking versus the rating of the constructs (McCarthy 2000). The LOV's classification of individuals on the basis of their single most important value may be highly influenced by measurement errors based on the reliability of test retest results according to Kamakura and Mazzon (1991), who also state that "empirical comparisons between the ranking and rating data collection methods have shown mixed results" (p.209). Richins and Dawson (1992) argued that there were problems with both the ranking and rating methods as ranking provided fairly superficial information on any particular value, made comparisons between individuals impossible and did not indicate how important a particular value is in a persons' life. Rating each of the values rather than just ranking them, as occurred with the RVS, helps identify the intensity with which individual values are held. However, even with the RVS, there has been substantial controversy as to whether items should be ranked or rated (Prakash 1994).

Jago (1997) and Long (2000) argue that, categorising respondents on the basis of their highest ranked value ignores the fact that single values fit together to form a value system and, indeed, "conflicts with Rokeach's concept of an ordered value

system" (Kamakura and Novak 1992, p.119). Despite the debate about the relative merits of the two measurement approaches, ranking has been used more often because it reflects the inherently comparative nature of values" Kamakura and Mazzon 1991,p.209).

Jago (1997) notes that given the LOV has been proposed as a means of measuring people's values, the instrument would be expected to be comprehensive. All of the values listed in the RVS upon which the LOV is based could be classed as positive values and they would rate quite highly on social desirability. Despite suggestions that today's society has become more materialistic in its outlook, it is interesting to note that the LOV scale does not contain any negative or less laudable values such as wealth, power and status which do not appear specifically in the LOV scale although may be included in the LOV under achievement.

Thrane (1997) indicates that there has been no conclusive result to establish the relative ability of the LOV to predict behaviour in relation to other techniques such as demographics and psychographics. However, of the three dominant measurement tools, RVS, VALS and LOV, it is apparent in recent marketing publications that agreement seems to exist on the superiority of the LOV scale. LOV has greater predictive utility than does VALS in consumer behaviour trends (Kahle 1986), and is less cumbersome and more relevant to consumer behaviour than the RVS. Kahle, Beatty and Homer (1986) compared the predictive performance of the LOV with VALS and found it was superior. However, Novak and MacEvoy (1990) queried the findings of Kahle, Beatty and Homer (1986) suggesting that they had overstated the performance of the LOV because of the demographic variables that were included with it. They found that VALS was as effective when combined with demographics also. They also found that LOV alone was less able to predict behaviour than demographics. Madrigal and Kahle (1994) found that personal value systems were better predictors of behaviour than were demographics, although demographics added value to the understanding of segments. Gunther and Furnham (1992) acknowledged the claimed benefits of the

LOV in explaining and predicting consumer behaviour. However, they suggested that the predictive power of the LOV was well short of perfect. In support of LOV, Ekinici (2002) notes that the LOV has been significant when used for segmenting markets and predicting consumer behaviour, and Grunert (1996) notes that the value items in this inventory are well grounded in theory.

The essential strength of the Kahle instrument lies in its simplicity and efficiency (Daghfou 2000); LOV is more parsimonious than the Rokeach Value Survey, and has been shown to have higher test-retest reliability. LOV has also been shown to have acceptable psychometric properties in domestic (Beatty et al. 1985) and cross-cultural settings (Beatty et al. 1993, Grunert et al. 1989, Kahle et al. 1986, Kropp et al. 1999). Sukhdial (1995) suggests that the LOV scales contain a higher percentage of items that people say influence them in their every day life and hence are of greater importance to marketers and that the LOV scale is composed of values that can be used directly in advertising copy for positioning purposes while the same is not true for the RVS. Fall (2000, 2001) notes that the LOV does not claim to provide an exhaustive inventory of every value; no instrument can be everything to everybody. However, the LOV does provide a useful instrument applicable for an array of circumstances.

Value systems are central to understanding consumer behaviour and they are an important basis for market segmentation (Brangule et al. 2002). Several consumer behaviourists have postulated the importance of values to consumer behaviour (Rosenberg 1956, Lessing 1976, Howard 1977, Vinson, Scott and Lamont 1977, Gutman 1982), and yet limited research to support the link has been reported in the literature (Pitts and Woodside, 1983). Traditionally, personal values have been used as a basis for market segmentation (Reynolds 1985, Daghfou et al. 1999, Mcleary and Choi 1999). Few studies have investigated the predictive power of values on consumer behaviour, and most have been correlational (e.g., Vinson and Munson 1976, Vinson, Scott and Lamont 1977) suggesting values could be useful in predicting various forms of consumer behaviour. The basic idea underlying a linking of personal values and motives/behaviour is grounded in the search for new and (possibly) better ways to segment markets. Traditionally,

market segmentation has relied heavily on demographic and psychographic characteristics for these purposes. In this respect, it has been argued that personal values may be thought of as a valuable supplement to and perhaps more efficient means of segmentation than demographic/psychographic criteria (Thrane 1997). A further discussion of the utilisation of personal values in segmentation is presented in section 2.4. Personal values have also been explored as a basis for product positioning, the understanding of the dominant values of the target market and the link between a product and a consumer's value system can be used to develop a positioning strategy (Reynolds, 1985).

A review of the general social science literature on value-behaviour from both laboratory and survey studies suggests there is sufficient evidence to show values do influence and underlie behaviour (Williams 1979, Burgess 1992, Fall 2000). However, results of marketing and consumer behaviour value-behaviour consistency studies have been more complex and very mixed (Beatty et al. 1985).

Studies demonstrating that values influence certain behaviours and actions include the following:

- Media sources (Urban 1980, Fall 2001, McDaniel 2002).
- Mass media (Rokeach et al. 1989, Burnett et al. 1993, Shoham et al. 1996).
- Store choice (Bozinoff and Cohen 1982).
- Preferences for products and brands (Pitts and Woodside 1983, 1986, Reynolds and Gutman 1984a, Cheron and Muller, 1993).
- Cigarette consumption (Wells, 1974, Grube, Weir, Getzlaf, and Rokeach, 1984, Grunert and Jurl, 1991).
- Gift giving (Grunert and Wagner 1989, Beatty et al. 1991, Beatty et al. 1993).
- Vacation destination (Madrigal and Kahle 1994, Daghfou 1999).
- Social contact (Sagiv and Schwartz 1995).
- Voting behaviour (Rokeach 1973).
- Charity contributions (Manner and Miller 1978).
- Socially conscious behaviour (Anderson and Cunningham 1972).
- Ecological behaviour (Ellen 1994, McCarthy and Shrum 1994).
- Innovativeness (Steenkamp, ter Hofstede and Wedel 1999).
- Purchase of organic foods (Homer and Kahle 1988, Grunert and Juhl, 1995).
- Existence of market segments (Kahle, Beatty and Homer 1986, Novak 1990, Madrigal and Kahle 1994, Brangule et al. 2002).
- Leisure behaviour (Jackson 1974).
- Service quality expectations (Weeks and Kahle 1990).
- Cross-cultural consumer differences (Grunert et al. 1989, Mueller 1989).
- Car ownership (Henry 1976, Vinson et al. 1977).
- Environmental concerns (Grunert and Juhl 1991).
- Advertising (Rustogi et al. 1996, McDaniel 2002).
- Vacation activities (Magdrigal and Kahle 1994).
- Travel/tourism related behaviour (Oppedijk et al. 1986, Shih 1986, Dalen 1989, Muller 1991, Thrane 1997).
- Fashion items (Rose et al. 1994).
- Attending Sports Activities (Shoham et al. 1997).

To summarise the effects of values on consumer behaviour, the following example is offered. When a consumer decides to buy a product, the decision is not dependent upon selecting the attribute desired in the product *per se* but on the perceived consequences of product use. If the consumer perceives that the product is a means to some important consequence that will subsequently lead to the satisfaction of a particular value, they will buy the product in order to reach the 'end-state' desired. The perception of a product and, therefore, the attributes related to a product, and the linkages with consequences and values, depend upon the specific usage situation (Judica and Perkins 1992). Specific stimuli in the immediate environment can also affect which meanings are activated on a given occasion.

The effects of personal values on consumer behaviour have been studied using a qualitative methodology developed by Gutman (1982). The application is grounded in the means-end theory (previously explained; review of Means-End Methodology to follow), but has a more objective analysis than previous motivation research (Reynolds 1985). Kahle's LOV scale is operationalised to categorise values. It was noted that the varying influence of values across different occasions has not been reported in the literature.

2.4 Wine

2.4.1 Introduction

The following section will provide a brief history of wine and present trends of the national and international wine industry, and discuss a variety of factors that influence consumer behaviour and wine choice. A discussion of segmentation opportunities will also be presented

2.4.2 Early History

Grape cultivation is nearly as old as civilization (Groves et al. 2000). The trade in wine is ancient and, as with salt in recorded history, was one of the early commodities to enter world trade (Spawton 2001a). Details for grape and wine production figured in the hieroglyphics of the 4th (2400 BC), 17th, and 18th

dynasties of Egypt. According to the Bible, Noah planted a vineyard. In Homer's time, wine was a regular commodity among the Greeks (Bode 1992, Britannica 2002). The Phoenicians carried the grape into France about 600 BC; the Romans planted grapes in the Rhine Valley not later than the 2nd century AD. The origin of alcoholic beverages is lost in the mists of prehistory (Johnson 1991). Early man liked the effects, if not the taste, of fermented fruit and proceeded to purposeful production (Phillips 2001). The making of wines has been reported from several hundred preliterate societies and their importance is evident in the multiplicity of customs and regulations that developed around their production and uses. They often became central in the most valued personal, religious and social ceremonies (Robinson 1989).

The significance of the classical history is evident from about 300 BC, which became mingled in a mix that was to influence powerfully the development of European culture. The surviving records of ancient Greek and Roman culture reveal the common and copious use of wine by the gods, as well as by people of all classes, highlighted by the worship of Dionysus, or Bacchus, the wine god. The Greco-Roman classics abound with descriptions of fulsome drinking and often drunkenness (Unwin 1996). The earliest references in the Bible show that abundant wine was regarded as a blessing (Bode 1992). When Magellan set out to circumnavigate the world in 1519 he spent more on sack wine than he did on weapons. In 1587, among the stores that Sir Francis Drake plundered from Cadiz was 2,900 large barrels of sack wine (The Economist 2001). In 18th-century England, for example, restaurants emerged as social instruments, separating the sensual and social aspects of dining. They became fashionable places where men took women to show off their clothes, and where good quality food and wine were consumed (Barr 1995).

The first vines were brought to Australia aboard one of the ships of the First Fleet in 1788 (Fried 1993). Wine grape growing and winemaking ventures were soon established in various parts of the colony and, by the mid-1820s, annual production of wine reached some 90,000 litres (The Australian Grapegrower and Winemaker 2001).

Planting and propagation of the vine spread over the Australian continent with the increase in European settlement (AWBC 2003). In the 1960s the Australian wine industry concentrated mainly on producing fortified styles such as port and sherry. The rapid influx of migrants from continental Europe, however, with their well-established wine culture, brought about lifestyle changes including a boost in the consumption of table wines (Anderson 1999, Convict Creations 2003).

The South Australian wine industry began around 1840 in what is now metropolitan Adelaide, and soon expanded into the Southern Vales, the Clare Valley, and the Barossa Valley (Fosters 2003). In the 1890s the Riverland region was developed as a major producer, largely by Italian immigrants (Fried 1993). In Victoria, viticulture began in the 1840s in the Melbourne, Yarra Valley and Geelong Districts. The discovery of gold in 1851 triggered a period of expansion, and viticulture soon extended over much of the centre and the northeast of the state.

The industry was launched in Western Australia when the English botanist, Thomas Waters, planted vine cuttings from South Africa in the Swan Valley in 1829.

The first exports of the then fledgling wine industry were in 1822 (Fosters 2003). Gregory Blaxland shipped 136 litres of wine to London where it won a Silver Medal (AWBC 2003, Rubens Jan 2003).

Historically, most Australian wine has been sold in the domestic market, with exports accounting for only a small proportion of total production. However, in recent years, more emphasis has been placed on producing wine for export and exports have grown rapidly (Fried 1993). A number of factors have affected the consumption of wine over the last 25 years. These include: changes in patterns of consumption, changes in consumer purchase behaviour, distribution changes, corporate changes, and changes in government and taxation. Knowing how the consumer behaves is important because it assists with predicting the future trends

within the industry. The wine market is growing in sophistication, and the opportunities for market development are increasing (Spawton 1991a, 1999).

2.4.3 Wine Industry Snapshot¹

The following section provides an insight into the industry trends and economic impact associated with wine. The Australian wine industry represents an important and successful part of the Australian economy both from the perspective of local and export sales as the following information will highlight. The Australian grape and wine industry continued to perform strongly throughout 2000-01 and 2001-02. For the fifth year in succession record levels were achieved for all the grape-growing and winemaking indicators. The following provides an insight into some of the major wine industry trends in Australia and internationally.

2.4.3.1 Sales

In the latter half of the last decade, per capita consumption of wine rose steadily from a low in 1995-96 of 18.3 litres to a high of 20.3 litres. At the beginning of this decade, consumption returned to the level of the 1980s with 20.6 litres for 2000-01. The trend of increasing sales continued in 2000-01 with a record 384.8 million litres of Australian produced wine sold, at a value of \$1,830.9m. This represents an increase of 4% from the 1999-2000 record of 369.3 million litres. Wine consumption by Australians also increased between 2000/01 and 2001/02 to reach a total of 400 million litres.

2.4.3.2 Exports

The strong growth in Australian wine exports evident since the mid-1980s continued in 2000-01 as Australia exported a record 338.3 million litres of wine. The record levels of wine exported in 2000-01 represented increases on the previous records set in 1999-2000 of 18.7% in volume and 28% in value. A successful year for Australian wine exports in 2001/02 was also recorded, reaching

¹ Sources: Statistical information for this section was compiled from the following sources: Sales of Australian Wine and Brandy by winemakers (ABS Cat. no. 8504.0): Wine Statistics Survey, 2000-01; Wine and Spirit Production Survey, 2000-01; Inventories of Australian Wine and Brandy 2000-01; Vineyards Survey, 2001; Australian Wine and Brandy Corporation Annual report 2001 -2002

previous records set in 1999-2000 of 18.7% in volume and 28% in value. A successful year for Australian wine exports in 2001/02 was also recorded, reaching \$2 billion in sales with an abundance of records broken. Records achieved included: the total value shipped, which was up 24% to \$2 billion; the increment in the value of sales over the preceding year, at \$387 million (previous record \$357 million); the total volume shipped, which was up 23% to 417 million litres; the increment in the volume of sales over the preceding year at 78 million litres (the previous record was 70 million litres) and despite the strong volume performances and a poorer global economic environment in the latter part of the year a new high in the average dollar per-litre value, up 0.7% to \$4.79 per litre. A further milestone reached during 2001/02 was for the year-on-year volume of Australian wine exports to exceed domestic sales for the first time. In reaching \$2 billion, Australian wine exports have grown from a mere \$13 million in 20 years. Over the last five years, Australia's top five export markets by value were unchanged from the year before – being the United Kingdom (\$843 million), the United States (\$583 million), Canada (\$124 million), New Zealand (\$85 million) and Germany (\$48 million). In volume terms, the top 5 markets also remained unchanged from last year being the UK (202 million litres), the US (95 million litres), NZ (25 million litres), Canada (19 million litres) and Germany (12 million litres).

2.4.3.3 Grapes

Wine grape production surged by 24% in harvest 2001, to reach 1.42 million tonnes and again by an estimated 16% to reach 1.65 million tonnes in 2002.

2.4.3.4 International Perspective

The United Nations Food and Agricultural Organisation (FAO) statistics indicate that in 2001, global wine production was 27.9 billion litres, 4% down on the previous year. The three largest producing countries, France (5.8 billion litres), Italy (5.1 billion litres) and Spain (3.1 billion litres) together accounted for half of the 2001 production. Production falls in the European Union (EU) largely accounted for the overall production decline in 2001– a decline that was softened by a net

production gain among the Major New World (MNW) wine-producing countries (the United States, Argentina, South Africa, Australia and Chile). The production decline in the EU was largely attributed to declines in France, down 2.5%; Italy, down 5% and Spain, down 25%. Lower production in the United States also contributed to the decline (down 5% to 2.4 billion litres). Partially offsetting these declines were significant gains in Argentina, up 26% to 1.6 billion litres, and Australia, up 26% to 1.1 billion litres.

The latest available FAO data on world wine trade indicates 6.2 billion litres in 2000. Among the MNW producers, Chile accounted for a third of the group's export volume in 2000 but Australia was the strongest growing exporter in the group. Australia's exports grew 21% compared to Chile's 13%. In 2000 Australia ranked fifth in the world in terms of export volumes behind Italy in number one position (exports of 1.6 million litres), France (1.5 million litres), Spain (0.8 million litres) and Chile (0.4 million litres). Australia accounted for 5% of the volume of world wine traded in 2000.

Wine is identified as an important product from an Australian and international perspective and therefore a worthy product to investigate the consumer behaviour related to its purchase.

2.4.4 Consumer Behaviour and Wine

Wine has been identified as a widely consumed consumer product in Australia. The complexity of the product has been emphasised by authors such as Edwards and Mort (1991), who stress that there is more to wine than the 'simple tangible qualities'. Wine is a product known for its complexity, diversity, and individuality, which clearly distinguish it from other products (Van Niekerk 2000). The product is also agricultural, vines have a limited capacity, they may be influenced by climatic vagaries, they take time to mature, are harvested once a year, require complex production requirements and are then stored for a period of time before they can be consumed (Lockshin, Rasmussen and Cleary 2000). One of the key factors in the successful marketing of wine is the identification of what is important to the consumer/target market. The complexities of the wine product differentiate wine

from many other consumer products and stress the importance to the wine industry of having an understanding of consumer behaviour. A number of researchers have highlighted the need for ongoing research into the needs, wants and behaviour of the wine consumer as the following comments highlight.

'A full understanding of wine consumer behaviour is required to identify the needs of the wine consumer' (Gluckman 1990).

'It is important to identify the general concepts within consumer behaviour and how they vary' (Nelson 1970 in Rossiter and Percy 1992).

'A full understanding of wine consumers' needs, preferences, attitudes and buying behaviour is needed, as is continuous product research in relation to modern consumer behaviour and needs' (Tzimitra-Kalogianni et al. 1999).

'Strategy 10 is considered an important component of achieving the vision of Strategy 2025. It recognises the need to better understand consumer behaviour and attitudes to wine by conducting market research' (Stanford 2000).

'A group of German wine producers who met together in the late 1990's to discuss ways to revitalise the flagging German industry concluded that substantial market research into consumer preferences was required' (Knott 2000).

'Maintaining returns from wine will depend on the adjustment of product lines to meet changing consumer preferences' (Shepherd and Claringbull 2001).

'These findings demonstrate the need for more research into consumer segments' (Sparks, Wildman and Bowen, 2001)

'Wine production, sales, and consumption in the United States are growing. Competition in this growing market involves product differentiation. There are continuous changes to the product and the ways they are being marketed to suit consumer preferences toward the wine. Wineries also may offer wine in different wine segments, thus changing the competitive forces on their brand' (Eyler 2001).

'The basis of successful wine marketing is to understand the consumer' (Moulton and Lapsley 2002).

These quotes identify the need for wine producers and retailers to understand consumer behaviour. A variety of consumer models have been presented relating to wine consumption. Hall and Winchester (2000a, 2000b), extending the work of McKinna (1986) and Spawton (1990) concluded that the Australian wine market could be divided into four consumer segments: the connoisseur, the aspirational

drinker, the beverage wine consumer and enjoyment oriented drinkers. Each group has their own attitude, knowledge, perceptions and behaviour toward wine consumption (Lockshin, Rasmussen and Cleary 2000). Gil and Sanchez (1997) emphasise that wine consumer decision making is a four-stage process, need recognition, search for information, evaluation of alternatives and choice. Tzimitra-Kalogianni et al. (1999) suggest that the evaluation of the alternatives stage in which consumer preferences play an important role, is of increasing importance in the wine consumer decision process. Olsen and Thach (2001) provide a conceptual framework for understanding consumer behaviour with regards to wine purchasing and consumption. The framework encompasses consumer characteristics, motivating factors, product attributes, situational factors, barriers to use and shopping behaviour. The situational aspect of this framework was also highlighted by Dubow (1992) who believed that wine is chosen and consumed for different reasons in different situations. The situational influences relating to consumer behaviour which are an integral part of this research were discussed in section 2.1.

2.4.4.1 Changing Trends

The need for a continuous understanding of consumer behaviour is emphasised by the changing trends evident in the Australian and international market place. Blankenhorn, Hoffmann and Seidemann (2001) suggest that the main reason expressed by consumers for drinking wine is to enjoy the taste, however, the results of their research show that the preferences of wine consumers is changing with generally increased levels of sophistication and information about different taste elements, e.g., body, aroma, acidity, and after taste has become more important. While Wittwer and Anderson (2001) suggest that domestic consumer preferences for types of wine have shifted, mainly towards premium red wine, there is also some evidence of a growing demand for premium white wine since the mid 1990s. Changing trends are evident in the international arena. When considering the U.S. market place, Chardonnay continues to be a popular wine in both retail and on-premises sales. But the Chardonnay market is softening, according to the findings of an annual restaurant poll which found that 24.8% of the best-selling

restaurant wines are Chardonnays, however, it was more than 40% 10 years ago. Part of the decline in Chardonnay's popularity is due to the rising popularity of red wines. Reds represented 59% of the most popular wines compared with 38% 10 years ago. Red wines gained in popularity in all types of restaurants, even seafood (Ewing-Mulligan and McCarthy 2001).

Increasing use of the Internet as an information source and retail outlet is also a major trend that requires consideration. A number of wineries are already taking advantage of this trend by developing their own websites and selling wines directly through the internet (Lockshin 2000). Sebastiani (1997) considering trends that will affect the wine business in the USA, identifies evolving consumers with growing confidence in their own tastes and the growing use of information technology.

Wine makers are beginning to target a younger consumer in the quest for increased wine sales and a broader customer base (Bayer 1998). The Australian Grapegrower and Winemaker (2001) highlights the fact that the rate of growth in wine sales within Australia of just 2% annually was not enough to sustain the industry's increases in wine production. There is an opportunity to target Generation X (those people born in 1961-1980) as well as Generation Y (those people aged 18-21) and that generation X could be responsible for up to 50% of Australia's wine buying between 2005-2015 by applying new approaches to marketing targeting at this consumer group. Howard and Stonier (2001, 2002) draw attention to the most important influences on this group being family and friends, wine reviews, visits to wineries and price, while Allen (2002) and Wilson (2001, 2001) conclude that many people in the wine industry have the wrong thinking about this group and do not understand their needs. This appears to be the case in other countries as well, such as Germany, where research showed a whole section of younger consumers being dissuaded from German wine, considering it cheap and not to their liking. There was a lack of middle-range German wines catering to the expectations and preferences of the younger consumer group (Knott 2000).

In recent times the health benefits of wine have been highlighted. Wine has been shown to have a variety of positive influences relating to health, from simple minor issues to life threatening illness. Authors such as Watkins (1997), Dolby (1998), Spawton (2000), Bradbury (2001), Stockley, (2000, 2001) and Van de Wiel (2001), have noted these benefits include the following:

- Wine aids the flow of gastric juices which enhance the digestive process.
- Red wines contain polyphenols which are effective in the fight against viruses. Women wine drinkers have fewer kidney stones.
- Drinking wine in moderation leads to a lower rate of disability and mental illness in older people.
- Red wine helps drive bad cholesterol from the arteries and reduces the risk of stroke and angina.
- Red wine contains anti cancer agents.

2.4.4.2 Perceived Value, Quality and Price

Subjective quality is more typically called perceived quality. Perceived quality is not a product attribute, but is rather a higher level abstraction from specific attributes (Zeithaml 1988, 1989).

Value is a broad term with a variety of different meanings. For example, in economics, value is quantified in dollar terms (Drucker 1965), while in engineering, value analysis relates to the desired function of a product and the ability to provide that function at the lowest possible cost. In social science, the term 'value' has been used when measuring human values, such as Rokeach's (1973) values and, more recently, in relation to the value of shopping experiences, stores and specific products (Babin, Darden and Griffin 1994, Sheth, Newman and Gross 1991, Kerin, Jain and Howard 1992).

While the term 'value' has a common theme of desirability, its specific meaning differs across contexts.

Perceived value is a strategic imperative, and is likely to be of continuing importance into the 21st Century (e.g., Vantrappen 1992, Woodruff 1997). However, relatively little research has examined consumers' perceptions of value; less still has focused on the value domain or on developing a value scale, and still less on the effect of how value changes according to situations.

Zeithaml (1988, p. 14) suggested that perceived product value can be thought of as 'the consumer's overall assessment of the utility of a product based on perceptions of what is received and what is given' or as a comparison of a product or service's 'get' and 'give' components. Despite this widely accepted conceptualisation, value is often viewed and operationalised as a simple ratio or trade-off between quality and price (e.g., Monroe 1990, Cravens et al. 1988). Viewing value as a trade-off between two components (quality and price) may be simplistic and a more sophisticated measure is required for the construct. Sheth, Newman and Gross (1991) suggested that consumer choice is a function of multiple consumption values and that different consumption values make varying contributions in different choice situations. They suggested five consumption value dimensions that related specifically to the perceived utility of the choice, whether at the buy versus no-buy, product, or brand levels. However, these dimensions were not measured generally and, further, were context specific.

Sweeney et al. (1997) investigated value in a pre-purchase situation (i.e., what consumption values drive purchase attitude and behaviour). However, value criteria may change from the pre to post-purchase situation and from a new purchase to repurchase situation (Parasuraman 1997). Hence, a future avenue for research is to examine perceived value in such situations.

The various factors that assist wine consumers in determining the perceived value of wine and, therefore, their choice behaviour are discussed in detail separately in the following sections.

2.4.4.3 Risk and Involvement

Perceived risk is a factor, which affects consumers' decision making when they are considering a product purchase. Risks include social, financial, functional and physical aspects of a product (Mitchell and Greatorex 1989). Many wine purchases involve risk-aversion (eg., Spawton 1991, Mitchell and Greatorex 1989, Gluckman 1990). Examples of these risks include functional risk, such as the taste of the wine; social risks by perhaps being embarrassed in front of family and friends; financial risk in the cost of the wine, and physical risk in terms of risking a pending hangover the following morning. With the number of brands available, and between-vintage variation, it means that consumers are confronted with an enormous amount of changing information which impacts on perceived risk (Speed 1998).

Gluckman (1990, p. 45) contends that the 'act of purchasing wines is clouded with insecurity'. Mitchell and Greatorex (1989) and Spawton (1991) discuss risk-reduction strategies in the purchase of wines. These include, selecting a known brand, recommendations from friends, advice from retail assistants, undertaking wine appreciation education, pricing, packaging and labelling, and getting reassurance through trials such as tastings and samples. Consumers can also reduce the risk of aversive consequences by considering fewer options (Foxall 1983). It has been suggested that with the exception of a few connoisseurs at the high end of the market, most wine purchasers are highly risk-sensitive and their subsequent purchases are governed by risk-reduction strategies Spawton (1991, 1999).

Involvement has been used in a variety of marketing studies since Sherif and Cantril (1947) first presented the concept. Involvement is a motivational and goal-directed emotional state that determines the personal relevance of a purchase decision to a buyer (Rothschild 1984). Involvement is thought to exert a considerable influence over consumers' decision processes (Laurent and Kapferer 1985, Quester and Smart 1998). Researchers have typically analysed the

influence of product involvement on consumers' attitudes, brand preferences, and perceptions (Brisoux and Cheron 1990, Celsi and Olson 1988, Park and Young, 1986, Quester and Smart 1998). Involvement has been conceptualised as the interest, enthusiasm, and excitement that consumers manifest towards a product category (Bloch 1986, Goldsmith et al. 1998). The model proposed by Lockshin et al. (1997) suggested three dimensions of involvement: product involvement, brand involvement and purchase involvement.

Wine purchase behaviour is a complicated issue in that the level of knowledge is a significant factor dictating the processes undergone by the consumers (Gluckman 1990). Involvement has been linked to wine purchase (Lockshin et al. 1997, Quester and Smart 1998), where high and low involvement wine buyers have been shown to behave differently (Lockshin and Spawton 2001) on factors such as price, region and grape variety (Zaichkowsky 1988, Quester and Smart 1998), consumption situation (Quester and Smart 1998), medals and ratings (Lockshin et al. 2001), and quantity consumed (Goldsmith and D'Hauteville 1998).

2.4.4.4 Product

When considering consumer behaviour related to wine it is important to consider the nature of the product, as this undoubtedly will influence behaviour patterns. Spawton identifies the wine product 'as a bundle of benefits which in combination satisfy a consumer requirement' (1991a, p. 20). For wine, the consumer is not simply buying an alcoholic beverage, with a certain bouquet, colour and taste, but also taken into account are a variety of social, psychological and physiological considerations, such as the occasion, matching wine and food, or social status considerations (Dodd 1996). Kotler (2003) argues that any product can be distinguished at three levels: the core product, the tangible product, and the augmented product. Spawton (1991a) notes that wine can be identified according to these levels. The most fundamental level is the core benefit or the real needs that the consumer seeks to satisfy, the core benefits being the reason why the consumer chose to purchase the product. Core benefits may be a sparkling wine for a celebration or a wine to go with food. The tangible features are those

elements that provide physical or sensory cues like the region, grape variety or vintage, while the intangible features are those that differentiate one product from another such as the image of the winery or the communication mix used by the wine company (Spawton 1991a).

2.4.4.5 Product Cues

Consumer decision-making theory assumes that consumers have adequate information on alternatives, that they know what they want prior to embarking on the buying process, and that they have the time and expertise to analyse the information available (Simon 1955, Speed 1998). Researchers have found that there are circumstances when these conditions do not occur, for instance when there is a need to reduce perceived risk (Jacoby et al. 1971), when the consumer lacks expertise (Rao and Monroe, 1988) or when involvement is low (Celsi and Olson, 1988). In these circumstances customers use extrinsic product cues, such as price, brand or store name, to help form quality judgments. When a product has a high proportion of attributes that can only be assessed during consumption (experience attributes) as with wine (Chaney 2000), then the ability of consumers to assess quality prior to purchase is severely impaired, and consumers will fall back on extrinsic cues in the assessment of quality (Speed 1998). The attributes that signal quality to consumers can be divided into intrinsic and extrinsic (Szybillo and Jacoby 1974, Olson 1989, Dodds and Monroe 1985, Holbrook and Corfman 1985, Monroe and Krishnan 1985, Zeithaml 1988, 1987), while Gabbott (1991) identifies that wine consumers utilise both intrinsic and extrinsic cues to aid in the choice process. Extrinsic cues are lower level cues that can be changed without changing the product (e.g., price, packaging, self location, and brand name), while intrinsic cues are higher-level cues directly related to the product. Intrinsic cues, perceptions of the product itself, are subject to perceptual bias. Wine quality is based on perceptions, such as price, recommendations of friends or experts, or the label.

Lockshin and Rhodus (1993), found that quality perceptions of wine were based on intrinsic cues, such as grape variety, alcohol content and wine style, which relate to the product itself and the processing method, as well as on extrinsic cues,

including price, packaging, labelling and brand name, which can be altered without actually changing the product. Price is an important cue for quality when few other cues are available (Speed 1998), when the product cannot be evaluated, or when the perceived risk of making a wrong choice is high (Cox and Rich 1967, Dodds and Monroe 1985, Monroe and Krishnan 1985, Zeithaml 1988, 1987, Mitchell and Grottel 1988). While it is presumed that consumers would conduct a search for information prior to their purchase, research suggests that consumers use only a small amount of the information available to make a decision (Foxall 1983, Olshavsky and Grambois 1979, Lockshin 2000). Chaney (2000) found that there is a very little external search effort undertaken prior to entering the store to purchase wine, with the two highest ranked information sources in her study, being point of sale material and labels, but these were found to rate at only the "somewhat important" level. Lockshin (2000) highlights the fact that brand name acts a surrogate for a number of attributes including quality, and acts as a short cut in dealing with risk and providing product cues.

2.4.4.6 Taste

Taste is an important consideration when purchasing something to eat or drink and with wine it represents a key choice criterion. Kyrle-Powell (1996) notes, however, that this is not a straightforward process and identifies some of the complicated intricacies involved,

'To get the best out of wine you should 'taste' it. Tasting involves taking a little time to capture as many of the flavours that the wine offers, rather than just quaffing with barely a thought' (p. 60).

When asked why they chose a particular wine, Keown and Casey (1995) found that the taste of the wine was a dominating factor for wine consumers. Thompson and Vourvachis (1995) found that taste was the most highly correlated attribute relating to wine choice and noted that this was to be expected as it is frequently found to be the key attitudinal factor in studies of wine choice. The taste of the wine represents one of the major perceived risks presented by Mitchell and

Greatorrex (1988), who found that the taste of the wine was the risk that concerned consumers most. It is reflected in the risk relating to the functionality of the wine with regard to it having a suitable taste for the particular use

Taste, is a complex characteristic to describe and assess, with many variations possible between wines, and wine tasting is a very individual sensory experience (Melcher and Schooler 1996, Gawel 1997, Mahert 2001). It is well known that the palate is a variable instrument for assessing wine (Groves et al. 2000) and the taste of the wine might reflect a variety of characteristics including intrinsic qualities such as being dry, sweet, fruity, full-bodied or refreshing (Keown and Casey 1995).

As Peynaud (1996) explains:

'Our sensitivity to the four primary tastes appears to vary greatly. We all react differently' (p. 70).

Taste is obviously an important, complex and variable consideration in the choice of wine. Taste has also been shown to have varying levels of importance and complexity according to levels of experience and involvement (Mitchell and Greatorrex 1988).

2.4.4.7 Brand

Given the multifarious nature of wine, brands play an important role in the consumer decision-making process. Brands provide critical evaluative information relating to the product and the organisation, conveying product attributes (e.g., quality) as well as organisational attributes (e.g., credibility and believability), (Johnson and Griffith 2002). Brands often provide the primary points of differentiation between competitive offerings, and as such they can be critical to the success of companies. Brands have a role to play in reassuring the nervous first-time buyer (Wheeler 2000). Brands represent a name, term, sign, symbol, or design, or a combination of them, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors. (Arnold 1992, Watkins 1986, Aaker 1991, Stanton et al. 1991, Doyle 1994,

Craimer 1995, and Kotler et al. 1996, Dibb et al. 1997, Wood 2000). The brand represents the promise of the bundles of attributes that someone buys to provide satisfaction. The attributes that make up a brand may be real or illusory, rational or emotional, tangible or invisible (Ambler 1992). These attributes emanate from all elements of the marketing mix and all of the brand's product lines. The attributes of a brand are created using the marketing mix, and are subject to interpretation by the consumer.

At the simplest level brands serve to authenticate a product. Beyond this, brands also serve to differentiate; every brand is a unique set of associations brought together in a unique way that give a sense of how one brand is distinct from another (Chandler and Owen 2002). Brands are not simply products. Brands are the sum total of all the images that people have in their heads about a particular company; brands represent promises made regarding what we can be expected from a product, or company (Gordon 2002).

Generally, brands are becoming globalised, but the wine industry provides an interesting example of global branding in the context of a plethora of brand names. In Australia alone, over 1,000 wine companies produce over 16,000 wine brands causing consumers great difficulty in their purchase decision. Wine companies have been using branding as a means of differentiating their product (Rasmussen and Lockshin 1999). The overriding managerial implication is the importance of not simply creating an image but creating a brand loyalty (Rink 1998). Brand is used to identify wine more so in Australia than in Europe where wines are identified by region or vineyard (Lockshin 2001b). Branding and the wine industry have faced challenges in Europe (Marsh 2001). Mason (2002) highlighted the fact that Sainsbury's has joined a cooperative of French winemakers and experts to launch Blason de Bourgogne, a range of 10 branded French wines specifically tailored for the UK. The group aims to brand French wines more strongly to simplify the buying decision, representing a new strategy compared with traditional French wines. French wine labels have historically been confusing to the average wine drinker, with limited branding and complex messages of geographical origin, producers and

grape varieties. When discussing the Chilean wine industry, Woodard (2001) indicates that the way in which individual companies choose to brand themselves within the highly competitive marketplace is one of the most crucial issues facing the Chilean wine industry. The increasing emphasis on wine branding is highlighted by Marsh (2001)

'Volumes of wine globally are increasing, so producers need to build strong relationships with consumers. The first ten years in the evolution of New World wines has been production-driven. Now we are in a marketing-driven decade. Consumers can now look for signposts they can trust' (p. 24).

Gluckman (1990) postulates that consumers do not have a clear understanding of branding in the wine market and specifically, that consumers tend to impute the same status to generic types - grape and region - as they do to specific brands. Consumers are shown to develop

'... a small brand repertoire which may well be a collection of true brands and generic types' (p. 37).

Mitchell and Greated (1988) highlight the positive correlation between risk and access to information. They state that consumers with less information cannot differentiate between many wines:

'... therefore the taste of the wine is not as important as the taste of the wine when associated with brand name and image.' (p. 12).

Judica and Perkins (1992) discuss how champagne users link brand name to a sophisticated image. With this in mind, many wine producers use 'society gatherings' frequented by the affluent segment of society to build up the prestigious image of their brand (O'Neill 2000).

The introduction of geographical indicators has spurred on the use of regional branding as a branding tool in Australia (Lockshin et al. 2001). Beverland (1999, 2000) suggests that Australian wineries are using wine tourism to provide opportunities to build brand loyalty at the cellar door, while Madonna (1999) gives

an American perspective identifying that more than half the wineries in California's Napa Valley have identified tourism as a key marketing target. Wine tourism is seen as a brand differentiator. It enables wineries to meet their customers face-to-face and gives them an opportunity to raise the profile of their products in the customer's mind. Customers may then develop a long-term connection with a product that they have sampled at the place of its origin.

2.4.4.8 Price

Accumulated theoretical and empirical evidence suggests that wine prices depend on quality, reputation and objective characteristics (Oczkowski 2001). Keown and Casey (1995) found that pricing was extremely important to all respondents, in a study of wine purchasing influences. Similarly, in a study conducted by Jenster et al. (1993), price was an overriding criterion in making the purchase decision among European wine consumers. Generally, price is an important cue to quality when there are few other cues available, when the product cannot be evaluated before purchase, and when there is some degree of risk of making a wrong choice (Cox and Rich 1967, Dodds and Monroe 1985, Monroe and Krishnan 1985, Zeithaml 1988, Zeithaml 1989). As such, price is often a primary cue which is utilised to indicate wine quality (Sybille and Jacoby 1974, Olson 1977). Indeed, Johnson (1991) used price in a cluster analysis segmentation of Australian wine consumers. In the purchase of wine, price is also used to overcome perceived risk, where price is seen as a signal of quality (Spawton 1991a).

It has been found that the reputation of the producer and objective wine trait measures such as the wine's year of vintage, region from which the grapes were sourced and the grape variety, are significantly related to price (Combris 1997, 2000, Landon and Smith 1998, Oczkowski 2001). It was also found that when wine guide scores are employed with objective characteristic traits, a significant relationship with price occurs. This was also identified by Golan and Shalit (1993), Oczkowski (1994), Landon and Smith (1997), Schamel et al. (1998), Wade (1999), Angulo et al. (2000), Combris (2000) and, Oczkowski (2001). A number of these

studies used a hedonic price function analysis that relates the price of a product to its various characteristics. The respective partial derivatives of the function represent implicit marginal attribute prices (Rosen 1974). Hedonic price analysis attempts to measure the price–quality relationship among various products (Horowitz and Lockshin 2002). This method, however, has been criticised in its ability to measure effects on price (Unwin 1999). In fact Unwin argues that much further research is required on consumer behaviour with respect to wine, before it will be possible to comment with certainty about the factors influencing people's perceptions of wine quality and their effects on price (Unwin 1999). This study will contribute to the further understanding of price and quality in wine choice.

2.4.4.9 Label/Package

Consumers make numerous decisions about product purchases and these are influenced by internal and external factors. Manufacturer influence over some external elements can occur through packaging. In wine marketing, packaging and labels are a dominant influence with packaging forming an integral part of any wine's promotion and consumption (Thomas 2000, Charters et al. 2000). Labels provide the key recognition factor through their shape, colour, and position as well as the information offered (Jennings and Wood 1994). Wine labels help to establish a winery's image and define brands (Fowler 2000). Wine packaging includes the front label, back label, bottle and bottle shape, cask, package and awards. From a marketing perspective this provides the wine producer with an array of opportunities to influence the wine purchaser, as Kidd (1999) highlights,

'Being able to position labels of different shapes and sizes anywhere on a bottle...opens up many opportunities' (p. 82).

Combris et al. (1997), note that these characteristics are significant in influencing the price and purchase of the wine. Gluckman (1990) identified that consumers perceive the wine labels as one of their primary sources of information, both for specific choices and as a means of increasing general product knowledge. Additionally, consumers draw inferences about quality from the cues included in the label,

'... a neck label implies something a little bit special, while a 'flash' across the label cheapens the impression. Colouring, ornateness of foreign language and graphics are all taken as important clues to quality and price' (Gluckman 1990, p. 37).

At the time of purchase the label delivers key information to the consumers relating to the benefits on offer (Jennings and Wood 1994). Batt et al. (1998, 2000), found labelling and packaging to be an influential factor in wine consumption choice. In particular they noted that modern innovative and distinctive labels were more attractive to the younger market in contrast to the older market that preferred more traditional styles of packaging. The label has been identified as an under-utilised area for information provision. Shaw, Keeghan and Hall's (1999) findings suggest that not enough attention is made to the underlying tastes and manufacturing process, is presented on the labels of wines.

Lockshin (2001b) highlights the fact that Australia alone has over 16,000 different labels produced by over 1100 wineries and that Europe has over 100,000 different labels. Charters et al. (2000) found that the majority of wine purchasers read back labels in making their purchase decisions, identifying that the most useful aspects of the label were the simple descriptions of the tastes and smells of the wines. Shaw et al. (1999) identify that the most common back labels refer to the winemaker, company, and the type of food or occasion that might suit the wine as well as attributes of the wine such as the bouquet or flavour. Orth (2002) and Batt et al. (1998), noted the importance and influence of wines receiving awards on consumer preferences

However, wine purchasing is a complex and confusing process. Lockshin et al. (2001b) and Mitchell and Grotorex (1988) suggest that most wine consumers are confused, that wine purchasing is a risky activity and that in many cases labels add to the confusion. Charters et al. (2000) noted that the overwhelming finding in the research was that respondents had great difficulty in understanding the taste of wines as described on label descriptions.

2.4.4.10 Quality

Quality is a characteristic of the wine that is both difficult to define and to communicate. The fundamentals of wine quality partly derive from the performance components of a wine which give the bouquet, strength and intensity of flavour, subtlety and complexity of taste. However, it is the careful balancing of these factors that give wine its character and ultimately its quality. Potential consumers of wine wish to purchase a product with a particular quality. The level of quality required may vary upon a variety of circumstances including the consumption occasion (Quester and Smart 1998). The quality of wine, however, is difficult to evaluate objectively. The quality of wine is generally recognised to depend upon subjective sensory evaluations and therefore, cannot be easily or precisely measured (Oczkowski 2001). Groves et al. (2000) suggest that wine quality is composed of

‘hedonistic and aesthetic components of wine consumption. These are the felt experiences resulting from the pleasure of drinking wine. Emotional experiences, in particular, are enhanced by the consumer learning an ‘interpretive framework’ which comprises shared definitions, habits and agreed conventions for making sense of wine’ (p. 211).

However, many of these measures of quality are intrinsic and difficult to assess before consumption. Landon and Smith (1998) suggest that given the incomplete information on quality, consumers rely heavily on both individual firm-reputation based on the past quality of the firms output and collective or group reputation indicators and characteristics that allow consumers to segment firms into groups with differing average qualities to predict current product quality. To help deal with that uncertainty, quality-conscious consumers process various perceived signals of quality, mainly of an extrinsic nature, such as price, producer, brand, vintage, region, awards, ratings and recommendations (Aurifeille et al. 2002).

It has been noted that there are differences in attribution of product quality dependent upon the experience and involvement of the purchaser in question as discussed earlier (2.4.4.3) (Lockshin and Spawton 2001).

Also, one of the unique aspects of wine production and consumption is the variation in product; factors such as climate, weather, winemaker, grape type, and composition of the soil, have a great effect on the final quality of the product (Johnson 1989). As a result, 'quality' becomes more subjective and variable but nevertheless an important and essential factor to consider in a study relating to wine.

2.4.4.11 Socialise

Judica and Perkins (1992) discuss the socially oriented reasons for wine usage and how wine allows some consumers to socialise better. The enjoyment oriented segment identified by Hall and Winchester (2000a, 2000b), appears to purchase wines to enable them to relax, enjoy company and share in good times with others. Wine is a social lubricant to this group who are concerned with enjoying themselves as their primary motivation (Hall and Winchester 2000a, 2000b), they drink wine because it is fun (Lockshin 2000b). Spawton (1989) notes that one of the main influences in wine choice is occasion enhancement and celebration, which allows for social interaction, fun and enjoyment. Judica and Perkins (1992) identified that the most dominant psychological consequences in their study of wine as being enjoyment, sophisticated image, socialise better and to impress others, which is discussed further in the following section.

2.4.4.12 Impress Others

Wine has been found to be a high-risk product where an individual's brand preference can vary from purchase to purchase (Mitchell and Greatorex 1988, Gluckman 1990, Spawton 1991a, Lockshin and Spawton 2001). In many instances the purchase of the wine is not simply acquiring an alcoholic beverage but rather the acquisition of benefits including prestige, social acceptance and status that accompany the wine purchase (Gluckman 1990, Jennings and Wood 1994). Judica and Perkins (1992) discuss how they found that some wine consumers wish to present a sophisticated image in order to impress others. To impress others is a factor identified in the literature as an important consideration in wine choice (Pearce 1999). This is reflected in the need to overcome social risk by

choosing the 'right' wine to gain the approval of family and friends (Mitchell and Greatorrex 1988). In a study of the social and attitudinal influences on the intention to drink wine by Thompson and Vourvachis (1995), it was concluded that the desire to conform to the expectations of other people was the major influence on the choice of wine. This is particularly evident in the segment identified as aspirational drinkers. In 1990 Spawton concluded, based on data collected by McKinna (1986), that the aspirational drinker was one of four wine consumer segments (Lockshin 2000b). This segment was also confirmed by Hall and Winchester (2000a). The aspirational drinker is one who is highly concerned with the social standing that arises from consuming certain brands among certain groups of people (Lockshin 2000b). Aspirational drinkers purchase wines that will enhance their status, reputation and feeling of self worth amongst their peers. Aspirational drinkers see brands as status symbols and an insurance against embarrassment (Hall and Winchester 2000a). They are concerned with the social aspects of wine and tend to be attracted by fashionable brands and labels (Keown and Casey 1995).

2.4.4.13 Complement Food

Often an important consideration in the purchase of wine is that it 'complements the food' that it will be consumed with. Stanford (2000) found that by far the major share of table wine consumers drink wine with a meal. The Economist (1994) supported this finding reporting that most wine drinkers drink to accompany a meal out, or a special occasion meal at home. When asked why they preferred wine Keown and Casey (1995) noted that many of the respondents related their responses for liking a particular wine because of its suitability for consuming it with food.

Mitchell and Greatorrex (1989) emphasise that one of the four major risks associated with wine choice related to functional risks, which included the taste of the wine, and whether the wine suitably complemented the food being consumed, the second highest ranked perceived risk being whether or not the wine will complement the meal.

Farkas, Smith and Bellamy (1991) and Wiegand (1994) highlight the increased demand on restaurateurs to be able to match food with wine, even for more casual diners. Belamy and Gail (1996) highlight the demand for food complementing the wine, saying that:

'Boldness of flavour is what today's big red beverages are all about. Steaks, spicy specialties and flavourful foods are contributing to the popularity of various "big reds". Hearty red wines complement the big bold flavours that are prevalent on so many modern American menus.' (p. 96).

Placing wine on food menus has had a significant impact on wine sales (Dodd 1997). Yee (2002) notes that restaurant operators are finding that coordinated menu and wine sections are a powerful tool for enhancing the bottom line. She suggests that offering a guest a choice of wine begins by suggesting those that complement the food. Hume, Perlik, Sheridan and Yee (2002) stress the fact that many hotels have increased wine sales in rooms by providing wine suggestions on the in room dining menu, while a current trend in cooking books is to provide advice on choosing the right wine to match the menu (Colford 2002). These findings demonstrate the need for more research into wine and food patterns to allow for successful collaboration between the related food and wine industries (Sparks, Wildman and Bowen 2001).

2.4.4.14 Region

Australia is a large and diverse country with numerous wine regions producing wine with somewhat distinctive characteristics. Batt et al. (2000) found that the origin of the wine was the third most important variable influencing consumers' decision to purchase wine. It was particularly important for those who purchased wine by variety and more so for males than females. In a Spanish study it was found that the region of production and the year vintage are the main determinants of market price (Angulo et.al 2000). Skuras (2002) and Wade (1999) also suggests that there is a correlation between the region and the price of wine. This finding is supported from a broader European context where research by Skuras (2002), Dean (2002), Tustin (2001), Keown and Casey (1995) and Gluckman (1990) suggest that country of origin is a primary and implicit consideration of consumers in their decision to purchase wine.

2.4.4.15 International Perspectives

As with most products when considered from an international perspective, cross cultural differences are evident with regard to consumer behaviour. These differences have been noted with regard to the wine market also (Gil and Sanchez 1997, Tzimitra-Kalogianni et al. 1999, Aurifeille et al. (2002). While this research is focused on Australia, it is important to note that variations in its applicability may vary internationally.

2.4.5 Segmentation and the Wine Market

Market segmentation is the process of grouping consumers into discrete clusters or segments. This marketing tool is used to identify categories of consumers or groups of firms that are likely to use or buy a product (Hall and Winchester 1997, Barron 2002). Segmenting the market enables tailored products and a tailored marketing mix to be developed for different groups of people (Kotler, Bowen and Makens 1996). It has been suggested that successful marketing begins with effective segmentation (Barron and Hollingshead 2002). In segmenting markets, most researchers use a single set of basic variables, such as demographics, behaviour, attitudes, needs, benefits, product usage-related behaviours or psychographics (Wyner 1995, Neal and Wurst 2001). However, there is no reason to limit the basis of segmentation to only one type of variable when many criteria actually determine buyers' response to offerings in the category (Neal and Wurst 2001). Some authors have segmented the wine market by consumption (Judica and Perkins 1992, Gluckman, 1990), by geographical region (Sánchez and Gil 1997), or consumers' behaviour (Johnson, Ringham and Jurd 1991, Dodd, Pinkleton and Gustafson 1996). Johnson, Ringham and Jurd (1991) have offered little empirical background to the segmentation due to commercial restraints. Spawton (1991a) and Lockshin (2001a) suggests that expectations and risk-reduction strategies can form the basis for segmentation of the wine market. The above segmentation strategies suggest that there are ranges of product attributes in wines that meet certain psychological and social needs in consumers. Tzimitra-Kalogianni et al. (1999) suggest that a full understanding of wine consumers'

needs, preferences, attitudes and buying behaviour is needed in order to identify market segments. While Sparks, Wildman and Bowen (2001) identify the need for more research into consumer segments and the need for successful collaboration between the related food and wine industries.

Hall and Winchester (2000a, 2000b), concluded that the Australian wine market could be divided into four consumer segments: the connoisseur, the aspirational drinker, the beverage wine consumer and enjoyment oriented drinkers, with the product providing a complex array of benefits both of a psychological and physical nature to the different segments. Bruwer et al. (2001) suggest focusing on wine consumption specifically. The authors identified five components that could be used to create distinct wine-related lifestyle segments in Australia. The five components were wine consumption situations, ways of shopping, quality or attributes sought in wine, drinking rituals and the consequences of wine consumption. Additionally, the analysis of wine consumption practices highlights the fact that the context within which consumption takes place may have an impact on the emphasis that the consumer will give to the various consumption practices. This makes it clear that different practices have varying importance, depending on the situation. Very few studies, however, have specifically considered the combined effects of situational and individual factors on consumer behaviour (Lai 1991, Quester and Smart 1998, Neal and Wurst 2001, Rozanski 2002).

Research into occasion-based segmentation showed that wine is chosen and consumed for different reasons in different situations (Dubow 1992). The author highlights the potential of occasion based segmentation of the wine market. His research regarding occasions to drink wine identified five occasion clusters, ranging from social occasions to celebrate, be friendly; and be accepted to introspective occasions to relax or assist with sleep). Quester et al. (1998) indicates that many researchers argue that effective segmentation of markets also requires a consideration of the usage situation.

Numerous papers exploring the relationship between personal values and various types of motives and behaviour have been published during the last 20 years. More recently, various value measurements have been applied to market segmentation criteria in consumer behaviour studies (Thrane 1997, Mcleary and Choi 1999, Ekinici and Chen 2002). Means-end chain analysis provides the opportunity for such analysis, as Judica and Perkins (1992) suggest with regard to the segmentation of the wine market.

'A new approach to the investigation of consumers reasons for purchasing is introduced. The means-end chain model, by shifting attention from product attributes to consumers personal values, is particularly applicable to segmentation and positioning strategies for high involvement products like wines' (p. 10).

This thesis will investigate the potential for the further development of an occasion based approach to the segmentation of the Australian wine market, incorporating consumption occasions, product attributes and benefits, personal values and means-end chain analysis.

2.4.6 Wine Summary

The wine industry is a growing industry in the Australian and world marketplace. In Australia for the fifth year in succession, record levels were achieved for all the grape-growing and winemaking indicators. Effective marketing of wine requires the producer to make a complex set of decisions in the selection and balancing of both tangible and intangible features which will enhance the product from the consumers' perspective. Consumer behaviour with regard to wine has been illustrated as a complex process that is neither singular in nature nor consistent in its application. A variety of the central issues relating to wine choice and consumer behaviour have been presented and discussed.

2.5 Literature Review Summary

The Literature review has presented a summary of the key domains that this thesis will investigate and highlighted gaps that are evident in the research. It has been noted with regard to situation that on going research is required to add to the body of knowledge that is investigating the effect of consumption occasion on consumer choice. A substantial amount of research in this area has been criticised because of its experimental nature and hypothetical scenarios. In the research undertaken in this study this has been overcome by having respondents discuss actual consumption situations of the recent past in an in depth interview format. A void in the research is also evident with regard to the influence of personal values on product choice for particular occasions. The means-end chain methodology has been examined and presented as a means to obtain complex information relating to personal values. It has also been noted that the influence of situation in the means-end chain conceptual model presented by Gutman (1982) has not been considered. It is apparent that to investigate the varying influence of values across consumption occasions and to investigate applicability of situation in the means-end chain conceptual model would make a contribution to knowledge in this field. Furthermore it has also been identified that wine is a suitable product to use to investigate these propositions. Wine has been presented as a product that has a significant and growing impact on the Australian economy and as a product with complex consumer behaviour characteristics, that would benefit by further understanding of the influence of values and occasion on product selection. In fact, the conceptual model developed by Olsen and Thach (2001) calls for such research to occur. It is, therefore, evident that the research would also make a contribution specifically relating to the product investigated.

Chapter three presents the research questions and models to be investigated in this study.

CHAPTER 3

RESEARCH PROBLEM AND RESEARCH QUESTIONS

3.1 Introduction

The major research problem in this thesis is to investigate the influence of consumption occasion based on factors that relate to product choice. In so doing Gutman's conceptual model of means-end chain analysis will be investigated with regard to the influence of consumption situation. This in turn permits the investigation of the influence of personal values across different consumption occasions. The problem will be investigated through analysis of consumer behaviour relating to the Australian wine market. This allows an evaluation of the influence of occasion as presented in Olsen and Thach's (2001) conceptual framework.

The main questions which this thesis addresses by collecting information on the attributes, consequences and values associated with wine choice, and identifying how these factors vary across consumption occasions, are:

- How do consumption occasions influence the consumer purchase decision process?
- What is the effectiveness of means-end chain analysis for gathering information on product choice and the influence of consumption occasion (i.e. Gutman's conceptual means - end framework)?
- What is the influence of personal values with different consumption occasions?
- What is the suitability of using consumption occasion as a segmentation base?
- How do the factors that influence wine choice vary according to the consumption occasion?

- In particular:
 - How do the attributes related to choice of wine vary across different consumption occasions?
 - How do the consequences related to choice of wine vary across different consumption occasions?
 - How do the values related to choice of wine vary across different consumption occasions?
- Is the influence of occasion in the conceptual framework of Olsen and Thach (2001) relating to wine consumer behaviour plausible?
- Is CHAID (Chi-squared Automatic Interaction Detector) an effective form of analysis in understanding consumer choice when using means-end chain procedures?

3.2 Model Development

The following section will discuss the conceptual model developed by Gutman (1982) (see figure 3.1). It is in light of this model that the research questions are developed and interpreted.

In presenting this model, Gutman (1982) delineated its basis as follows:

'The model is based on two fundamental assumptions about consumer behaviour: (1) that values, defined here as desirable end-states of existence, play a dominant role in guiding choice patterns and (2) that people cope with tremendous diversity of products that are potential satisfiers of their values by grouping them into sets or classes so as to reduce the complexity of choice, which imply their ability to produce the desired consequences and avoid the undesired consequences. Over time consumers learn to distinguish between products they wouldn't use and those they would use and in which types of situations they would use those products' (p. 61).

Gutman (1982) highlights the fact that the usage situation would modify the importance of consequences, producing a set of relevant consequences for that consumption situation. In addition this set of relevant consequences would be

applied to the product class groupings that comprise the categories at the initial grouping level. Situations encountered by consumers are assessed in terms of consequences. This results in a set of relevant consequences emerging that will guide behaviour in a given situation. This point of view is consistent with the conclusion that the situational influence is a persuasive factor in consumer behaviour (Belk 1975) as with Douchette and Wiederholt (1992), consumers select products with attributes that will enable them to attain the desired consequences. Though consumer values provide importance to consequences, the importance is modified by the product use situation.

Figure 3.1: Conceptual Model for Means-End Chain (Gutman 1982)

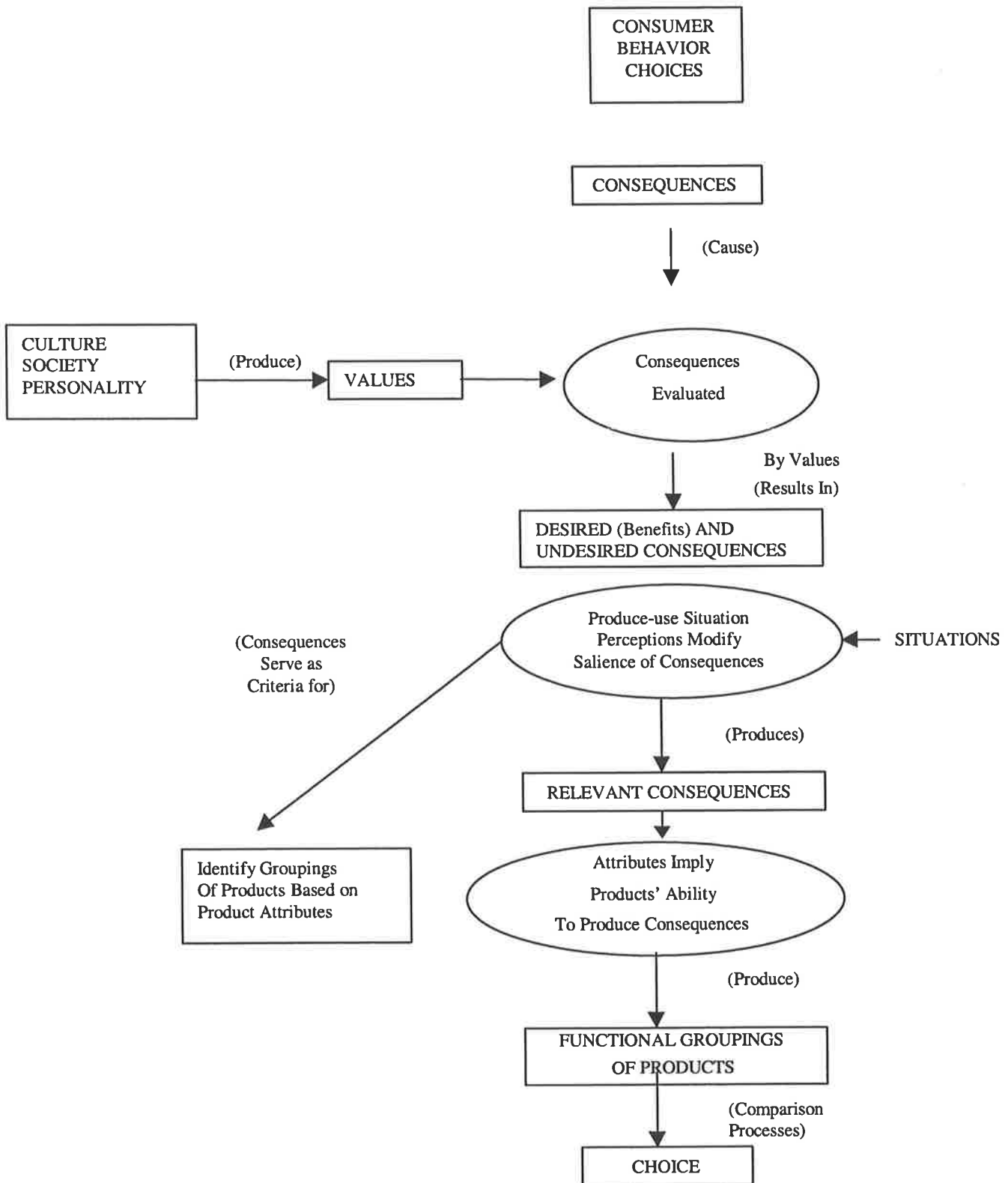


Figure 3.2 presents the measurement model for the means-end chain, matrices and inputs and outputs. The figure shows that the means-end chain comprises three levels of distinctions - values, consequences and grouping. The focus of distinctions at the values and consequences levels is on what products can do for the consumer. Distinctions at the grouping level focus on product attributes. Inputs to the system are products and situations: outputs are products chosen for final consideration. The matrices represent the ways in which products and situations are categorised at the various levels in the means-end chain.

Figure 3.2: Means-End Chain Model

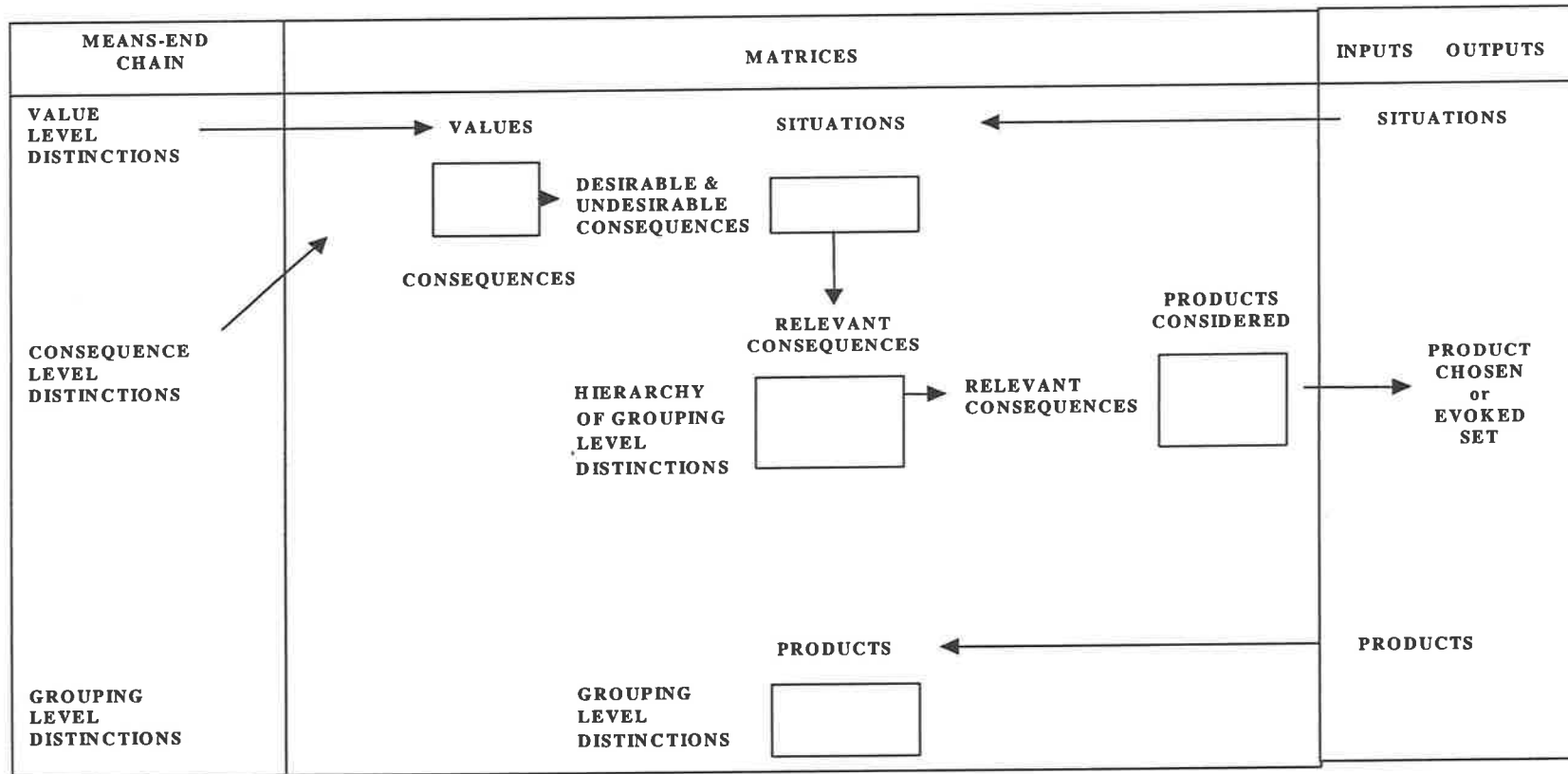


Figure 3.3: Means-End Chain and the Influence of Occasion

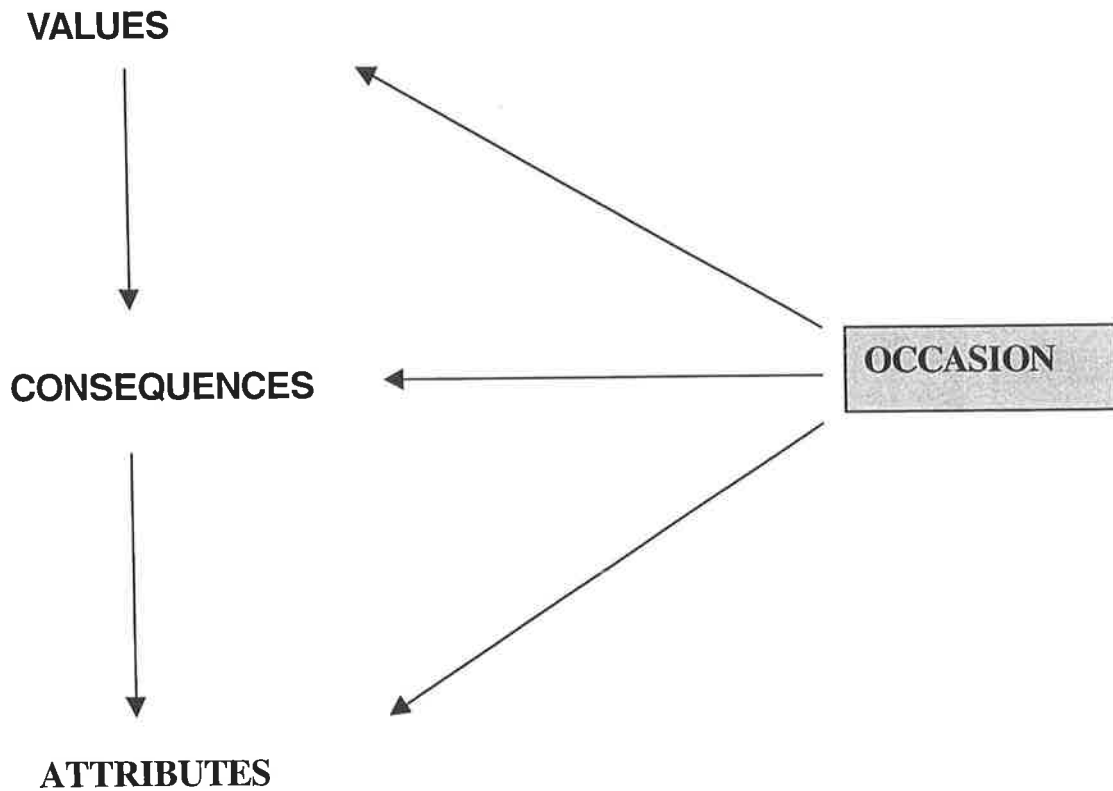


Figure 3.3 presents the means-end chain model. In this model Gutman combines product attributes and consequences of use with consumer values in a hierarchical structure called a means-end chain. The choice of the highest level goals - values, determines subordinate goals that help in the attainment of the highest level goals. The highest level goals, consumer values, represent the important end states consumers are trying to attain. The subordinate goals are consequences that are provided by product purchase and use. Consumers select products with the desired attributes that will enable them to attain the desired consequences (Howard 1977, Vinson et al. 1977, Gutman 1984, Douchette and Wiederholt 1992 Bayley 1998, Botschen 1999, Vriens and Hofstede 2000). The importance of the attributes, consequences and values is modified by the product use situation.

3.3 Research Questions

The following research questions will be investigated in the study.

Research Question One

Gutman's (1982) means-end chain model is an effective paradigm for measuring the effect of situations on the purchasing process. This will be interpreted using hierarchical value maps produced for each occasion. This implies that factors relating to wine choice will vary depending on the consumption occasion. The attributes and consequences relating to wine choice for a particular consumption occasion will be identified during the indepth interview process and the literature review. In order to investigate the effect of values on wine choice for a particular consumption occasion, Kahle's List of Values will be used. Therefore, the specific components of the research question will be to investigate:

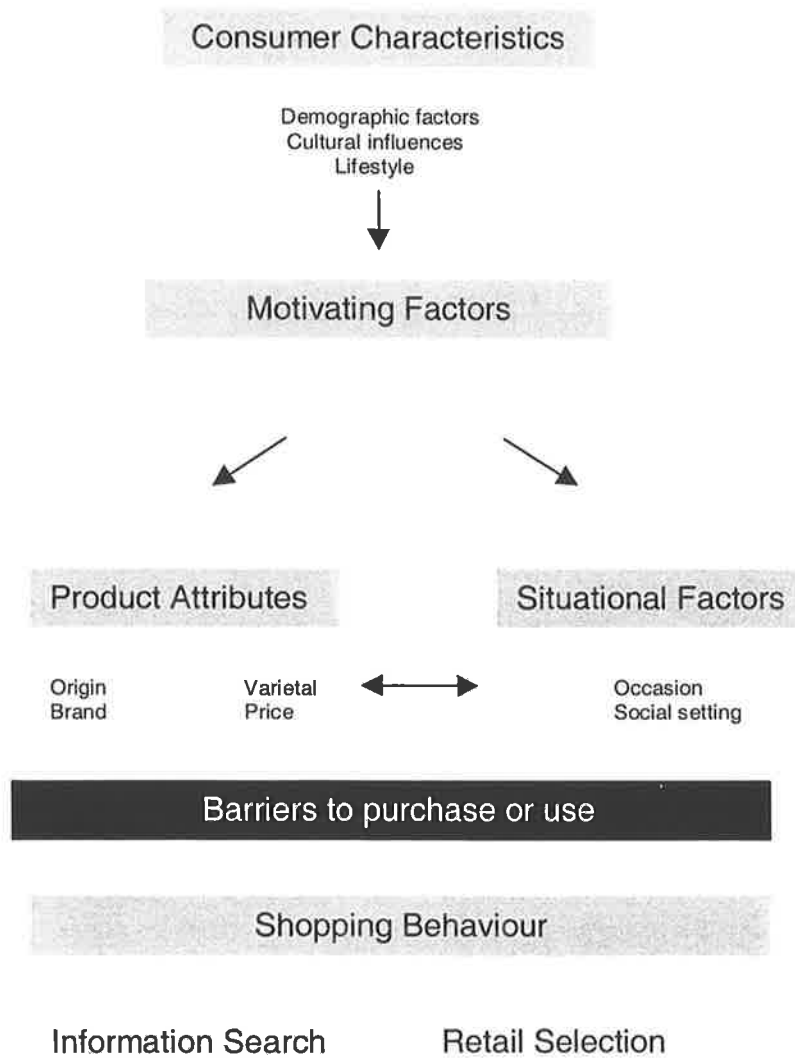
- How do consumption occasions influence the consumer purchase decision process?
- What is the effectiveness of means-end chain analysis for gathering information on product choice and the influence of consumption occasion (i.e. Gutman's conceptual means - end framework)?
- What is the impact and relationship of personal values with different consumption occasions?
- How do the factors that influence wine choice vary according to the consumption occasion?
- In particular:
 - How do the attributes related to choice of wine vary across different consumption occasions?
 - How do the consequences related to choice of wine vary across different consumption occasions?
- How do the values related to choice of wine vary across different consumption occasions?

In so doing the following propositions will be investigated specifically:

- The importance of the identified attributes varies depending on the consumption occasion.
- The importance of the identified consequences varies depending on the consumption occasion.
- The importance of the values presented by the LOV scale varies depending on the consumption occasion, and more specifically:
- The value of 'being well respected' in life varies depending on the consumption occasion.
- The value of "*warm relationship with others*" in life varies depending on the consumption occasion.
- The value of '*self-fulfilment*' in life varies depending on the consumption occasion.
- The value of '*security*' in life varies depending on the consumption occasion.
- The value of '*self-respect*' in life varies depending on the consumption occasion.
- The value of '*sense of belonging*' in life varies depending on the consumption occasion.
- The value of '*sense of accomplishment*' in life varies depending on the consumption occasion.
- The value of '*excitement*' in life varies depending on the consumption occasion.

Through investigating this research question and its subcomponents the effectiveness of the means-end chain model in measuring the influence of occasion on product choice will be assessed.'

Figure 3.4: A Framework for Understanding Consumer Behaviour and Wine (Olsen and Thach 2001, p. 125)



Research Question Two

Olsen and Thach (2001) proposed a conceptual framework that depicts the various factors that influence wine consumption (see figure 3.4). The conceptual framework facilitates the understanding of wine consumption behaviour. An important benefit of the conceptual framework is that it depicts the various factors that influence wine consumption in a logical and progressive fashion. The conceptual framework identifies six major categories of constructs relevant to the understanding of consumer behaviour and wine. The authors highlight that while each segment of the framework is important, it is in the middle section relating to motivation, situation and attributes where the main reasons why consumers purchase wine is presented. In discussion of the conceptual framework, Olsen and Thach state that

'The conceptual framework provides researchers and marketing practitioners with a means to understand the variety of variables that impact on consumer behaviour with regards to wine purchasing and consumption. Future research, which allows us to better understand the individual variables and the interplay between variables within the domains, will provide marketers with additional opportunities to influence people's wine consumption ... and be useful in helping to shape marketing and advertising strategy' (p. 128).

The effectiveness of situation in Gutman's means – end chain model and in Olsen and Thach's conceptual framework will be investigated simultaneously. The links between the three domains of motivation, product attributes and occasion, presented in the Olsen and Thach (2001) model will be evaluated in this study.

When discussing the motivational domain the authors describe it as

'A driving force within consumers that leads them to specific behaviours associated with wine consumption. Motivations are paramount to understanding consumption behaviour. Motivations for consuming wine further explains their behaviour in the next two domains, the product attributes sought in wine and situational factors that influence wine consumption' (p. 125).

In linking consumer motivations with product attributes, Olsen and Thach (2001) state that

'Once consumers are motivated to drink wine, several aspects of the product and consumption experience become relevant. The area of product

attributes portrays important choices consumers make regarding the specific type of wine they prefer...Consumers' specific motivation for drinking wine can influence the importance associated with a particular product attribute' (p. 126).

These links will be investigated in this research where the motivating factors are operationalised by the consequences identified in this study and the influence of personal values utilising Kahle's LOV scale. Product attributes will also be identified in the study using means-end-chain analysis.

With regard to research on the occasion component of the model and its importance, Olsen and Thach state that,

'The occasion and social setting variable is a very important one, and drives very explicit consumer behaviour for wine. This area is considered to be one of the most promising for future research. Additional research needs to consider occasions for wine consumption' (p. 126).

The authors have identified priority areas for future research relating to their conceptual framework highlighting some of the gaps in the research or areas that require additional attention, suggesting that additional research regarding any of these questions will be beneficial in furthering the understanding of wine consumer behaviour. This research will investigate the three domains of motivation, attributes and occasion, and specifically the following four questions that the authors have suggested require investigation are addressed in this research:

Do consumer values influence the type of wine purchased?

What is the influence of occasion on the type and 'price' of wine purchased?

What types of social settings promote the consumption of wine?

What is the influence of occasion on the type and 'price' of wine purchased?

The specific components of the research question will consider how the importance of the intrinsic and extrinsic attributes relating to wine choice are modified according to the consumption occasion.

The importance of these attributes will be measured in three ways. Firstly, the relative importance of all attributes will be measured for each occasion, as each respondent is probed to find out which were the attributes that influenced their purchase for the particular consumption occasion being discussed. These results will be presented in Chapter 5. Secondly, the importance of each attribute can then be determined by gaining an understanding of the motives that influence the purchase of wine for a particular occasion. The motives are understood by gaining an insight into the desired consequences or benefits that the consumer wishes to achieve through the purchase of the wine for that particular consumption occasion. These results will be presented in Chapters 6 and 7. Thirdly, the motives are further understood by gaining insight into the end states or personal values that dominate the reasons for the desired consequences, that the wine attributes provide for a particular occasion. These results are presented in Chapter 6 and 7 also.

Therefore, the specific components of the research question will be to investigate if:

1. The importance of the identified attributes varies depending on the consumption occasion.
2. The importance of various motives identified through the interaction of attributes, consequences and values varies depending on the consumption occasion

Research Question Three

Occasion based segmentation processes provide opportunities for segmenting Australian wine consumers. This will be investigated by using qualitative data collected using means-end techniques, analysing the data quantitatively using CHAID (Chi-squared Automatic Interaction Detector) to produce a value oriented, occasion based segmentation procedure. The specific research question asks, Is CHAID an effective form of analysis in understanding consumer choice when using means-end chain procedures? Results relating to this research question are presented in Chapter 8.

3.4 Summary

This Chapter has presented the aims of the thesis, and the research questions that are to be investigated in this study. It has highlighted that the effect of consumption occasion on factors relating to consumer choice will be investigated. In particular, the effect of occasion on the attributes, consequences and values related to wine choice will be researched. In so doing, the conceptual model of means-end chain analysis with regard to the influence of consumption occasion will be assessed. The influence of occasion in Olsen and Thach's (2001) conceptual framework relating to wine consumption is also investigated.

Finally, the options to use this information gathered through means - end chain analysis, to assess the feasibility of occasion based segmentation, are also investigated.

The following Chapter discusses in detail the methodology that is used to collect and analyse the data in order to investigate the research aims and questions presented in this Chapter.

CHAPTER 4

METHODOLOGY

4.1 Introduction

This Chapter describes the selection of the sample used, the interviewing process and the analytical measures applied in this study.

This research is based on a sample of wine buyers and was conducted in Melbourne, Australia. Previous research in occasion-based segmentation has shown that wine is chosen and consumed for different reasons in different consumption situations (Dubow 1992, Lockshin, McIntosh and Spawton 1997, Quester 1998, Batt et al. 2000). Wine has a wide variety of attributes and as shown by Dubow (1992), Batt et al. (2000), and Howard and Stonier (2001), a number of different consequences and values associated with its use. Therefore, the means-end approach adopted for this study is used with occasion as a factor for each ladder, rather than 'brand' as in previous research. Indeed, the seminal article in the means-end chain literature relies on data collected about wine coolers.

Kimbler (1995) and Sayre (2001), when discussing the use of qualitative and quantitative methods in the fields of research and development, suggest that purely qualitative approaches work well to characterise problems and solutions and to develop structures for further investigation. They are not, however, prescriptive in the sense of defining a solution. They are at the opposite extreme to quantitative models. Kimbler (1995) contends that neither purely quantitative nor purely qualitative are optimally productive but that their combination is most useful, as is the case with this study.

4.2 Qualitative Research

Qualitative research generally involves the use of small samples of the target population to gain an in-depth understanding of underlying attitudes and motivations. The research is characterised by the use of unstructured data

collection methodologies and non-statistical data analyses with the objective of developing an initial understanding of the research problem. While qualitative research in marketing generally involves the use of focus groups to gather data, depth interviews and projective techniques are also used (Malhotra 2002). The use of qualitative methodologies is not limited to the marketing discipline, however. It is widely used in many disciplines, including: ethnographic studies, studies based on the phenomenological approach, life histories, conversational studies and studies incorporating the development of grounded theory (Strauss and Corbin 1998, Denzin and Lincoln 2000).

Traditional approaches to market segmentation have focused on quantitative methodologies, using a variety of bases which have included demographic, psychographic and behavioural approaches. However, these approaches have often ignored the rich source of information contained in qualitative data because of the difficulties associated with analysing such data. Marketing researchers have not been fond of qualitative methodologies due to the perception of excessive costs and time involved in conducting them (Carson 2001).

Quantitative research deals with numbers and answers such as how many, how much, or how often. Qualitative research deals with feelings and attitudes that drive behaviour (Denzin and Lincoln 2000, Carson 2001). There has been an expansion of qualitative inquiry, with quite a large number of books, articles and papers, specifically focused qualitative journals, newsletters, annual forums, computer bulletin boards and software development.

Ellis et al. (1996), concluded that the original vision of information retrieval research as a discipline founded on quantification was restricting for its theoretical and methodological development and that increasing recognition of this is reflected in the growing interest in qualitative methods of information retrieval research in relation to the cognitive, behavioural and affective aspects of the information retrieval interaction. Tucker (1995) and Sayre (2001) imply that researchers concerned with complete, valid and reproducible results are being encouraged to use qualitative methods for researching business.

Qualitative data analysis includes selecting, condensing and transforming data, displaying these data in an organised way, and drawing and verifying conclusions from the condensed displayed data (Miles and Huberman 1994).

Gable (1994) indicates that the case for combining qualitative and quantitative methods is strong, yet he suggests that research designs that extensively integrate both research methods are rare. However, both methods have been utilised in this study.

4.2.1 Diagnostic Qualitative Interviewing Techniques

The procedure for collecting data to reveal consumers' values and/or cognitive structures involves asking participants to verbalise the important distinctions between the products under consideration. Once salient distinctions have been identified, participants are asked to list the benefits of consumption and finally the end values that are being sought. To the research analyst however, it is the linkages that exist between these concepts that are of prime interest and importance. A number of techniques have been used to identify the content and structure of cognitive structures. While the precise method of implementing these techniques might vary from one study to the next, the general processes are quite similar (Ryan et al. 2000).

The research methods in this study involved obtaining contextual data in relation to different consumption occasions. Because no studies have been conducted into consumers' perceptions of the importance of the links between wine attributes and the occasions on which wine is consumed, qualitative methods were used.

Qualitative methods were appropriate because they can be used to uncover and understand what lies behind any phenomenon about which little yet is known (Strauss and Corbin 1990, Minichiello et al. 1995, Carson 2001). The subjective nature of consumers' perceptions requires investigative procedures that yield these kinds of insights. To this end, a semi-structured style of interviewing which employed a set of themes and topics was used. This strategy gave respondents

an opportunity to develop their answers outside of the structured format while at the same time ensuring that each theme or topic was explored with each of the individual respondents.

4.2.2 Depth Interviews

Assael (1982, p. 121) suggests that 'the personal interview...with its high involvement seems to induce subjects to concentrate harder and respond more accurately'. Depth interviews are a method of obtaining qualitative data and are an unstructured and direct way of obtaining information in which a single respondent is probed by a highly skilled interviewer to uncover underlying motivations, beliefs, attitudes and feelings (Sayre 2001).

4.3 Means-End Chains

Gutman's (1982) means-end framework was used to examine the linkages between personal values and consequences and their relationship to product characteristics. These links, which are evaluated from level to level and ultimately to self, are assumed to determine the basis for perceptions that govern choice (Reynolds 1985, Vriens and Hofstede 2000). In practical terms a sequence of in-depth probes are used to trace the network of connections or associations in memory that eventually lead to values (Wansink 2000). The method includes the collection of data relevant to the three elements (attributes, consequences and values) and the individual and combined influence of each of these elements.

Means-end chain theory is concerned with the relationships between attributes, benefits, and values. Attributes gain their relevance because they allow the consumer to achieve certain benefits or consequences. The consequence, in turn, becomes important because the consumer has a higher need for the consequence which is related to higher-order personal values (Herrmann 2000). The 'means-end approach' also refers to a set of techniques for interviewing individuals about the reasons behind their choices and interpreting individuals' interview responses. The approach assumes that people think at different levels of abstraction. That is, when making choices, consumers think about how the physical attributes of the

products they purchase (the means) create consequences that help them to achieve certain values that they consider important in life (the ends) (Vriens 2000). Indeed, it is assumed that consumers place a great deal of importance on achieving end-level goals when making even seemingly mundane purchase decisions (Chin-Feng 2002).

The model offers a procedure to establish the linkages between attributes, consequences and values and a laddering process helps expose these links (Botschen et al. 1999). As discussed in Section 2.8, Gutman's original model used situation or occasion as an input and influence affecting consumers' choice, product selection and influence on the dominant attributes, consequences and values (Gutman 1982). This research proposes to use situation instead of product or 'brand' as the central focus of the means-end analysis.

4.3.1 Laddering

Laddering is an interviewing technique which is designed to expose the linkages that exist between attributes, consequences and values, that is, to uncover the structural aspects of consumer knowledge as modelled by the means-end chain (Olson and Reynolds 1983, Malhotra, 2002). The laddering task is usually undertaken as part of a depth interview (Wansink 2000). Participants are first asked to rank the concepts or attributes elicited a triad sort. In a triad sort, the researcher presents sets of three items and asks each respondent either to choose the two most similar items or to pick the item that is the most different. The similarity among pairs of items is the number of times people choose to keep pairs of items together (Ryan 2000). After ranking the attributes, participants are then asked to explain why each attribute is important to them. Once the participant has responded, the interviewer asks the question again, i.e., 'Why is (the last response) important to you?' This procedure continues until the participant cannot provide any further answers and responds with an answer such as 'I really don't know' or 'I just like it'.

The underlying objective of the laddering procedure is to encourage the participant up the ladder of abstraction (Goldenberg 2000). Using each of the identified attributes in turn as a place to start, the participants are asked to explain why each attribute is important. The answer given to this question reveals the consequences of consumption. Then, for each identified consequence, participants are asked to

explain why the consequence is important. The answer to this question enables an underlying value to be revealed (Cialdini 2001). However, it is not always possible to link a consequence or attribute directly to a value as in some cases the respondent is unable to communicate this. However, links between attributes and consequences still provide valuable insights. The number of steps in a ladder tends to vary between two and seven, but is probably best determined by aggregating the responses of all participants (Gutman 1982, Gengler et al. 1999).

An interviewing environment must be created such that the respondent does not feel threatened. It can be advantageous to inform the respondents that there are no right or wrong answers and that the aim of the interview is to simply understand how the respondent sees the particular characteristics relating to the product. It is critical in this process that a sense of rapport is developed before in depth probing begins. In many cases, superficial responses are given to sensitive issues. A clinical sensitivity is required of the interviewer to both identify and deal with this sensitive and informative dialogue (Reynolds and Gutman 1988). In depth interviewing is ideal for investigating sensitive issues. The process allows for the development of rapport and permits the interviewer to probe sensitive issues. This is particularly important in this research, which is dealing with an alcoholic substance, which may have sensitive, and personal motives associated with its use. The means - end chain technique has shown to be a useful tool in this respect by a number of researchers to investigate a variety of sensitive issues including alcoholic consumption as listed below:

Alcoholic consumption

Reynolds and Gutman (1988), Gutman (1990), Valette-Florence and Rapacchi (1991), Judika and Perkins (1995), Claeys, Swinnen, Abeelee (1995).

Political Choice

Reynolds and Whitlark (1995), Bagozzi and Dabholkar (2000).

Infant Feeding

Gengler, Mulvey and Oglethorpe (1999).

Dieting and Food Choice

Grunert and Grunert (1995), Pieters, Baamgartner and Allen (1995).

Medication Selection

Doucette and Wiederholt (1992).

As the interview proceeds and participants are moved up the ladder of abstraction, a number of sensitive and personal issues may be uncovered (Wansink 2000). This is often a reason that might cause participants to find difficulty in proceeding with the interview. Reynolds and Gutman (1988) suggest three techniques to overcome such a problem. The first involves the use of a third person so that such questions might be phrased, for example, as follows: 'Why would a person who felt that (...the sensitive issue...) think this to be important?' The second technique involves the interviewer mentioning a personal fact about themselves in order to make the participant feel more at ease. In the third approach the problem area is noted and returned to later in the interview. In this study 233 respondents were interviewed which produced 651 ladders and represented an average of almost three ladders from each respondent. All ladders in this study included an attribute, consequence and value.

4.3.2 Qualitative Analytical Tools

As Moore et al. (1995) point out, one of the most difficult things about using qualitative data is wading through the masses of text produced. He suggests that because of time constraints and limited resources, researchers using traditional coding procedures often solve the problem by ignoring the data altogether. Weitzman (2000) identifies that the array of software available to support the work of qualitative researchers is maturing and a wide variety of useful tools are now available to support many different approaches to qualitative research.

Popham (1993) points out, as with most qualitative data gathering strategies, there are substantial difficulties in reducing the data. It is suggested that what one has at the end of a round of interviews is a gigantic pile of words, some of which are important and most of which are not. The trick is to sort out which are in an objective, accurate and efficient manner, and then be able to report the results in a form appropriate for busy decision-makers. He states that 'Until you have

personally been faced with a stack of transcripts, it is difficult to comprehend the difficulty of engaging in accurate data reduction. When you have been through that sort of data analysis trauma a time or two, you will truly understand why data analysis constitutes a not insuperable but clearly prominent disadvantage of qualitative interviews' (p. 201).

Although there have been criticisms of rigour highlighted for the use of computer packages when analysing qualitative data (Fielding 1993, Richards and Richards 1991), the onus of rigorous data analysis really lies with the person responsible for the analysis, and it is strongly supported that a good storage and retrieval system is essential in qualitative data analysis (Huberman and Miles 1995, Carson 2001), and using a computer package assists such organisation.

4.3.3 NUD*IST

Following the interviews, the data gathered was reviewed and the audiotapes transcribed. The transcriptions were then coded using QSR NUD*IST (Non-numerical Unstructured Data Indexing Searching and Theorising) Version 4 software. This is a software package designed to aid the analysis of qualitative data (NUD*IST 1997). This software allows the analyst to code the data in an index system and search the text for patterns in order to develop theories about the data. The index system consists of user-defined nodes or subject categories arranged in a hierarchical structure. The resultant coding and index system is then used to identify patterns, themes and linkages in the data and to access relevant quotes. Qualitative data analysis programs can be categorised based on their capabilities. Several writers have compared software packages including Fielding (1991), Miles and Weitzman (1994), Weitzman and Miles (1995), and Neuman (1996). Weitzman (2000), and Carson (2001) suggest that NUD*IST is amongst the more advanced and capable of the packages available. The NUD*IST programme was utilised in the qualitative analysis of data in this thesis.

4.3.4 Laddermap

After content analysing the recorded data, the software package 'LADDERMAP',

which was developed by Gengler et al. (1995), was used to construct an implication matrix and a series of hierarchical value-maps. An implication matrix reflects the implicative relations among the elements of the participant's ladders (Gengler et al. 1995). The matrix is square with both the rows and columns represented by the previously developed content codes. The body of the matrix contains a summary of the number of times each element leads to every other element. Two types of paired relationships were recognised, direct and indirect. Direct relationships occur when elements are adjacent, while indirect relationships occur within the same ladder. To illustrate this distinction consider the following ladder 'A-B-C-D-E', where 'A' represents an attribute, 'B', 'C' and 'D' represent consequences, and 'E' represents a terminal value. In this ladder, 'A-B', 'B-C', 'C-D' and 'D-E' represents direct relationships while 'A-C', 'A-D', 'A-E'-'B-D', etc., represent indirect relationships. The frequency with which direct and indirect relationships occurred was recorded in the implication matrix. Each cell in the implication matrix consisted of two numbers separated by a decimal point. The number to the left of the decimal represented the frequency of direct relationships while the number to the right of the decimal represented the sum of both direct and indirect relationships (Reynolds and Gutman 1988, p. 20). The implication matrix was then completed by decomposing the raw data (ladders) for all participants in this way.

The final step in the data analysis involved the synthesis of means-end chains from the aggregate data contained in the implication matrix. To accomplish this, a hierarchical value map (HVM) was constructed. To construct the HVM, the implication matrix was simplified using selected cut-off frequency score. All entries below the cut-off score were then deleted from the implication matrix, thereby eliminating minor linkages and leaving only the commonly occurring structures. This procedure occurs after the implication matrix is constructed; a cutoff value is selected by the analyst to determine which connections should be represented on the HVM. This is the final stage of producing the completed HVM. The final HVM must provide a representative number of the associations derived from the raw laddering data. Gengler et al. (1995), the author of the program and a researcher who has undertaken more than 100 means-end studies, highlights that the minimum threshold should never be less than 70%, with an average number typically in the range of 75-85%. He suggests that to represent any smaller

percentage would result in the loss of potentially valuable insights. The final HVM needs be interpretable if it is to be a viable tool.

Using the modified implication matrix the HVM was then constructed by mapping the remaining aggregate relations or chains. An HVM is usually structured in such a way so that concrete attributes are located at the base of the map (Green 2000). The attributes lead to more abstract concepts such as consequences which in turn lead to the most abstract concepts, values (Olson and Reynolds 1983).

The HVMs produced by LADDERMAP provide an indication of the strength of the various linkages by scaling the nodes of the map in proportion to the number of times particular links were mentioned by participants. Separate HVMs were produced for each consumption occasion in this study.

4.4 Quantitative Research

Quantitative analysis was used in the form of CHAID analysis. The primary purpose of using this technique was to investigate the possibility of occasion based segmentation opportunities quantitatively.

4.4.1 CHAID Analysis

CHAID (Chi-squared Automatic Interaction Detector) is a multivariate criterion-based approach to cluster analysis (Magidson 1993). The CHAID algorithm assumes that the population represents a heterogeneous grouping with respect to some dependent variable and divides the population into two or more distinct groups based on the categories of the most significant predictor variable. Statistical significance is measured using the chi-square test of independence. (Sargeant 1999). CHAID assesses each of the predictor variables based on the appropriate chi-square significance test. The categories of the most significant predictor are used to divide the sample into subgroups. Then the next most significant predictor is identified and used to split the subgroups again. Any subgroup, which cannot be further subdivided, because there are no other significant predictor variables or because some user-defined stopping rule is met, becomes a terminal subgroup or segment (Magidson 1993).

The CHAID algorithm, therefore, effectively performs segmentation analysis by dividing the sample population into segments that differ with respect to a designated criterion. In addition the CHAID procedure has the advantage that it also identifies those factors that are most significantly related to the criterion under consideration (Oppenheim 2002), in this case – occasion.

4.5 Data Collection Procedures

4.5.1 Sample

For the purpose of this study, a non-probability convenience sampling method was employed to select respondents that had purchased and consumed wine in the previous three months and were over 25 years of age. It was important that the respondents had actually purchased the wine that they had consumed as this indicated that they would be able to discuss the reasons for the choice of the wine. The period of a maximum of 3 months since the consumption of the wine was applied in order that respondents could adequately recall factors relating to the wine choice. Respondents were required to be at least 25 years of age, this was to ensure that respondents had the opportunity to experience and develop choice criteria relating to wine choice. The interviews were undertaken in Melbourne, Australia. The interviews took place during the months of May, June and July 1997.

Interviews were conducted by the candidate, by postgraduate students from the University of Ballarat and Victoria University who were undertaking a Masters program in Marketing Research, and by a team of 5 interviewers. All interviewers were trained in qualitative interviewing procedures. Interviews were recorded and full transcripts were produced. All interviews were checked for authenticity and procedural correctness. A quota sampling approach was used with regard to age and gender. The group of postgraduate students were asked to interview three respondents each, one aged 25-30, one aged 31-40 and one aged 41 or over. These interviewers were also asked to obtain at least one respondent from each gender. These quotas were developed to ensure adequate representation of age and gender categories. The respondents were generally family, friends or work

colleagues of the interviewers. Following this initial sampling phase the process was continued using a snowball sampling approach where respondents were asked to nominate others who they thought might meet the criteria for the study. Those nominated were contacted by the candidate and asked if they were agreeable to taking part in the study, if so a convenient interview time was made and the candidate or a research assistant conducted an interview.

A sample of 233 respondents was interviewed using a means-end chain analysis procedure. Although this was a non-probability sample, a satisfactory representation of key consumer characteristics was achieved, as is highlighted in Table 4.1 below.

Table 4.1: Sample Characteristics

Gender	Percentage
Male	54.7
Female	45.3
Age	Percentage
25-30	22.9
31-40	49.7
41+	27.4
Wine Type	Percentage
Red	53.5
White	46.5

The sample consisted of 54.7% male and 45.3% female. Within this sample a broad representation of age categories was achieved (22.9% aged between 25 and 30 years, 49.7% aged between 31 and 40 years and 27.4% over 41 years of age). Wine 'type' consumed was slightly higher for red (53.5%) than for white (46.5%).

4.5.2 Interviewers

The candidate and trained interviewers were asked to follow the means-end

procedure for a specific purchase and consumption situation (some respondents discussed the last two occasions). The interviews produced 648 ladders for 356 occasions. Attributes, consequences and values were identified through the interviewing process and confirmed by two independent researchers.

4.5.3 Occasions

The 356 individual consumption occasions were aggregated into eight specific occasions that summarised and reflected the occasions presented by the respondents (Table 4.2). Two other researchers independently classified the individual occasions into the categories. Differences were resolved through discussion and further analysis, with reference to literature and consideration as to which occasion was reflected in the respondents' description. These were, an intimate dinner, dinner with friends, dinner with family, business related occasions, outdoor consumption such as a barbecue or picnic, a party or celebration, drink by oneself and a casual drink with friends.

Table 4.2: Occasion Classification

Occasion Type	Percentage
Intimate Dinner	9.8
Eating with friends	21.7
Eating with family	12.6
Business related	11.1
BBQ/Outdoor/picnic	9.8
Party/Celebration	16.0
Drink by self	10.4
Casual drink friends	8.6
	100%
Total	N=648

4.5.4 Values

In accordance with the Reynolds and Perkins' (1987) investigation, probing questions allowed values, which were important to the respondents to emerge. The subsequent analysis produced 652 ladders constructed for 356 occasions. Attributes, consequences and values were identified throughout the interviewing process and the values were coded to reflect the categories of the LOV scale.

The List of Values (LOV) was used to measure values in this study. Based largely on the work of Rokeach (1973), it uses nine terminal values developed by Kahle (1983), into the List of Values (LOV). The nine terminal personal values are:

- Fun and enjoyment in life,
- Being well respected,
- Warm relationships with others,
- Self-fulfilment,
- Security,
- Self-respect,
- Sense of belonging,

- Sense of accomplishment, and
- Excitement.

The values elicited from the respondents were coded to reflect those of the LOV scale.

4.5.5 Attributes and Consequences

It is important to note that the attributes, consequences and values elicited in this study are reflective of those found in other studies. Each of these has been regarded as important by other authors in the field as summarised in Table 4.3.

Table 4.3: Attributes and Consequences Used in This Study

Attributes	Reference
Taste	Howard and Stonier (2001), Mahert (2001), Groves et al. (2000), Batt and Dean (2000), Hall et al. (2001, 2000, 1997), Keown and Casey (1995), Thompson and Vourvachis (1995), Dubow (1992), Gluckman (1990), A. Sharp (1991), B.Sharp (1991), Mitchell and Greatorex (1988, 1989), Spawton (1991).
Type of wine	Horowitz and Locksin (2002), Howard and Stonier (2001), Oczkowski (2001), Angulo et al. (2000), Oczkowski (2001), Batt and Dean (2000), Hall et al. (2001, 2000, 1997), Combris et al. (1997, 2000), Schamel et al. (1998), Wade (1999), Landon and Smith (1998), Keown and Casey (1995), Judica (1992), A. Sharp (1991), B.Sharp (1991), Mitchell and Greatorex (1988, 1989), Spawton (1991a).
Alcohol Content	Keown and Casey(1995), Spawton (1991a).
Age	Batt and Dean and Dean (2000), A. Sharp (1991), B.Sharp (1991), Mitchell and Greatorex (1988, 1989), Spawton (1991a).
Colour	Gluckman (1991), B.Sharp (1991), Spawton (1989).
Price	Howard and Stonier (2001), Batt and Dean and Dean (2000), Hall et al. (2001, 2000, 1997), Combris et al. (1997), Keown and Casey (1995), Thompson and Vourvachis (1995), Nervole (1995), Gluckman (1991), A.Sharp (1991), B.Sharp (1991), Mitchell and Greatorex (1988, 1989), Spawton (1991a).
Brand	Chandler and Owen (2002), Gordon (2002), Mason (2002), Woodard (2001), Lockshin (2001b), (Marsh 2001). Howard and Stonier (2001), Wood (2000), (O'Neill, 2000), Rasmussen and Lockshin, (1999), Madonna (1999), Dibb et al. 1997, Combris et al. (1997), Keown and Casey(1995), Judica (1992), Gluckman (1990), Mitchell and Greatorex (1988, 1989), A.Sharp (1991), B.Sharp (1991), Spawton (1991a), Beverland (1999, 2000).
Label/Package	Orth and Kruska (2001), Lockshin (2001b), Howard and Stonier (2001), Batt and Dean (2000), Hall et al. (2001, 2000, 1997), (Thomas 2000, Charters 2000), Charters (1999, 2000), Kidd (1999), Shaw et al. (1999), Keown and Casey (1995), A. Sharp (1991), B. Sharp (1991), Mitchell and Greatorex (1988, 1989), Spawton (1991a).
Practicalilty of wine	Howard and Stonier (2001), Gluckman (1990), B. Sharp (1991), Spawton (1989).
Region	Skuras and Vakrou (2002), Dean (2002), Tustin and Lockshin (2001), Angulo et.al (2000), Batt and Dean (2000), Wade (1999), Keown and Casey (1995),

	Gluckman (1990), B.Sharp (1991), Mitchell and Greatorex (1988, 1989), Spawton (1991a).
Consequences	References
Impress others	Lockshin and Spawton (2001), Howard and Stonier (2001), Hall et al. (2001, 2000, 1997), (Lockshin 2000), (Pearce 1999), Dubow (1992), Judica (1992), Sharp and Smith (1991), Mitchell and Greatorex (1988,1989), Spawton (1991), B.Sharp (1991).
Avoid negative consequences	Spawton (2001), (Lockshin 2001), Batt and Dean and Dean (2000), Hall et al. (2001, 2000, 1997), Speed (1998), Quester and Smart (1998), Goldsmith, d'Hauteville, Flynn (1998), Judica (1992), Sharp and Smith (1991), Sharp (1991), Mitchell and Greatorex (1988,1989).
Value for money	Howard and Stonier (2001), Batt and Dean (2000), Hall et al. (2001, 2000, 1997), Combris et al. (1997), Keown and Casey (1995), Thompson and Vourvachis (1995), Nervole (1995), Gluckman (1991), A.Sharp (1991), B.Sharp (1991), Mitchell and Greatorex (1988, 1989), Spawton (1991a).
Health benefits	Spawton (2001, 2000, 1991), Stockley, (2000, 2001) and Van de Weil et al. (2001), Dolby (1998), Watkins (1997), Howard and Stonier (2001), Hall et al. (2001, 2000, 1997), Dubow (1992), Judica (1992), Mitchell and Greatorex (1988,1989), Dubow (1992), Judica (1992), Mitchell and Greatorex (1988, 1989).
Treat	Howard and Stonier (2001), Hall et al. (2001, 2000, 1997), Thompson and Vourvachis (1995), Dubow (1992), Judica (1992), Sharp and Smith (1991), Spawton (1991).
Socialise	Howard and Stonier (2001), Hall et al. (2001, 2000, 1997), Lockshin (2000b), Thompson and Vourvachis (1995), Dubow (1992), Judica (1992), Mitchell and Greatorex (1988,1989), Spawton (1991), Sharp (1991).
Quality	Lockshin (2002), Oczkowski (2001), Lockshin and Spawton (2001), Howard and Stonier (2001), Hall et al. (2001, 2000, 1997), Batt and Dean (2000), Groves et al. (2000), Landon and Smith (1998), Quester and Smart 1998, Keown and Casey (1995), Nervole (1995), Dubow (1992), Gluckman (1990), Spawton (1998, 1991), Sharp (1991).
Complement food	Yee (2002), Hume, Perlik, Sheridan and Yee (2002), (Colford 2002), Sparks, Wildman and Bowen, (2001), Howard and Stonier (2001), Batt and Dean (2000), Hall et al. (2001, 2000, 1997), Wade (1999), Stanford (1999), Wiegand (1997), Thompson and Vourvachis (1995), Dubow (1992), Sharp and Smith (1991), Mitchell and Greatorex (1988,1989), Spawton (1991), Sharp (1991).

Enhance mood	Howard and Stonier (2001), Hall et al. (2001, 2000, 1997), Dubow (1992), Judica (1992), Sharp and Smith (1991), Spawton (1991).
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The following Chapter begins the discussion of the results and in particular discusses the frequency of the attributes, consequences and values obtained through the means-end chain analysis for each occasion.

CHAPTER 5

A DISCUSSION OF THE MEANS-END CHAIN ANALYSIS FOR EACH OCCASION

This Chapter presents a discussion of the means-end chain analysis for each occasion. The frequency of attributes, consequences and values for each occasion is presented and discussed. Those factors that are dominant and different across occasions are highlighted and discussed as well as the influences that are consistently important on most occasions.

5.1 Introduction

In order to understand respondents' decisions related to wine choice for particular occasions, interviewers were asked to follow the means-end procedure for a specific purchase and consumption situation (some respondents discussed the last two occasions). Respondents were asked what it was about the wine that had influenced their selection of that particular wine for that particular occasion. Following the interviews, the attributes and consequences were categorised according to the major themes identified. The values were categorised according to Kahle's List of Values (1986). A description of the categories developed for the attributes and consequences is presented in the following section, as well as an outline of the LOV scale.

5.1.1 Attributes

5.1.1.1 Taste

'Taste' is the perceived flavour of the wine. This can be a complex factor relating to wine, as the 'taste' can be made up of several complex flavours including the intensity, concentration, delicacy, finesse, its length on the palate, sweetness or dryness. However, respondents when using this construct to describe important factors that

influenced wine choice generally identified 'taste' as a singularly important construct, however, some did note and explain the importance of some of the characteristics of the wine that give it its flavour or 'taste'.

5.1.1.2 Price

This represents the importance and influence of the actual cost of the product in the purchase of the wine for the particular occasion.

5.1.1.3 Type

Consumers tended to choose their wine according to specific characteristics, which reflected the grape 'type' or the 'colour'. Respondents made comments such as:

'I prefer a red'

'I chose a Shiraz'

These were generally categorised as representing an influence to the consumer of the particular 'type' of wine

5.1.1.4 Brand

This attribute reflects the importance of the particular name of the producer of the wine, for example, Brown Brothers or Penfolds.

5.1.1.5 Label/Package

This attribute reflects the importance of the information and appearance of the 'label' and the 'package' that the wine is presented in.

5.1.1.6 Practicality

This attribute relates to the respondent identifying the 'practical' nature of the wine having an influence on the purchase of the product. For example; a wine cask served a 'practical' purpose at a 'party' or a 'barbecue'; the ease of carrying a single bottle of wine compared to several bottles of beer; the fact that a red wine did not need to be chilled.

5.1.1.7 Age

How old the wine is from the year of production.

5.1.1.8 Colour

The influence of the particular 'colour' or shade of a particular 'type' of wine.

5.1.1.9 Region

Specific areas of Australia are designated as wine 'regions' such as Coonawarra, Barossa and the Yarra Valley. This particular attribute was noted when respondents identified the fact that when making a wine purchase for a particular occasion, the 'region' where the wine was produced was an important consideration.

5.1.2 Consequences

5.1.2.1 Quality

The desire by the respondent to purchase a fine quality, high grade, superior or excellent wine.

5.1.2.2 Socialise

The utilisation of wine as a catalyst in the process of social interaction.

5.1.2.3 Complement food

Respondents selected a particular wine because they believed that it would enhance the overall experience of the occasion by matching the wine with the food.

5.1.2.4 Impress others

Here a prime purpose in purchasing the wine is to make a positive impression upon others attending the occasion.

5.1.2.5 Value for money

In this case the respondents noted that the wine was regarded as a good buy. They have shopped around and the particular 'package' or bundle of benefits that comprise a specific wine is regarded as good value for the money outlaid.

5.1.2.6 Mood enhancement

Wine is used as a vehicle to alter the particular frame of mind of the respondent upon consumption at a particular occasion. This may, for example, enhance reflection and introspection, overcome depression or sadness, or perhaps produce increased levels of happiness.

5.1.2.7 Avoid negatives

A variety of perceived risks are associated with wine choice. Respondents acknowledged the fact that they purchased a particular wine because it represented a safe choice that would not result in any negative consequences for themselves or those they shared the occasion with.

5.1.2.8 Treat

On some occasions such as an 'intimate dinner' or a 'celebration', a special wine was purchased to enhance the occasion. The wine was not one that would be purchased for a more everyday occasion, but because of its particular 'price' and 'quality', it was regarded as suitable for this occasion because it represented a special indulgence or 'treat'.

5.1.2.9 Health benefits

A number of respondents recognised the 'health benefits' associated with a moderate intake of wine and this was a factor of the wine purchase on this occasion.

5.1.3 Values

As noted earlier, the values were represented by Kahle's List of Values:

- Fun and enjoyment in life
- Being well respected
- Warm relationship with others
- Self-fulfilment
- Security
- Self-respect
- Sense of belonging

- Sense of accomplishment
- Excitement

5.2 Most Frequently Cited Attributes, Consequences and Values

Table 5.1: Number of Ladders Containing each Attribute, Consequence, and Value

Attributes	#	Consequences	#	Values	#
Taste	285	Quality	212	Fun and enjoyment in life	226
Price	221	Socialise	168	Being well respected	148
Type	215	Complement food	135	Warm relationship with others	121
Brand	111	Impress others	131	Self-fulfilment	119
Label/Package	66	Value for money	123	Security	109
Practical	43	Mood enhancement	118	Self-respect	78
Alcohol content	38	Avoid negatives	66	Sense of belonging	69
Region	36	Treat	51	Sense of accomplishment	35
Age	18	Health benefits	24	Excitement	6
Colour	17				

The frequency of each of the attributes, consequences, and values is listed in Table 5.1. This provides a summary of the most important (by frequency) of these components across all the occasions. For the product attributes, 'taste' (285), 'price' (221), 'type' or styles of wine (215) and 'brand' (111) are the most frequent. The wine 'quality' (212), using wine to 'socialise' (168), to 'complement food' (135), to 'impress others' (131), as a 'value for money' product (123), and for 'mood enhancement' (118) were the most frequently cited consequences of use. The most important values concerned 'fun and enjoyment' (226), 'being well-respected' (148), 'warm relationships' (121), 'self-fulfilment' (119), and 'security' (109).

This information could provide valuable information to produce a marketing strategy for wine. However, the following analysis identifies the different combination of attributes, consequences and values associated with each occasion, which, therefore permits a more specific and targeted marketing strategy of the various components of wine including, 'price', product, promotion and distribution.

5.3 Attributes and Occurrence Across Occasions

Table 5.2: Attributes and Percentage of Occurrences across Occasions

ATTRIBUTES	<i>Extrinsic /Intrinsic</i>	<i>Intimate Dinner</i>	<i>Dinner With Friends</i>	<i>Dinner With Family</i>	<i>Business Related</i>	<i>Outdoor Barbecue/ Picnic</i>	<i>Party</i>	<i>Self</i>	<i>Casual Drink With Friends</i>
Taste	I	51.6	40.4	41.5	44.4	46.9	42.3	48.5	39.2
Type	I	29.6	38.3	32.9	41.7	25.0	26.0	27.9	41.1
Alcohol	I	3.1	5.0	15.8		1.6	10.6	5.9	
Age	I	3.1	4.2	3.6		1.6	1.9	4.4	1.8
Colour	I		2.8	2.4		9.3	2.9	1.4	3.5
Price	E	31.3	33.3	35.4	41.7	28.1	37.5	32.3	26.8
Brand	E	10.9	19.1	9.7	26.3	12.5	16.3	20.6	19.6
Label/Package	E	12.5	9.9	12.1	5.5	6.2	14.4	8.8	8.9
Practical	E	4.6	5.0	2.4		10.9	10.6	11.8	7.1
Region	E	9.3	4.2	4.8	9.7	4.6	2.9	4.4	7.1

Table 5.2 shows the attributes categorised as either intrinsic or extrinsic attributes and reflects the percentage of ladders for each occasion. The discussion below highlights the relative importance of these attributes across occasions.

The percentage of ladders was calculated as follows: the total number of ladders for each occasion was noted, and the percentage was calculated by dividing the total number of times a factor occurred in ladders for a particular occasion by the total number of ladders for that particular occasion. In other words, the percentage represents the proportional representation of each factor for each occasion.

The results indicate that there are extrinsic and intrinsic attributes used in choosing wine. Explicit cues are 'brand', 'region', 'price', and 'practicality'. Implicit cues are 'colour', 'age', 'type', 'alcohol content', and 'taste'.

5.4 Extrinsic Attributes

'Price' is shown to be of importance across all occasions. The level of importance peaks at 41.7% for business related occasions. 'Label' is mentioned on between 5% and 14% of ladders and as such has a somewhat minor influence across all occasions.

'Brand' is seen to have a moderate level of importance on some occasions, in particular, business related (26.3%), 'casual drink with friends' (19.6%) and drink by 'oneself' (20.6%). 'Region' is mentioned on between 2.9% and 9.7% of ladders and as such has a minor influence across all occasions. 'Practicality' is mentioned on between 2.4% and 11.8% of ladders and as such has a minor influence across all occasions, however, it is seen to be of some importance for 'barbecues' (10.9%), drink by 'oneself' (11.8%) and 'parties' (10.6%). This may reflect the fact that on these occasions wine casks may represent a 'practical' form of storing and distributing the product.

5.5 Intrinsic Attributes

'Taste' is shown to be of importance across all occasions. The level of importance peaks at 51.6% for 'intimate dinner' and rates above 39% for all occasions.

'Type' of wine is shown to be of importance across all occasions. The level of importance peaks at 42% for business dinner and casual drinks with friends and rates above 26% for all other occasions. 'Colour' is mentioned on between 1.4% and 9.3% of ladders and as such has a minor influence across all occasions. 'Age' is mentioned on between 1.6% and 4.4% of ladders and as such has a very minor influence across all occasions. 'Alcohol content' is mentioned on between 1.6% and 15.8% of ladders and as such has a minor influence across all occasions, however, it is seen to be of some importance for 'dinner with family' (15.8%) and 'parties' (10.6%).

It can be observed from the discussion of the attributes associated with wine choice that while a somewhat different combination of attributes of wine are used in its selection for different occasions, it is apparent that the 'price', 'type' and 'taste' of the wine are of prime concern on all occasions. However, their influence does need to be considered further in light of the benefits or consequences desired on particular occasions to reach desired end states. This will be discussed further in the following section.

5.6 Consequences

Table 5.1 lists the consequences identified and the corresponding number of ladders. A number of consequences were frequently suggested as a result of attributes associated with selected wines. Some attributes were indicators of 'quality', this consequence appearing in most means-end chains (212). Other frequently cited important consequences included, 'socialise' (168), 'complement food' (135), 'impress others' (131), 'value for money' (123), and 'mood enhancement' (118).

5.7 Consequences and Occurrence across Occasions

The following table identifies the occurrence of the various consequences across occasions and permits comparison of their relative importance.

Table 5.3: Consequences and Occurrence across Occasions

CONSEQUENCES	<i>Intimate Dinner</i>	<i>Dinner With Friends</i>	<i>Dinner With Family</i>	<i>Business Related</i>	<i>Outdoor Barbecue/ Picnic</i>	<i>Party</i>	<i>Self</i>	<i>Casual Drink With Friends</i>
Quality	34.4	33.3	26.8	59.7	14.1	37.5	29.4	17.9
Complement Food	34.4	28.4	26.8	23.6	32.8	5.8	2.9	1.8
Impress Others	18.8	19.9	20.7	43.1	14.1	28.9		7.1
Mood Enhancement	17.1	16.3	8.5	8.3	14.1	20.2	36.8	28.6
Socialise	15.6	24.1	30.5	16.7	39.1	34.6		42.9
Value for Money	14.1	14.2	12.2	9.7	23.4	15.4	42.6	26.8
Treat	17.1	8.5	4.8	4.1	9.3	7.7	7.4	3.6
Avoid Negatives	6.3	8.5	12.2	9.7	9.3	10.6	8.8	17.9
Health Benefits	4.7	3.5	2.4		1.5	4.8	7.4	5.3

'Quality' of wine was seen as important across most occasions. It was least important for a 'barbecue' (14.1%) and a 'casual drink with friends' (17.9%). 'Quality' was represented on at least 26% of chains for all other occasions peaking at 59.7% for 'business related functions'.

To 'complement the food' with the wine was seen as important where food was likely to be present. For these occasions this factor appeared on between one quarter and one third of chains.

To 'impress others' was not important for having a 'casual drink with friends' or drinking by 'oneself', but it was most important with regard to 'business related

functions' (43.1%), and 'party/celebration' (28.9%), and moderately important on all other occasions.

'Mood enhancement' appeared most frequently with regard to a drink by 'oneself' (36.8%), 'casual drink with friends' (28.6%) and at a 'party' (20.2%).

'Socialise' was important across all occasions except when drinking 'alone'; it was particularly influential when having a 'casual drink with friends' (42.9%), a 'barbecue' (39.1%) and a 'party' (34.6%).

'Value for money' is of high consideration when drinking by 'oneself' (42.6%) and is mentioned on approximately one quarter of the chains associated with a 'casual drink with friends' (26.8%) and 'barbecue'/'outdoor function' (23.4%) and has a moderate level of importance on other occasions.

Wine as a 'treat' had its most significant influence with regard to 'intimate dinners' where it registered on 17.1% of chains.

'Avoid negatives' appeared to have relatively minor importance across all occasions. However, its most prominent influence is when having a 'casual drink with friends' (17.9%).

'Health benefits' appeared on less than 8% of ladders for all occasions.

5.8 Values (LOV Scale) and Number of Ladders

Table 5.1 lists the values (from the LOV Scale) and corresponding number of ladders. All values except 'excitement' (6) and 'sense of accomplishment' (35) were well represented. 'Fun and enjoyment' in life (226) was the value that was most represented on the means-end chains. Other values that were quite popular were 'being well-respected' (148), 'warm relationship with others' (121), 'self-fulfilment' (119) and 'security' (109).

5.9 Values and Occurrence across Occasions

The following table identifies the occurrence of the various values across occasions and permits comparison of their relative importance.

Table 5.4: Values and Occurrence across Occasions

VALUES	<i>Intimate Dinner</i>	<i>Dinner With Friends</i>	<i>Dinner With Family</i>	<i>Business Related</i>	<i>Outdoor Barbecue/ Picnic</i>	<i>Party</i>	<i>Self</i>	<i>Casual Drink With Friends</i>
Fun and enjoyment in life	31.3	31.9	17.1	22.2	56.2	51.9	17.6	50.0
Warm relationship with others	37.5	15.6	34.2	4.2	15.6	19.2		23.2
Being well respected	7.8	31.2	17.1	52.8	15.6	30.8	4.4	5.3
Security	14.1	18.4	13.4	27.8	12.5	9.6	25.0	14.3
Self - fulfilment	20.3	16.3	8.5	11.1	10.9	3.9	66.2	21.4
Self-respect	14.1	10.6	15.9	18.1	7.8	16.3	4.4	5.3
Sense of belonging	14.1	9.2	17.1	6.9	17.1	11.5	1.4	7.1
Excitement	3.1	1.4	1.2			.96		
Sense of accomplishment	1.5	4.9	4.8	12.5		6.7	5.8	5.3

'Fun and enjoyment' in life is mentioned quite frequently with regard to all occasions but is a particularly important value with regard to 'outdoor/barbecues' (56.2%), 'parties' (51.9%), and 'casual drinks with friends' (50.0%).

A 'warm relationship with others' obtains a moderate representation on chains relating to 'intimate dinners' (37.5%), 'family meals' (34.2%), and 'casual drinks with friends' (23.2%)

'Being well respected' is referred to on just over half of the chains relating to business occasions (52.8%) and also mentioned on roughly one third of chains relating to 'dinners with friends' (31.2%) and 'parties' (30.8%).

'Security' is seen to have a moderate level of importance on some occasions, in particular, 'business related' (27.8%) and drink by 'oneself' (25.0%).

'Self-fulfilment' is mentioned on 66.2 % of chains associated with drinking by 'oneself', 21.42% when having a 'casual drink with friends', and 20.3% with 'intimate dinner'. 'Self-fulfilment' has a more moderate representation on other occasions.

Self-respect is mentioned on between 4.4% and 18.1% of ladders and as such has a somewhat minor influence across all occasions. However, it is seen to be of most importance with regard to 'business related occasions' (18.1%), family occasions (15.9%), 'parties' (16.3%) and 'intimate dinner's (14.1%).

'Sense of belonging' is seen to have a moderate level of importance on some occasions, in particular 'outdoor/barbecue' (17.1%) and with 'family' (17.1%).

'Excitement' is not noted as an influential value on any occasion.

'Sense of accomplishment' is mentioned on between 1.5% and 12.5% of ladders and as such has a somewhat minor influence across all occasions. However, it is seen to be of most importance with regard to 'business related' occasions (12.5%).

5.10 Major Means-End Components by Occasion

In the means-end analysis, the most important factors, that is factors that were represented on at least one in four of the chains for each occasion (25%) are reported (see Table 5.5). In observing these factors it can be seen that some are common across almost all occasions. The most common elements were: attributes associated with 'price', 'taste' and 'type'; consequences related to 'socialise', 'quality' and 'complementing food'; and the value of 'fun and enjoyment'. These common elements represent a core of associations specific to wine across all occasions. However, it must be noted that these combine with other important and different choice criteria on different occasions.

Table 5.5: Major Means-End Components by Occasion

	<i>Intimate Dinner</i>	<i>Dinner With Friends</i>	<i>Dinner With Family</i>	<i>Business Related</i>	<i>Outdoor Barbecue/ Picnic</i>	<i>Party</i>	<i>Self</i>	<i>Casual Drink With Friends</i>
Price	31.3	33.3	35.4	41.7	28.1	37.5	32.3	26.8
Taste	51.6	40.4	42.7	44.4	46.9	42.3	48.5	39.2
Type	29.6	38.1	38.3	41.7		26.0	27.9	41.1
Brand				26.3				
Impress others				43.1		28.9		
Value for money							42.6	26.8
Socialise		24.5	30.5		39.1	34.6		42.9
Quality	34.4	32.4	26.8	59.7		37.5	29.4	
Complement food	34.4	33.1	26.8		32.8			
Mood enhancement							36.8	28.6
Self- fulfilment							66.2	
Security				27.8			26.1	
Fun and enjoyment in life	31.3	31.9			56.2	51.9		46.3
Being well respected		31.2		52.8		30.8		
Warm relationship with others	37.5		34.2					27.8

5.11 Unique Factors

If we remove the factors that are most common across all consumption occasions, it is possible to isolate those that seem to be strongly associated with a single occasion (Table 5.6 shows unique factors that had a percentage of 25% or more). It can now be observed how certain attributes, consequences and values help determine specific choice behaviour for certain occasions. This is not an unusual procedure to undertake in a segmentation process. If we consider the motivations for the purchase of a new car, for example, many people might have common factors relating to reliability, latest safety features, comfortable ride and fuel efficiency. What differentiates the segments are the major differences in the motives identified across the segments. Some motives, for example, will be dominant while others will be subsidiary. The dominant means-end chains for these occasions are of particular interest because they may provide insights, which could subsequently be used to improve the marketing of wine.

Table 5.6: Unique Factors

	<i>Intimate Dinner</i>	<i>Dinner With Friends</i>	<i>Dinner With Family</i>	<i>Business Related</i>	<i>Outdoor Barbecue/ Picnic</i>	<i>Party</i>	<i>Self</i>	<i>Casual Drink With Friends</i>
Brand				26.3				
Impress others				43.1		28.9		
Value for money							42.6	26.8
Mood enhancement							36.8	28.6
Self-fulfilment							66.2	
Security				27.8			26.1	
Being well respected		31.2		52.8		30.8		
Warm relationship with others	37.5		34.2					27.8

'Brand' (26.3) is uniquely important for business related functions. To make a good impression on others is an important factor for a 'business related function' (43.1) and 'parties' (28.9). 'Value for money' and 'mood enhancement' are important considerations when purchasing wine to drink by 'oneself' (42.6) or when having a 'casual drink with friends' (26.8). 'Self-fulfilment' is the highest loading value for a drink by 'oneself' (66.2). The value of 'security' also rates highly when having a drink by 'oneself' (26.1) as well as at a 'business related function' (27.8). 'Being well respected' is the highest loading value for 'business related function' (52.8)

and 'dinner with friends' (31.2) and also loads highly with regard to 'parties' (30.8). 'warm relationship with others' is considered an important value with regard to 'intimate dinner' (37.5), 'meals with family' (34.2) and having a 'casual drink with friends' (27.8).

It is from Table 5.6 that we can extract useful information for both positioning and communication. The attributes, consequences, and values can be combined in a visual or even verbal description that when viewed by the target market, fit their inner motivations. This creates a strong 'brand' image and position to that target audience, much stronger than a generic statement of 'quality' or other factor without the consequences and values. This 'type' of segmentation is very strong, since it differentiates not only on the product attributes and personal values (Reynolds and Gutman 1988), but also specifies a consumption occasion. This information provides insights into the opportunities for occasion based market segmentation.

5.12 Summary

It can be observed from this analysis that a different combination of values is the major motivational difference across these occasions. It is concluded that it is the higher order values that make the difference in terms of product selection on consumption occasions rather than the attributes associated with the products, which are seen as important by consumers to fulfil needs or consequences that lead to desired end states by values being appropriately satisfied. This allows consumers to be segmented in relation to their most dominant values for particular usage occasions. As a result, wines could be promoted in a different manner on different consumption occasions. However, before progressing this concept further, the understanding of each of the occasions is required and this is presented in the following discussion where rich qualitative detail is provided with respondents' quotes and insights relating to the dominant attributes, consequences and values for each occasion.

CHAPTER 6

QUALITATIVE ANALYSES OF DINING AND NON-DINING OCCASIONS OF WINE CONSUMPTION

6.1 Discussion of Specific Occasions

The influence of occasion can also be viewed and interpreted by constructing ladders based on the interconnected attributes, consequences and values for each single occasion, much like Reynolds and Gutman (1988) did for individual 'brand's. In this Chapter the dominant means-end chains for each of the occasions are analysed and developed in this study. They give the marketer some guidance about marketing a wine designed to fit the needs of buyers for those occasions. To this end each occasion is analysed separately and the overall frequency of the attributes, consequences and values relating to wine choice are summarised and presented diagrammatically. These diagrams highlight the dominant chains for each occasion. In the ensuing explanatory text the dominant attributes, consequences and values associated with each occasion are discussed in detail. Each discussion is enhanced with direct quotes from respondents that highlight the major reasons why the particular attribute, consequence or value is important in the wine choice process. These discussions conclude with a summary of the major reasons that were identified for the choice of wine on each occasion.

The influence of food on wine choice is evident both in the literature and in this study. When food is present on a particular occasion it will have a dominant influence on the selection of wine to accompany it. On occasions where food is present consumers will often choose a wine that 'complements the food'. Therefore, a comparative evaluation of wine choice for occasions with or without food is also considered with particular emphasis on those occasions where the combination of food and wine is a consideration in the wine choice selection process. These occasions include a 'family dinner', 'dinner with friends', an 'outdoor function', or an 'intimate dinner'.

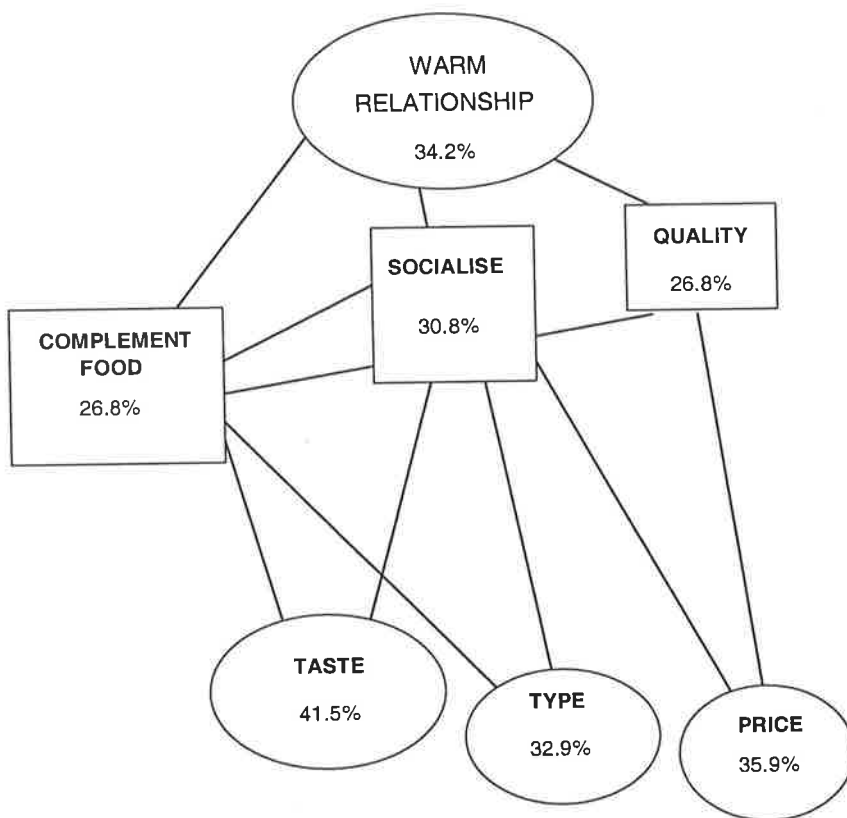
A variety of diagrams is also presented. These diagrams are summaries of the laddering data gathered from the in-depth interviews. The laddering data have been classified into Attribute-Consequence-Value (A-C-V) codes, and quantitatively analysed to produce a diagrammatic representation. This graphical representation of means-end structures aggregated across all subjects is called a hierarchical value map (HVM). A HVM shows the attributes, consequences and values connected with lines and these lines show how attributes are linked to values as well as common pathways. In constructing the hierarchical value map, Gengler and Reynolds (1999) recommend that a reasonable number of the associations derived from the raw laddermap should be represented. They also advise that the minimum threshold value should never be less than 70%, with an average number in the 75- 85% range. In order to produce HVMs that are easily interpretable, Gengler and Reynolds (1989) developed a heuristic based algorithm and interactive editing software called LADDERMAP, which can aid analysts in drawing an HVM from a binary matrix. This software was used to produce the laddermaps in this thesis and it allows the analyst to quickly and easily view HVM's based upon different cut-off points and different coding judgements. The cut-off level produced by 'laddermap' is presented with each HVM.

6.2 Family Dinner

6.2.1 Introduction

The following discussion relates to the occasion of a 'family dinner'. This occasion includes both a dinner with the immediate family and with the extended family. When considering a 'family dinner', the dominant attributes include the 'taste' of the wine, the 'price' of the wine and the 'type' of wine. These attributes ensure that the consequences of obtaining a high 'quality' wine, that 'complements the food' and aids with the social process occurs, while overall ensuring that the value of 'developing warm relationships' is realised.

Figure 6.1: Dominant Ladder for Family Dinner



* Cut off level 83%

Table 6.1: Attributes, Consequences and Values which Influence Wine Selection on Family Dining Occasions.

Attributes	%	Consequences	%	Values	%
Taste	41.5	Socialise	30.8	Warm relationship with others	34.2
Price	35.9	Quality	26.8	Fun and enjoyment in life	17.1
Type	32.9	Complement food	26.8	Being well respected	17.1
Alcohol content	15.8	Impress others	20.7	Sense of belonging	17.1
Label/Package	12.1	Value for money	12.2	Self-respect	15.9
Brand	9.7	Avoid negatives	12.2	Security	13.4
Region	4.8	Mood enhancement	8.5	Self-fulfilment	8.5
Age	3.6	Treat	4.8	Sense of accomplishment	4.8
Practical	2.4	Health benefits	2.9	Excitement	1.2
Colour	2.4				

6.2.2 Price

Many respondents indicated that 'price' was one of the key factors in choosing a wine for a 'family dinner'. It was also found that wines purchased for dinners held in the home tended to be of the cheaper variety, when compared to dinners consumed outside the home. Some reasons provided by respondents for this were that they would rather drink something different at a restaurant, and were prepared to spend a little more, as they would not be buying that particular 'better' wine every week. Many respondents also claimed to prefer cask wine, instead of bottled wine, for their home dinners. This was directly related to the 'price' and to 'being at home' factors. Respondents also tended to be 'price' conscious when contemplating the purchase of a particular wine, be it red, white, sweet, dry, bottle or cask. However, many explained that they always look for value for their money, and a wine, which they perceived as being of high 'quality'.

Their purchasing decisions were also influenced by other family considerations. Wine is viewed as more of a luxury than a necessity; for example, money that was not spent on a more expensive wine could be spent on their families. Overall, it was found that medium 'priced' wine is generally purchased for 'family dinners'. Some examples of respondents' perceptions of what actually made 'price' an important attribute were:

Respondent:

'I think that even if you feel you're getting something that is reasonably priced, that you must also enjoy the wine, which we do.' (Interview 1)

'I think it's important because you need to feel you're getting 'value for money'. You work within a certain budget for your entertainment. And you want a good wine that is reasonably priced.' (Interview 1)

'It had to be of a fair quality because I was sharing it with my family. I wanted it to taste nice but I didn't want it to be too pricey, as I had to buy a few bottles. I really wanted my family to enjoy it as well as myself.' (Interview 28)

Interviewer:

'Why is 'value for money' important?'

Respondent:

'...I believe that as a consumer you must perceive that you are getting 'value for money'. I suppose it lets you relax more, it rests your mind knowing in your heart that you were more than happy with a particular price.' (Interview 75)

Respondent:

'Well in this situation I had to buy the wine in bulk. I had to have enough wine to cater for the 40 odd people I would have through the course of the day. So I had to consider getting wine to cater for all tastes so variety was important in this situation. Cost was extremely important to me at this time, having had to buy a copious amount of wine. Christmas presents as well as buying all the produce of Christmas dinner the budget was being stretched, it was either go cheap or get the amount but of better quality. I went the cheap option because of running out of funds.' (Interview 66)

6.2.3 Taste

The 'taste' of a wine is an integral component of the wine and is regarded as an important part of the process of purchasing a wine for a 'family dinner'.

Interviewer:

'The last factor that was important to you was taste. Why would you say that was important to you?'

Respondent:

'Well, I look for a good taste, sweet and soothing taste.' (Interview 24)

Most respondents are likely to consider the 'taste' of wine when purchasing.

For example, the interviewer asked:

'What factors affect your decision to purchase wine on this occasion?'

The respondent replied:

'I want to enjoy wine that tastes good with my family.' (Interview 28)

Interviewer:

'Why is the quality such an important factor when purchasing the bottle of wine?'

Respondent:

'Because I want to appreciate the taste of the wine.' (Interview 136)

Respondent:

'It's kind of funny with family even though they are your brothers and sisters you still want to impress them and to sort of let them know that you are doing alright. My brother in particular is a lawyer and likes a good wine with his meal, so I tried to choose a wine that would taste very nice and go with the meal.' (Interview 156)

'If the wine tastes good and everyone enjoys it, it adds to the atmosphere and helps the family relax, feel good and enjoy each others company'
(Interview 172)

Hence, 'taste' as an attribute brings about a variety of consequences. If the wine 'tastes' good, family members will be impressed, contented and satisfied. The 'taste' needs to complement the food. 'Taste' is important, as it needs to be enjoyed; it assists with providing a good 'social atmosphere' at the 'family dinner' table which developing the values of 'warm relationships' and a 'sense of belonging'. Whilst this may seem simplistic, the notion of a bad tasting wine was seen to stifle these elements.

6.2.4 Type

The 'type's of wines that are purchased for 'family dinners' are also considered to be important in the decision making process. The 'type' of wine relates to factors such as sweet or dry, red, white or sparkling or a particular grape 'type'. It may be that the purchaser has a particular favoured 'type' or that they wished to please other family members, who favoured a particular 'type' of wine, as is highlighted in the following comments from respondents.

Interviewer:

'What type of wine was it?'

Respondent:

'I only drink red wine.' (Interview 37)

'I purchased this wine for Christmas dinner because most of my family like Fruity Lexia.' (Interview 75)

Frequently for family meals respondents purchased a wine that they were familiar with, bought regularly and which had a known quality.

'It's the usual one we always buy. Yalumba Chardonnay, it's in a green cask, it's 2 litres.' (Interview 158)

'It was a Taylor's red, I purchase it quite often and I know what it's like.' (Interview 154)

The 'type' of wine chosen could also be chosen according to its 'alcohol content'.

Interviewer:

'Why do you think it is important for people to have light wine during the day?'

Respondent:

'Well I suppose that I knew that people were not going to stay for a long time. I know that two of my family had to go somewhere else and I knew that there would be more partying there so though it was wise to have something that was not going to hit them too hard, something that they could have and not be terribly effected by. So I chose a 'lightish' wine.' (Interview 66)

6.2.5 Price/Taste

The attributes of 'price' and 'taste' are frequently combined, as many of the respondents advised that they wanted 'value' for their dollar as well as a good tasting wine. This was evident in the following quotes.

Interviewer:

'What are the important factors that you consider when purchasing a wine for a family dinner?'

Respondent:

'The price and taste are important. Well, I look for the price, the taste and the year it was made. I would never buy a very cheap wine, as in my opinion, every thing comes back to taste. I believe that you get what you pay for.' (Interview 75)

In summary, apart from 'price' being a key attribute in the purchasing decision of wine, 'taste' seems to be strongly linked to the former. Previous purchases that were enjoyed seem to be favourably looked upon, as the buyer has already tried the wine and now trusts that particular 'brand' and enjoys the 'taste' of the wine. Thus, many respondents expressed a certain degree of loyalty to that particular wine for particular occasions. Respondents revealed that even though they wanted a reasonably 'priced' wine that it must also 'taste' good. There was also a sense that it makes them feel a little bit better knowing they've given their guests a good tasting wine.

6.2.6 Type/Taste

The following quotes show that the attributes of 'type' and 'taste' are also frequently combined, as many of the respondents appreciated the 'taste' of a particular 'type' of wine.

Interviewer:

'During dinner, what do you look for in a wine?'

Respondent:

'I choose an Italian Cabernet from Northern Italy. It's a very easy-drinking, light table wine, and for ten dollars for a 1.5 litre bottle, it's relatively inexpensive.' (Interview 125)

6.2.7 Family Impression

The underlying attributes associated with the purchasing of wine for family occasions can be associated with the desire to produce a positive or favourable impression to other family members who are partaking in the 'family dinner'. This was expressed as follows:

Respondent:

'I wanted people to have a positive outlook of me and my home. I don't know I think that it is more of a personal thing, it probably goes back to peace of mind. The choice of wine was part of creating a positive outlook.'
(Interview 172)

6.2.8 Price/Impress

Although 'price' may be a surrogate indicator of 'quality', having a wine that is of good 'quality', reasonably 'priced' and will lead to the consequence of 'impressing' family members. This is supported by the following quote:

Interviewer:

'In the family situation, what influenced you to buy this wine?'

Respondent:

'Two things, one was the element of wanting to impress my brother with my skills of selecting wine and presenting a wine which they would say and find very nice and ask where I had bought the wine from.' (Interview 156)

Consumers thought that these attributes were important in order to impress the people that were invited to their homes. For example, a consumer thought that certain features of wine were important.

Respondent:

'Definitely to 'impress others'.' (Interview 156)

'One of my sons is a connoisseur of wine.' (Interview 75)

6.2.9 Food

Many respondents when purchasing wine for the family meal would like to have their wine with their meal. They believed that an appropriate wine will not only bring them enjoyment during the meal but also have a positive effect on their appetite. Another factor that respondents identified was that when people have put a great deal of effort into preparing a special family meal they often take more care and effort with their wine selection in order to ensure that it 'complements the meal'.

Respondent:

'Well it was probably more of a personal thing, being a family dinner I would have probably have chosen more carefully because I cared more about what the people were going to drink I suppose. Having cooked the dinner and put a lot of effort into the dinner I really wanted something that was going to complement that dinner, I would have put a lot more thought into it. Because at the time, I suppose it was an occasion, a celebration, the people who were there were all important and I put a fair bit of time into the dinner so I wanted the wine to be nice.' (Interview 31)

'The food, drink and decorations I thought it up and put it together and I wanted to ensure that it would be good. The success of the day was going to be a direct reflection on me.' (Interview 41)

'The taste of the wine would accompany the food that I was eating fish, I'd choose a dry white wine.' (Interview 26)

Interviewer:

' During dinner, what do you look for in a wine?'

Respondent:

'I did not have any wine at home that particular night. I did not want to spend too much it was just what I had in my pocket and to relax at home over a meal and a light wine because I did not want to become intoxicated I just wanted to enjoy the meal and the flavour of the wine.' (Interview 1)

'When I'm cooking and making an effort cooking something a bit nice I like to have some reasonable wine.' (Interview 181)

6.2.10 Taste/Food

The links between 'taste' and food were also obvious. Respondents perceived that the 'taste' of the wine assists in 'complementing the food'.

Respondent:

'I purchased a wine that I had already tasted and knew it would suit the meal we were having.' (Interview 41)

Interviewer:

'For the taste of the wine, what do you look for and why is that important?'

Respondent:

'I look for a good taste and quality, because during dinner, you like a wine that suits your dinner, that suits your food and that everything goes well together. Like a good Chardonnay.' (Interview 24)

'It was at the end of a working day and I just felt or we just felt (he and his wife) like having a glass of wine rather than a beer or a cup of tea or whatever it might have been. A wine would go well with the meal. We just knew what we wanted or what had been nice on previous occasions with the particular type of meal we were having and so that was it. The choice was made before I went near the shop.' (Interview 37)

'The taste of the wine would accompany the food that we would be eating.' (Interview 26)

'We mainly drink red wine however, we will drink white wine with Christmas dinner as we mostly have white meat.' (Interview 31)

Interviewer:

'What did you get out of this bottle of wine? Did it satisfy your taste for wine?'

Respondent:

'Yes, it did satisfy my taste for the wine and I just thought that it was good quality. It just matched a good meal.' (Interview 31)

'I'd be drinking that wine with my wife so it would have to be a wine she liked, it also had to be one which would complement the food that was cooking and it had to be one that tasted nice and of a good quality.' (Interview 154)

A good 'tasting' wine was of paramount importance to the consumer, as they recognised that a good combination of food and wine would heighten the experience of the 'social' gathering.

Respondent:

'There are a variety of different wines that are made with different tastes. Red, whites, sparkling and they do go better with certain meals.' (Interview 154)

6.2.11 Price/Taste/Food

The first two attributes, 'taste' and 'type', were also found to be frequently combined with the consequence of 'complementing food'. A reasonably 'priced' wine was often considered as it was perceived that this would complement their food and occasion better than a cheaper wine, and, in turn, create the 'type' of 'warm relationship' that they were looking for from their family.

Respondent:

'Well I've had it before and I know it's good quality, it's worth paying the extra for, and I like the taste of the wine, and it was for a special occasion.' (Interview 136)

6.2.12 Type/Food

One of the consequences of the 'type' of wine is complementing the food. That is, a consumer takes into account the meal that is going to go with the wine, for example, red with pasta and white wine with seafood. 'Type' and 'taste' therefore, are linked to the consequences of 'complementing food'.

Respondent:

'It went well with my meal that I ordered. It's a full flavour wine and complemented well with the food.' (Interview 165)

'Yes it did as it was pasta and also the people we were with as they also influenced the type of wine bought on this occasion.' (Interview 116)

'Red wines are better with a roast than some of the white sweeter wines.'
(Interview 154)

'It was the Delatite Riesling...I thought I'd try something, which would cater to a wider group of people, and Rieslings are fairly good in terms of that. And also, given that it was a family meal and I was cooking and I was serving up chicken...I thought a Riesling would probably be a fairly good choice with reference to that' (Interview 6).

Interviewer:

'Thinking of the occasion where you purchased wine for Easter, what type of wine did you purchase?'

Respondent:

'The Blue Pyrenese Cabernet Sauvignon red it goes well with various types of cuisine.' (Interview 136)

'Yeah, well I took the steaks down so I grabbed a bottle of medium bodied red to go with it.' (Interview 180)

'Yes it's my taste. If someone told me that I should have red, I would still have white because that is what I like.' (Interview 158)

'We thought we were going to a seafood restaurant, so that more or less knocked out red wines, we were looking at white wines.' (Interview 158)

'I choose a white wine because I knew we were having white meat and poultry so I always like to have white wine when I am having poultry and I presumed the other people would to.' (Interview 75)

6.2.13 Socialise

It is apparent that wine consumers like to have a nice wine on special occasions to 'socialise' with their family. One of the main factors to consider in purchasing a wine for a 'family dinner' is the perception that the chosen wine will lead the occasion to the right atmosphere and therefore encourage the group to 'socialise'.

Interviewer:

'Why is being able to enjoy wine with your family important?'

Respondent:

'So I could 'socialise' with them more. I also feel happy with myself and I feel that I am loved by my family. When the family gets together, we have a couple of wines over dinner my brother and I particularly like red wines we really enjoy them but overall the wines help loosen up the atmosphere and help us to relax and enjoy each others company, I guess they are a bit of a social lubricant.'
(Interview 28)

6.2.14 Warm Relationship with Others

The main desired end state is 'warm relationships' within a family.

Respondent:

'I love them, and I feel happy when I give them something that makes them happy too.'

'So I could 'socialise' with them more. I also feel happy myself and I feel that my family loves me. You can say that my family means the world to me.'

'Certain foods taste nicer with certain wines and you enjoy the meal much more...when you enjoy yourself you feel more at peace and also more relaxed. You would feel happier about yourself and with your family.'
(Interview 26)

6.2.15 Summary

For this occasion, the influence of situation as suggested in Gutman's conceptual model for means-end chains is clearly evident among the respondents. Indeed these respondents' highlight how the attributes, consequences and values associated with the product are all considered in accord with the particular consumption occasion. These consumers also choose certain 'brands' of wine in order to develop the value of warm relations within their families. Wine is also seen as a means for helping people to relax and enjoy themselves a little more. Indeed, respondents stated that they feel people are freer to discuss issues, talk more, express their love and warmth towards each other and generally be more open. These aspects tend to make a dinner a more enjoyable social occasion for all, and seem to enhance the warm relationships among family members. This in turn, also achieves the end result for the purchaser of the wine, in attaining their personal

value, 'warm relationships' with others.

The interview analysis weighted how specific attributes lead to consequences, then, lead to the value of 'warm relationships'. The most common attributes, associated with wine were, 'taste', 'type' and 'price', while the dominant consequences were to 'complement food', to 'socialise' and to present a good 'quality' wine. As illustrated, in terms of values, 'warm relationships' within the family context are developed and a more relaxing and stress free environment is created where the family can have a sense of 'warm relations', thus, reinforcing that value.

In some cases a more expensive premium bottle of wine can be purchased. In this instance, the bottle of wine can be used to bring about the consequence of impressing the family, especially on special occasions. Special occasions such as Christmas and Easter were highlighted as important events where consumers tend to spend more money on a bottle of wine. When this occurs, it impresses the family, which in return creates 'warm relationships' within the family, as good 'impressions' create admiration and 'respect'.

'Taste' was also important, as this was a key element in that the wine complemented the food that was being served. This consequence was found to be important so that the family would enjoy their meal more. This in turn helped achieve the personal value of the purchaser of the wine, in creating and maintaining 'warm relationships' with their family. However, the 'taste' of the wine must also complement the food, as this is a consequence that helps achieve the desired personal value of having 'warm relationships' with others. Achieving this value was perceived to be an inclusive feature by everyone enjoying their meal and wine and company. This 'socialising' aspect is another important consequence of influences respondents when buying the wine for 'family dinners'.

Many respondents have explained that they tend to look for value for their money, in a family situation and a wine, which they perceived as being one of good 'quality'. Within the family this could be interpreted in various ways. They are seeking a wine for this occasion that they are more likely to feel familiar with and feel quite comfortable offering it to the family without the risk of embarrassment. Thus, 'quality' on this occasion could be interpreted as being of 'adequate' 'quality'

for the occasion. On this occasion the dominant value is providing an environment where 'warm relationships' can be enhanced. This is achieved by having a wine that 'complements the food', is of an acceptable 'quality' and encourages positive social interaction. The 'price', 'taste' and 'type' have been identified as the most dominant attributes that influence this choice.

While insights from the analysis of this occasion have been valuable, it can be recognised that there are more formal and less formal family occasions, and those with immediate family versus those with extended family. It is possible that these subdivisions of the 'family dinner' may be based around slightly different motivations, which could be investigated in further research.

6.3 Barbecue/Picnic/Outdoor Function

6.3.1 Introduction

The following discussion relates to a person's choice of wine when attending a 'barbecue', 'picnic' or 'outdoor function'. This 'type' of occasion is generally considered to be a more relaxed, less formal function. It is most often held with family or friends, and, often involves the consumption of red meat, particularly at a 'barbecue'. When considering wine for consumption at a 'barbecue' the value driving this purchase is somewhat similar to that of a 'party' where the overriding value is to have 'fun and enjoyment'. However, some noticeable differences are evident. At a 'barbecue', for example, the presence of food is a distinguishing factor. This is evident in the wine purchasing decision and in the level of formality associated with the function. The 'fun and enjoyment' is created through people socially interacting, enjoying the food, making a good 'impression' and developing 'warm relationships'. As with a 'party', this can be viewed from a number of perspectives. It could be the person who is holding the 'barbecue' and catering for guests, it may be from the perspective of a guest attending the 'barbecue', and the 'barbecue' may be more or less formal. The attributes of the wine that help create this are the intrinsic attributes of 'type' of wine and the 'taste', and the extrinsic attribute of 'price'. These attributes influence the resultant consequences of complementing the food, creating 'value for money', 'socialising' and making a good 'impression', which is driven by the value of 'fun and enjoyment'.

Figure 6.2: Dominant Ladder for Barbecue, Picnic or Outdoor Function

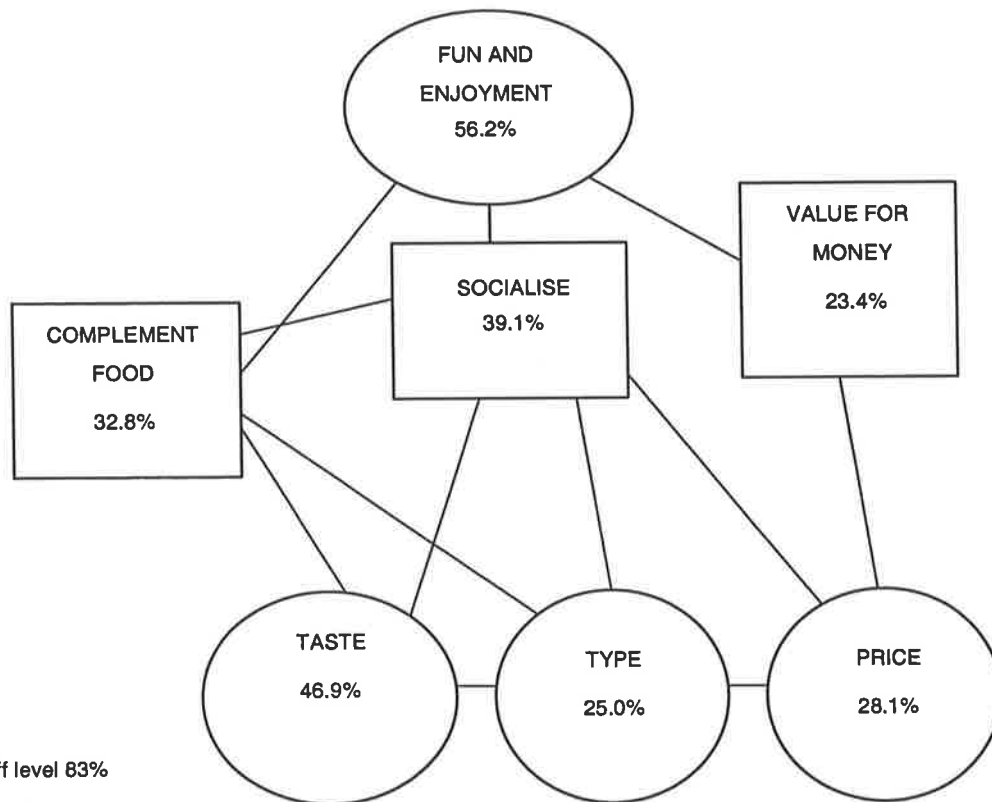


Table 6.2: Attributes, Consequences and Values which Influence Wine Selection for a Barbecue, Picnic, or Outdoor Occasions

Attributes	%	Consequences	%	Values	%
Taste	46.9	Socialise	39.1	Fun and enjoyment in life	56.2
Price	28.1	Complement food	32.8	Sense of belonging	17.1
Type	25.0	Value for money	23.4	Being well respected	15.6
Brand	12.5	Quality	14.1	Warm relationship with others	15.6
Colour	9.3	Impress others	14.1	Security	12.5
Practical	7.8	Mood enhancement	14.1	Self-fulfilment	10.9
Label/Package	6.5	Treat	9.3	Self-respect	7.8
Region	4.6	Avoid negatives	9.3		
Alcohol content	1.6	Health benefits	1.5		
Age	1.6				

6.3.2 Price

On the occasion of a 'barbecue', 'price' is recognised as an important consideration. 'prices' could range from as little as \$10 a bottle to significantly more. The 'type' of wine chosen to consume or serve could depend upon a variety of factors including the reason for the 'barbecue', the type of guests invited and the budget available. The following discussion provides some insight into the rationale provided by respondents with regard to the role played by 'price' in the decision making process. For some, 'price' is a major consideration and involves getting something of reasonable 'quality' but relatively inexpensive. Whilst 'price' was an important consideration to a number of people, most respondents believed that reasonable 'quality' Australian wines represented good 'value for money'.

Interviewer:

'What things were important in influencing you to choose the wine for this occasion?'

Respondent:

'I limit myself to 'price' because I feel you don't have to pay a lot of money to get a good Australian wine. For a barbecue I'll tend to buy a cask especially if I'm having a large function as I did last time.' (Interview 182)

'Price, as it was only a small group and it's nice to have a nice wine to suit the occasion.' (Interview 143)

6.3.3 Price/Impress

The link between the attribute 'price' and the consequence impress is also an important motive for the purchase of wine. 'Price' was perceived to be a secondary consideration for some. The more expensive the bottle of wine purchased the greater the impression it would make on the people around them at the 'barbecue'. When wine was being selected for formal occasions a major concern of the buyer was usually to impress the group that they would be entertaining. To this end people were willing to spend more money, in order to purchase better wines that have well known 'brand' names. However, when purchasing wine for more casual occasions they usually selected wines that were less expensive.

Respondent:

'If it's a formal occasion you tend to have more extravagant types of brands, and spend more money, but if it's a casual occasion then you just go with some of the cheaper brands.' (Interview 149)

6.3.4 Price/Value for Money

The 'type' of wine respondents choose to purchase is also influenced by whether or not it represents 'value for money'. If the 'barbecue' was put on for a work related function it appeared to be more important to impress the guests. In this instance, respondents would choose to purchase a higher 'quality' bottle of wine. Conversely, if it is a less formal social gathering of friends and family then buying a lower grade of wine is more likely.

Respondent:

'If it is just a barbecue with family or friends a cheaper bottle of wine would be fine. If on the other hand the wine were purchased for a function where people from work will be attending I would then choose to purchase a better or more expensive type of wine, as I would not want to look cheap. I would lastly have to consider what type of wine that I could afford on my budget. If the wine is too expensive then I wont be able to afford it.' (Interview 149)

It was also found that the wine purchased to be consumed at a 'barbecue' would depend on 'taste', 'price' ('value for money') the food served at the 'barbecue', the guests, the number of guests and the reason why the 'barbecue' is being held.

Generally, respondents preferred a cheaper wine that enhanced the flavour of the food. However, if the function involved work colleagues it became important to 'impress' the particular group that was being entertained. In this case respondents preferred to pay extra for the wine in order to have a positive influence on their friends/colleagues.

Respondent:

'Price is important because you have only so much to spend on wine, unless it's a special occasion or celebration, where a more expensive wine might be appropriate. Wine must suit the occasion and the type of wine must be compatible with others' tastes and the meal.' (Interview 79)

6.3.5 Taste

When purchasing wine for a 'barbecue', 'taste' is an important intrinsic attribute that is given consideration. Those entertaining are trying to meet the needs of their guests and take into account factors such as 'quality', cost, preference, suitability with food whilst simultaneously trying to ensure that their guests have a good time. Those taking wine to a 'party' want to provide something that they and others can enjoy and will complement the food provided for the occasion. However, some respondents also consider their own needs; several respondents who placed 'taste' as a contributing factor in their decision making for a bottle of wine, for example, stated that their decision was dependent on their own personal 'tastes'.

Respondent:

'For the family picnic I buy my favourite cause I'll be drinking it and flavour or taste are important to me.' (Interview 21)

6.3.6 Taste/Complement Food

The 'taste' of a particular wine can be connected with its ability to complement the food that is being consumed. In this case meat is the major 'type' of food being served. At a 'barbecue' people usually serve either red or white meat, and this was found to influence their choice of wine.

Respondent:

'The taste when you buy a bottle of wine, you want to know that what you're buying is going to be enjoyed and something that goes well with the meal.'
(Interview 184)

But even more specifically the respondent names a particular 'type' of wine.

'I drink Lambrusco with any meat, I like the taste.' (Interview 3)

A common theme throughout the interviews was the respondents' references to the 'taste' of the wine when considering purchase. Many preferred a lighter style of wine that complemented both the food on offer and the 'barbecue' occasion. Typical comments from the interviews include:

Respondent:

'I bought the wine because of the food. It suited the occasion; it was the taste and flavour that suited the barbecue.' (Interview 79)

Indeed, many respondents felt that the 'taste' of a wine should go well with the food served, that it should complement the meal.

Respondent:

'I chose the wine based on its taste and something that perhaps is going to go well with the food at a barbecue.' (Interview 21)

'I think that there again we come back to price, taste and something that is going to go well with the food at a barbecue.' (Interview 184)

'O.K., well, the factors were a well-known brand. Queen Adelaide Riesling is very nice fresh fruity wine. It is very reasonably priced, would go well with the barbecue food. It is very nice wine. It is very compatible with food not too overpowering, not too heavy; nice fruity taste; not too much acidity.'
(Interview 79)

6.3.7 Taste/Price

The interviews have also revealed a relationship between the 'taste' of the wine and 'price'. For example:

Respondent:

'If it's a formal occasion you tend to have more extravagant types of brands and spend more money but if it's a casual occasion then you just go with some of the cheaper brands that taste good.' (Interview 149)

Respondent:

'I think that there again we come back to price, taste and something that perhaps is going to go well with the food at a barbecue.' (Interview 184)

6.3.8 Taste/Value for Money/Complement Food

In this case the relationship between the 'taste' of the wine, its 'value for money' and whether it 'complements the food' or not is discussed.

Respondent:

'value for money', the taste, when you buy a bottle of wine, you want to know that what your buying is going to be enjoyed and something that goes well with the type of meal you would expect to have at a picnic.' (Interview 184)

6.3.9 Type

The 'type' of wine is chosen with care. Purchasers particularly consider the food that is going to be consumed, an individual's preference and the preferences of others.

Respondent:

'This all comes down to the type of wine you're after, the taste you prefer and the event in which the barbecue is held for.' (Interview 3)

6.3.10 Type/Price/Value for Money

The 'type' of wine chosen to purchase could also be selected according to whether or not it is 'value for money', though this would also depend on the occasion. 'Price' was found to be an important factor when purchasing a bottle of wine for a 'barbecue'. Respondents perceived that the 'type' of wine purchased was dependent on the 'price', and that in turn distinguished the 'quality' of the wine. The perception was that the cheaper it is, the poorer the 'quality'.

However, it was found that the 'type' of wine purchased would depend on 'price', whether or not it is 'value for money' and the 'type' of 'barbecue' the wine was for. The respondent is unlikely to pay very high 'prices' for a bottle if it is only for a family 'barbecue' dinner. Nor would they be likely to pay very high 'prices' for a bottle if they were having a large number of guests at the 'barbecue' as it would be too costly. The 'price' would affect the 'type' of wine purchased

Respondent:

'Price is important because you have only so much to spend on wine, unless it's a special occasion or celebration where a more expensive wine might be appropriate, wine must suit the occasion. The type of wine must be compatible with others taste, and the budget.' (Interview 79)

There is also a specific response concerning the 'price' to a particular 'type' of wine.

Respondent:

'I limit myself to price because I feel you don't have to pay a lot of money for an Australian wine to get a good one.' (Interview 82)

Whilst 'price' was an important consideration to a number of respondents, it was noted that reasonable 'quality' Australian wines represented good 'value for money'. Consequently, for a 'barbecue', one didn't need to spend a fortune to buy a wine that 'taste's good, goes well with the 'food' and is enjoyed by the guests.

6.3.11 Type/Taste/Socialise

The 'type' of wine and how the wine 'tastes' were seen to have an influence on how 'social' interaction occurred at the function. The wine for the 'barbecue' depended on what the other people liked.

Interviewer:

'Why was this important to you?'

Respondent:

'It's important to know what your guests like the type of wine it must be compatible with others' tastes and the meal.' (Interview 61)

Respondent:

'Everybody is different, everybody's palates are different, but I find today that at a barbecue the lighter whites and the lighter fruiter whites, are more popular as they are so much easier on the palate and they are not acidic. The Chardonnay is pretty popular.' (Interview 82)

6.3.12 Complement Food

The 'taste' of a particular wine can be connected with how it 'complements the food' being consumed; in this case meat is the major type of 'food' being served. One of the main concerns when purchasing the wine for a 'barbecue' was that the wine would 'complement the food' that would be eaten.

Interviewer: What influenced you to purchase the wine?

Respondent: 'The type of food, I bought the wine because of the food.' (Interview 79)

Respondent:

'Well the main factor is the food' (Interview 149)

Respondent:

'My wife likes a red wine that she likes to eat with meat and BBQ type of food and mainly just what goes with what you're eating. I like a red wine to have when I eat with meat and at a barbecue I mainly eat meat.' (Interview 149)

6.3.13 Type/Food

The choice of wine 'type' was often dependent on the 'food' being served.

Interviewer:

'And with food why would that influence the type of wine that you would choose?'

Respondent:

'I'm not a big wine drinker, but some of my friends are, I had to purchase some pretty good quality wine and since we were eating meat, I went for a red wine.' (Interview 143)

At a 'barbecue' people usually serve either red meat or white meat. Therefore, many wine consumers tend to follow the rule that if you are eating red meat then red wine should accompany it, but if you are eating white meat then white wine should be selected. However, one must remember that this is only a perception/tradition/convention that has been built up over time in regard to the 'type' of wine that best suits a particular 'type' of food and the 'type' of wine which consumers buy depends not only on how it goes with the 'food' being served but also the taste preference of the consumer.

Several respondents are even more specific, naming a particular 'type' of wine that they preferred.

Respondent:

'Since we were eating meat that day I went for a red wine Pinot Noir. I wasn't too worried about the price as it was only a small group and it's nice to have a nice wine to suit the occasion.' (Interview 143)

Respondent:

'... One being that wine complements the type of food being served at 'barbecues'. Specifically red wine complements red meat and white wine white meats.' (Interview 20)

Respondent:

'A Wolf Blass is very nice, reliable, is reasonably priced, and goes well with barbecue food.' (Interview 21)

Respondent:

'I like a CabSav with my meat.' (Interview 184)

6.3.14 Socialise

Respondents purchased the wine as a reason to 'socialise' with friends, to bring a 'sense of belonging' to the group, to impress the people at the 'barbecue'. Providing a good 'social environment' while also trying to 'impress others'.

Respondent:

'It created the atmosphere, without that bonding every one just sits there lonely, and not relating to one another. It ties every one together. It made every one feel they were belonging to each other.' (Interview 61)

6.3.15 Socialise/Impress

Whilst typically 'barbecues' are informal gatherings amongst friends, a number of references were also made to more formal 'barbecues'. These were for work colleagues and associates among other occasions. In these instances, wine tended to be purchased by the bottle rather than by cask. More often than not this would be to impress people. When purchasing wine for more casual occasions, usually the cheaper 'brand's that 'tasted' good were selected. Wine was most frequently purchased for 'barbecues' to aid in social interaction and to complement the food. Frequently, people purchased casked wine when they were not concerned with impressing people or had especially enjoyed the 'taste' of the wine.

Respondent:

'Some work friends were coming around. It wasn't a formal occasion just a casual barbecue where we could hang loose a bit and I bought a few bottles of reasonable quality wine to share with them. They hadn't been to my house before and I just wanted the house and the food and the wine to all create a positive impression and to have nice time chatting and interacting.'
(Interview 143)

6.3.16 Fun and Enjoyment

The most important 'value' that related to consuming wine at 'barbecues' was having 'fun and enjoyment'. An example of this was:

Respondent:

'Pleasure, happiness and enjoyment in that everyone gathered for the one reason of having a good time.' (Interview 61)

This is a good example of fun and from the means-end perspective, values are the key factor underlying preferences and choice behaviour. Wine consumers at a 'barbecue' want to have 'fun and enjoy' the wine.

Respondent:

'Lets face it a barbecue is a chance to get together with either family or friends. Adding a glass of wine only adds excitement and fun to the atmosphere.' (Interview 82)

Many respondents felt that wine contributed to the 'social' atmosphere of the 'barbecue', which enhanced the sense of 'fun and enjoyment' of the occasion.

To 'socialise' with friends was the main reason why people had purchased wine. It helped people to come together and have 'fun', and this was important regardless of whether it was for a formal or casual occasion. It didn't matter whether they were entertaining family or work colleagues, drinking wine contributed to people coming together and having fun. Wine was also seen as a social lubricant amongst family and friends, which brought people together to have 'fun'.

Overall, wine is presented as being used to have 'fun'. It has been illustrated that people had purchased wine for a number of reasons. They included:

'To allow people to 'socialise' and have fun and to impress friends, family and colleagues when entertaining.' (Interview 143)

People wish to come together and have fun. At informal gatherings, socialising and 'fun and enjoyment' appear to improve the relationships and 'mood' of the 'barbecue'. Wine is seen as an important 'social' mixer that complements the host's aspirations for the event.

Respondent:

'Well it adds to the enjoyment of my meal.' (Interview 162)

Interviewer:

'So it is the group atmosphere that you tried to create?'

Respondent:

'Oh yes definitely, try to keep everybody together. You don't want people to be left out; half of the people at the party were women. It tied the whole group together when you drank the wine. They want to have fun and enjoy the wine.' (Interview 61)

Wine was frequently purchased for 'barbecues' to aid in 'social' interaction and to 'complement the food' and to have 'fun and enjoyment'.

Respondent:

'Recently I had some relatives and friends coming over it was a warm summer evening the perfect opportunity to have some champers and a barbie, we're old friends we just want to catch up and enjoy ourselves the wine goes well with the food and adds to the atmosphere, it was a great night we had a good time.' (Interview 143)

6.3.17 Summary

When considering the overall influence of the occasion of a 'barbecue/picnic/outdoor function' on the purchase of wine it is evident that, the most dominant value driving the purchase of the product is to have 'fun and enjoyment'.

The 'barbecue' scenario is generally characterised as a more low key function where the wine providing the desired vehicle to make an impression with is a lot less dominant. However, the influence of the wine 'complementing the food' is of much more importance compared to a 'party'. This type of situation once again is providing its own set of desired benefits that are different to those on other occasions.

The 'type' of wine purchased to be consumed at the 'barbecue' would depend on 'taste', 'price' ('value for money') the food served at the 'barbecue' the guests, the number of guests and the reason why the 'barbecue' is actually being held. The most dominant attributes consequences and values that are used to explain wine consumption on the occasion of a 'barbecue' are values: 'fun and enjoyment'; consequences: 'complement food', 'socialise' and 'value for money'; attributes: 'taste', 'type', and 'price'.

One of the major differences with this occasion is that there is less emphasis placed on the 'quality' of the wine. It is nevertheless important for socialising and it must complement the food. However, the 'value for money' consequence appears to indicate that if the wine is of a lower 'quality' (than 'say' that taken to an indoor dinner), then it is quite acceptable to guests. The wine is providing a support role in endowing the occasion with 'fun and enjoyment'; the dominant higher order motive associated with the occasion.

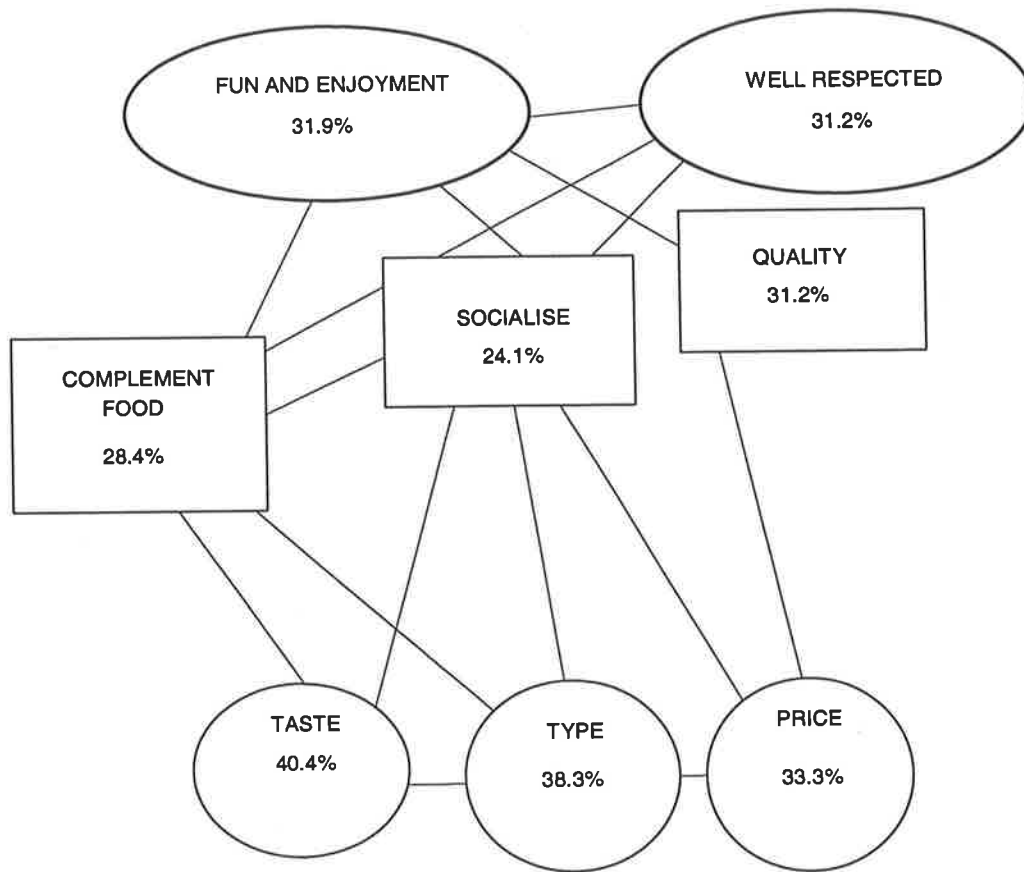
For this occasion, all 'outdoor functions' have been classified together, while many similarities are evident in the characteristics of these functions, particularly the relaxed nature of them. Further investigations into the non-barbecue functions in particular may be useful to assess how different the motivations are within these subdivisions of the outdoor occasion.

6.4 Dinner with Friends

6.4.1 Introduction

On the occasions when respondents were dining with friends, the end state values that were trying to be achieved was to have 'fun and enjoyment' while also 'being well respected'. Being a dining occasion, respondents believed that an important consideration was for the wine to complement the food. This was achieved by selecting a wine that was the appropriate 'type' with the appropriate 'taste'. The wine also promoted social interaction. On this type of occasion 'price' was seen as an important consideration, which allowed for a 'quality' wine purchase consideration. A 'dinner with friends' may occur at home or in a more public forum such as a restaurant.

Figure 6.3: Dominant Ladder for Dining Occasion with Friends.



* Cut off level 83%

Table 6.3: Attributes, Consequences and Values which Influence Wine Selection for Dining Occasions with Friends.

Attributes	%	Consequences	%	Values	%
Taste	40.4	Quality	33.3	Fun and enjoyment in life	31.9
Type	38.3	Complement food	28.4	Being well respected	31.2
Price	33.3	Socialise	24.1	Security	18.4
Brand	19.1	Impress others	19.9	Self-fulfilment	16.3
Label/Package	9.9	Mood enhancement	16.3	Warm relationship with others	15.6
Practical	5.0	Value for money	14.2	Self-respect	10.6
Alcohol content	5.0	Avoid negatives	8.5	Sense of belonging	9.2
Region	4.2	Treat	8.5	Sense of accomplishment	4.9
Age	4.2	Health benefits	3.5	Excitement	1.4
Colour	2.8				

6.4.2 Taste

'Taste' is an important intrinsic attribute that is of vital importance in the choice of wine for the occasion of a 'dinner with friends'. This is highlighted in the following examples.

Interviewer:

'So the taste is important to you?'

Respondent:

'Taste is basically why you buy wine.' (Interview 124)

Interviewer:

'Why do you prefer to choose that particular wine?'

Respondent:

' Because of its exquisite taste.' (Interview 124)

The 'taste' of the wine that is chosen also reflects the 'type' of wine that is preferred by the consumer.

Respondent:

'Well, the taste is important. I prefer the taste of white wine. I find that red wine is too dry, heavy and woody.' (Interview 124)

Interviewer:

'What sort of taste do you associate with white wine?'

Respondent:

'It's lighter and fruitier and easier to swallow. It's kind of in between being sweet and being dry, so I like that in between factor. It's not too light or too heavy, kind of medium. It's just the taste that I prefer.' (Interview 124)

The 'taste' of the wine is important when drinking it with friends and it is important to consider a 'taste' that suits the palette of the friends that you are sharing it with.

Respondent:

'In a way it was personal and in another aspect I was influenced by the people I was dining out with as well because I had to get a wine that suited both parties. So I had to get something that was not too sweet, is not too dry and is something that suits the taste of everybody.' (Interview 133)

6.4.3 Type

The 'type' of wine that people chose to drink with their friends at a 'dinner' occasion was considered to be important. With a variety of issues influencing the purchase. These include the purchaser's preferences, guests' preferences and the type of 'food' that is to be eaten.

Some respondents expressed a preference for red wine.

Respondent:

'I think they enjoy red more than white so I bought a nice bottle of red.' (Interview 15)

'I've known they've enjoyed red. I got them a red because they like red and I got them a reasonable red.' (Interview 74)

Interviewer:

'And why was that important for you?'

Respondent:

'Because at a dinner party, you look after your guests.' (Interview 74)

While others had a preference for white wine.

Respondent:

'I feel more comfortable, physically. The white wine is easier to digest. I find that red wine leaves more of a drier taste in the mouth, and it's uncomfortable, so yeah, it goes more with the ambience. Red wine would be an effort to drink, and it wouldn't be enjoyable if it was an effort.' (Interview 124)

'I think I know a lot more people that prefer white than red, I tend to buy white wines such as moselle, as it's not as sweet as other wines.' (Interview 124)

'When I was younger I used to drink a sweeter wine, but as I became older my taste in wine has changed.' (Interview 124)

'Normally I like Chardonnay.' (Interview 125)

Respondent:

'I think it's just easier to drink. It goes down the palette easier. It's lighter.' (Interview 124)

Interviewer:

'And what about the food, do you buy it to suit the food?'

Respondent:

'Well that's not always a big reason for choice because I don't particularly like red wine and red wine is usually the choice made for a red meat meal but I don't enjoy it much, so that doesn't influence my choice a great deal. I wouldn't say that I think too much about what we're eating. I don't like certain wines; I don't like sweet wines. So yeah, I stick to Rieslings and Chardonnays and those kinds of wines. That's what I think. If you like them it doesn't matter what you're eating it with.' (Interview 124)

'I have to purchase something that everyone else likes as well. Most people like Riesling and it goes well with the food and it's a very compatible wine with many things.' (Interview 124)

'I took two bottles of wine, a bottle of red and a half bottle of dessert wine, and the bottle of red was a McLaren Vale Shiraz. It was expensive and a good wine, and the half bottle of sweet white was from Murray Vale... and the kind of people we were having dinner with were 'wine and food' people so they were good bottles of red and white.' (Interview 8)

Interviewer:

'So that was the main reason for why you chose that wine?'

Respondent:

'It was choosing something that was good and interesting for these people... and they had good bottles of wine of their own to drink so I was not going to take something that was not up to scratch.' (Interview 8)

'Because you want something that everyone drinks, so you put up the question 'what should I get?' and you know, a few names go up and the majority of people pick Jacob's Creek. So, I think a lot of the people there, you know, not everyone's a wine drinker and because they're familiar with the name, probably heard it on telly, so automatically, they run with it.' (Interview 65)

6.4.4 Price

When a wine consumer considers purchasing wine for a 'dinner with friends', 'price' is a variable that is considered to be important in the decision making process. The attribute of 'price' signifies a variety of factors to the purchaser. In the following example it is an indicator of 'quality', generally of moderate or reasonable 'quality'.

Interviewer:

'In terms of price, what do you look for there?'

Respondent:

'A medium wine, more medium cause I didn't want to get something too cheap or something too expensive, so I got medium, it was in the middle.' (Interview 129)

Respondent:

'Well it won't make me broke! Going for the medium priced wine, as opposed to the cheap wine, I just expect that it will give me better quality. I kind of draw a line between the expense and the quality of wine. An example of this is Jamieson Run Red - Because I don't want to pay too much for wine, and this is important because my financial wellbeing comes first, it's of a consistently good quality and reasonably priced. I bought it from the supermarket, so it was more on the cheap to moderate side. I expect to pay less from a supermarket. You always feel good when you get a good quality product for a reasonable price, or even cheaper than you would be paying in other circumstances. It always makes you feel good.' (Interview 124)

The impression that the purchaser wishes to make on their group of friends is also a function of the 'price' and 'quality' relationship.

Respondent:

'Well, for my budget it can't be too expensive but also you don't want to buy anything that's too cheap, usually because you can tell cheap wine, usually it's a bit nasty and you get a hangover. But also with a group when you are having people over and stuff you don't want to seem too cheap, just like middle of the road sort of wine that you get your moneys worth out of it.' (Interview 126)

Of course when purchasing the wine to have with friends the 'tastes' of friends are considered and the 'quality' of the restaurant that you are planning to consume the wine at.

Respondent:

'Probably just want to try and get something that most of the people at the dinner would like. Also again you want it to look like it's a bit expensive or sophisticated not something cheap, or probably also one that would suit the place that we were going. If it was an expensive restaurant you'd want to get an expensive wine to match it sort of thing or if it was just a cafe thing you'd get something a bit more fun and light, maybe it doesn't have to be so expensive.' (Interview 48)

The fact of whether you are going out with friends or staying home influenced some on their purchase.

Respondent:

'I think certainly you'd be willing to spend a little bit more when you're going out with friends than you would when you're just at home.' (Interview 83)

Others purchase wines that will fall within their budget for such an occasion.

Respondent:

'Because I only have a limited budget.' (Interview 65)

6.4.5 Type/Taste

The combination of 'taste' and 'type' of wine was a valued commodity for this occasion.

Respondent:

'I mainly go for Chardonnay, this is due to enjoying the taste of dry whites. I think I prefer it just through experience, that consistently, doing taste tests of different wines or trying different wines, that the Chardonnay, overall, has proved to be one I like.' (Interview 124)

Interviewer:

'Could you tell me what were the factors that influenced your choice?'

Respondent:

'My choice was Chardonnay I purchased Jacob's Creek Chardonnay as I know this wine is very nice dry white wine. It is very compatible with food. A lot of people know it is very popular. Its taste is not too overpowering and it is very enjoyable with food.' (Interview 124)

Interviewer:

'What do you mean by taste overpowering?'

Respondent:

'What I mean by overpowering is some wine is very acidic, they have a very acidic taste. Um! Some wine is very too dry, they got a particular flavour which is this sort of flavour, Jacob's Creek Chardonnay, most people enjoy that wine and not too powerful for them. They can enjoy drinking it. That's what I mean by overpowering.' (Interview 124)

6.4.6 Quality

The 'quality' of wine was an important consideration when consuming wine with 'friends'. The following quotes highlight this.

Interviewer:

'Why is it important to you?'

Respondent:

'You have to give good quality wine to your guests. Quality! I tend to go for a more expensive wine as it is usually of a better quality. I don't like to pay too much for wine but I don't want to drink vinegar. I purchase wine regularly but especially when there is a good quality wine being sold at a special low price. I go for a good quality wine.' (Interview 124)

Interviewer:

'When you purchased the wine for dinner at the golf club what factors were important in selecting the wine?'

Respondent:

'Quality and the wine I chose had won an award.' (Interview 67)

Interviewer:

'Why was the fact that the wine had won an award important to you?'

Respondent:

'Because it is a sign of quality.' (Interview 67)

Interviewer:

'Why was a sign of quality important to you?'

Respondent:

'The people I was dining with would be more likely to enjoy the wine.'
(Interview 67)

Interviewer:

'Why was quality important when selecting the wine on this occasion?'

Respondent:

'The people I was having dinner with I had only met a few times previously
and I didn't want to arrive with a cheap wine.' (Interview 67)

Interviewer:

'Why was quality an important factor on this occasion?'

Respondent:

'I'd prefer to pay the extra rather than risking a chance on a bad wine.'
(Interview 74)

Interviewer:

'Why is this important to you?'

Respondent:

'Because it would be a waste of money if I didn't enjoy the wine.' (Interview 74)

Interviewer:

'So the quality was important?'

Respondent:

'Yes it was very important.' (Interview 74)

Interviewer:

'Why was that important?'

Respondent:

'Because I felt that I wanted to please the people I was going to dinner with. It has to be the right type of quality for me to even want to drink it. If it's cheap I am just not interested.' (Interview 126)

6.4.7 Food

As with other occasions, when food was present many purchasers of wine for a 'dinner with friends' were conscious of matching the 'food' and the wine in a combination that was pleasing to their palette. The following are some of the responses to the question.

Respondent:

'Yes well knowing what my wife cooked, right I mean you've got different foods, you accompany it with different wine. She cooked a bit of meat, a bit of fish and you know, like I said, you got to have different wines for different dishes. You know everybody enjoyed the wines, you know like I said before not everybody likes red not everybody likes white, but you have to cater for every body.' (Interview 126)

'The major factor here would be something that goes well with the food, so the major factor here would be what sort of food you are going to have. You have to select the right quality wine for the right food. The right flavour would also be a major factor.' (Interview 5)

'We had a nice pasta so it is nice to have a glass of wine. It enhances a meal and makes it better. It gives an extra taste. It enhances what you eat and I

think it is important that different kind of food is eaten with different sort of wine. So in this way it can complement what you are eating. For example if you have nice rich tomato pasta then red would be good. If you have a meat dish or something like that or a barbecue or nice steak or whatever red wine would fit that. And on the other hand if you are have something like a fish or something simple that is not too big in flavour you would probably drink different wine, something in a white variety.' (Interview 2)

'Since some of my friends are so called wine connoisseurs. I had selected Hardys, Ellen Hardy, Seppelt Dorrien, and Cabernet Sauvignon. Because the choice of these wine would complement the food and I can enjoy the foods more.' (Interview 124)

The type of place that you are going to eat at has an influence on the wine purchased.

Respondent:

'We were going to have Chinese so I got something that would go with Chinese food.' (Interview 124)

'Yeah just that um to set off the whole dinner and it's sort of like that you don't want to buy something that seems inappropriate like you wouldn't turn up to a really expensive restaurant like with a couple of wine coolers or something like that. I guess when you go out to like say an expensive restaurant you get all dressed up and you're going to eat all this really nice food so it's sort of like in keeping with the occasion taking the right type of drink with you.' (Interview 5)

'That particular wine was a wine that went with the meal, so it complemented the meal.' (Interview 30)

Respondent:

'What my guests liked and what I was serving to eat.' (Interview 30)

Interviewer:

'The factor of your guests liking the wine, now why was that important?'

Respondent:

'Well I mean, different foods complement different wines, or different wines complement different foods.' (Interview 30)

When choosing a wine to go with a meal it is also regarded as important to consider the 'tastes' of friends.

Respondent:

'I can't be selfish and not take a wine that anyone else will enjoy. Also you want a wine that goes well with eating, to complement the taste. It makes the food taste better.' (Interview 2)

'We all had agreement that this particular wine goes with the food.' (Interview 86)

6.4.8 Warm Relationship/Fun and Enjoyment

The values that were linked to the attributes of 'price', 'type', 'taste' and the consequences of purchasing a 'quality' wine or a wine that was compatible with 'food' were developing 'warm relationships' with their friends and having 'fun and enjoyment' with their friends.

6.4.9 Warm Relationships

Wine appears to act as a social lubricant that enhances the relationship between friends, allows them to relax and convivially share each others company in a manner that develops a warm relationship between friends.

Respondent:

'All my friends drink wine. It's nice to just sit around and talk while having a few wines.' (Interview 24)

'I was trying something to complement the meal as it was red meat. I wanted something that complements the red meat. Something that wasn't too powerful or too strong. Again, it would tie the group together because if I had gone for the 'Shiraz' wine that has a slight tend of a particular flavour whereas what I had chosen had more flavour which suited the meal. Again, it tied the group together, because I was very confident that the women would drink it as well as the men so every one would enjoy.' (Interview 57)

Interviewer:

'Why is having a wine that 'complements the food' at dinner with your friends so important to you?'

Respondent:

'Again, it was a bonding experience. It created a pleasant and relaxing atmosphere.' (Interview 86)

Interviewer:

'Why is it that creating this atmosphere during dinner is important to you?'

Respondent:

'You can say that a group of friends is like an extended family. The people at dinner included my wife, myself, friends of ours, we have been long time friends and so it's like an extended family. The wine is part of the evening. You could feel a 'sense of belonging' and warmth.' (Interview 86)

'When I went out with my friends, we just bought a couple bottles of wine, just to relax with a meal, that was nice.' (Interview 129)

'I would say it was a satisfying wine because I am able to sit and relax with my friends and listen to what has been happening in their lives and share our experiences.' (Interview 124)

'I think it satisfied everyone. It was quite a nice wine and overall it was relaxing to have a glass of wine, and this wine was not an overly heavy wine so you didn't feel overly full after your dinner, you could still have a glass of wine and you didn't feel bloated. So it was a good wine and everybody enjoyed it and I think it was a big addition to the night. It made us feel relaxed and we talked all night.' (Interview 86)

6.4.10 Fun and Enjoyment

When people have 'dinner with their friends' they also want to have 'fun and enjoyment' together and the wine serves to enhance this goal.

Interviewer:

'Why is complementing the meal important to you?'

Respondent:

'Well if you have a good meal and a good wine then you enjoy the night.' (Interview 30)

Interviewer:

'And enjoying the night is important because?'

Respondent:

'Well you really feel as though you've had a good night.' (Interview 30)

Interviewer:

'Okay, so what did you get out of this wine?'

Respondent:

'Well, um I'd say a nice relaxed feeling.' (Interview 86)

'It was actually a red. A Cabernet Shiraz The reason was because our friends also enjoy this type of wine.' (Interview 67)

'Just, it's like you're there to share time with people so you'd like to share a drink around and just so it's like everybody can have a good time and everyone can enjoy everything together. It doesn't exclude anyone in particular.' (Interview 86)

Interviewer:

'So you chose this wine to satisfy them?'

Respondent:

'Yes, and also because we also enjoy it. I'm probably sounding repetitive but I purchase the same type of wine because again it is something I enjoy and I know my friends would enjoy. Because I know they like Cabernet Sauvignon. I am particular of quality it must be really good.' (Interview 15)

Interviewer:

'Why was that important to you?'

Respondent:

'Just that it was a happy occasion and the wine would help us to really enjoy it.' (Interview 15)

'With these people, apart from the fact that they were good friends they enjoyed good wine.'

Interviewer:

'Why was it important that you took the wine that you did?'

Respondent:

'Oh, because we like drinking good wine and it is nice to have an occasion to drink something special. We wanted to have fun. It's part of the thing we do we just like to get together and have fun and the wine is an important part of it.' (Interview 30)

Respondent:

'It does tend to relax and loosen you up a bit.' (Interview 86)

Interviewer:

'Why is that good in loosening you up?'

Respondent:

'Well, I think that when everyone has been loosened up it allows people to forget about their inhibitions more, and so you don't have to worry what you are saying sometimes. It improves conversations and it's nice to be able to talk socially and not to have to worry about the sorts of things you say. Everyone tends to relax more have fun and enjoy themselves and after all that's the real reason that we're getting together for.' (Interview 86)

6.4.11 Summary

When considering a 'dinner with friends', the 'taste', 'price' and the 'type' of wine were the dominant attributes considered for the consumption situation by respondents. Indeed these respondents highlight how the importance of these attributes was driven by the desire of respondents to have a 'quality' wine that would provide them with 'enjoyment' and ensure 'respect' from their friends. Another important consideration was that the wine would 'complement the food', which would also provide 'enjoyment' and 'respect'. Having the 'type' and 'taste' of wine that friends appreciated enhanced the 'social' interaction which subsequently delivered 'respect' from friends and 'enjoyment'.

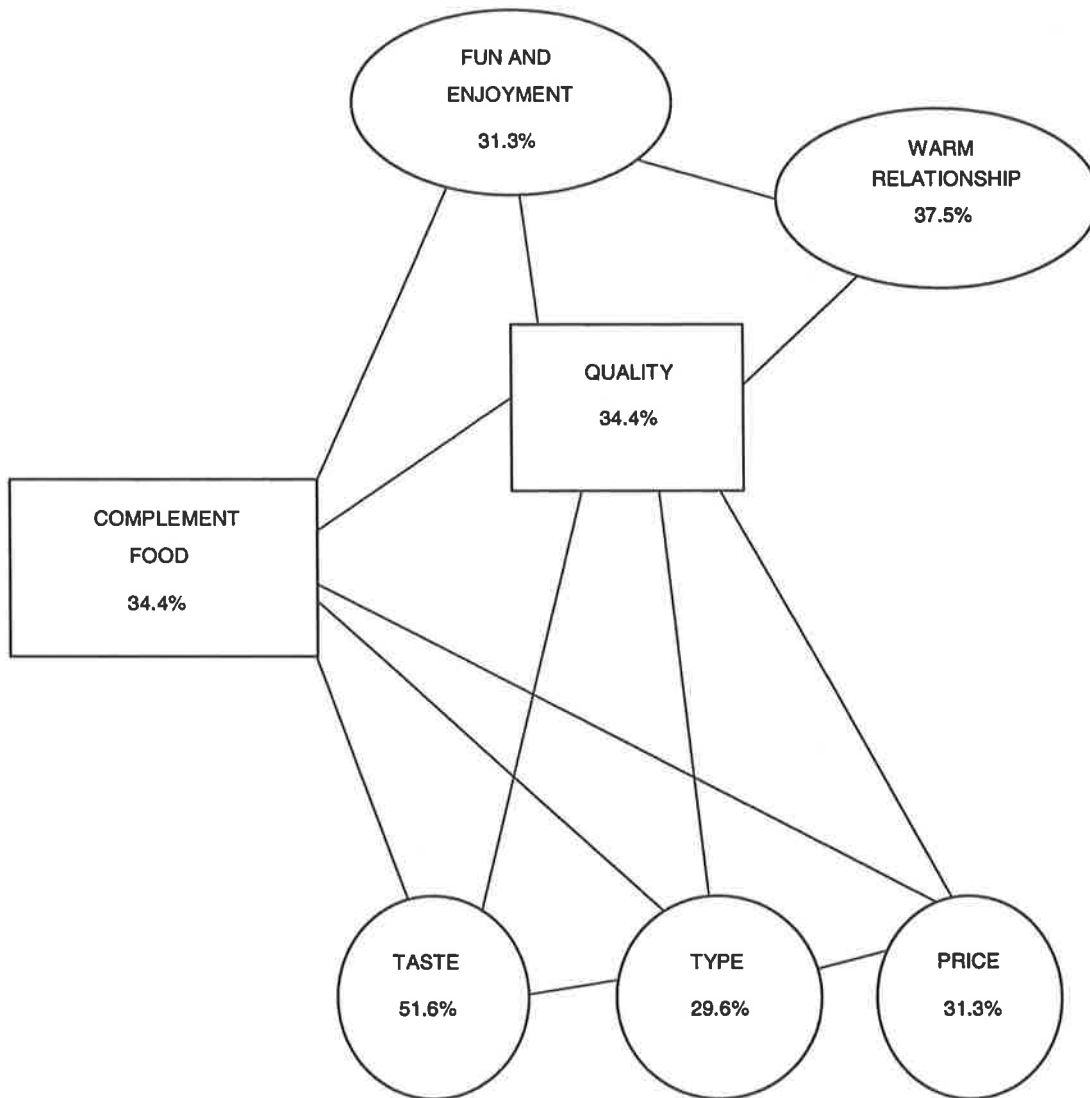
In this particular situation, 'dinner with friends', consumers' wine choice, as in the other wine occasions discussed, is a result of the particular set of values and the outcomes associated with them. It is apparent that the values that reflect the overall desired end state are a combination of those discussed earlier, 'fun and enjoyment' and to be 'well respected'. The wine purchases for a 'barbecue'

occasion was also driven by the desire to achieve 'fun and enjoyment'. Again the importance of the particular occasion supports Gutmans conceptual model with regard to the ability of the particular attributes of the wine producing the required consequences and desired end states for the consumer in the particular occasion. As noted in the introduction to this section a 'dinner with friends' may occur at home or in a more public forum such as restaurant. Further research could be considered to investigate if the motives in the subdivisions of this occasion vary.

6.5 Intimate Dinner

An 'intimate dinner' is often regarded as quite an out of the ordinary occasion; the occasion is often intended to be special and memorable. On this occasion a couple is happy to enjoy each other's company while sharing a meal. The 'taste', 'type' and 'price' of wine are regarded as important attributes that enhance the 'quality' of the wine and ensure that it 'complements the type of food consumed'. The overriding values related to this occasion are to have 'fun and enjoyment' and to develop 'warm relationships'.

Figure 6.4: Dominant Ladder for Intimate Dinner



* Cut off level 76%

Table 6.4: Attributes, Consequences and Values which Influence Wine Selection on Intimate Dining Occasions.

Attributes	%	Consequences	%	Values	%
Taste	51.6	Quality	34.4	Warm relationship with others	37.5
Price	31.3	Complement food	34.4	Fun and enjoyment in life	31.3
Type	29.6	Impress others	18.8	Self-fulfilment	20.3
Label/Package	12.5	Mood enhancement	17.1	Security	14.1
Brand	10.9	Treat	17.1	Self-respect	14.1
Region	9.3	Socialise	15.6	Sense of belonging	14.1
Practical	4.6	Value for money	14.1	Being well respected	7.8
Alcohol content	3.1	Avoid negatives	6.3	Excitement	3.1
Age	3.1	Health benefits	4.7	Sense of accomplishment	1.5
Colour	-				

6.5.1 Attributes

It was found that the major attributes explaining wine consumption at 'intimate dinners' were the 'price', 'type' and 'taste' of the wine.

6.5.2 Price

Respondents indicated that at an 'intimate dinner' a wine would cost more than they would normally spend on wine, which would help make the occasion special, being aware that to create something special is likely to require more investment.

Respondent:

'Well on this type of occasion, we tend to go for a nice wine and if need be, we're prepared to pay whatever for it.' (Interview 163)

6.5.3 Taste

The majority of respondents indicated that 'taste' was a very important attribute when purchasing wine for an 'intimate dinner'. 'Taste' is important because respondents believe that it leads to a favourable finish in the mouth.

Interviewer:

'What influences you when choosing wines?'

Respondent:

'I would say the taste mainly.' (Interview 73)

Respondent:

'I like a mellow wine. It's got a nice mellow flavour.' (Interview 73)

Respondent:

'It is difficult to explain but I like a wine with a fruity taste but light, it's just smooth, you know, it can't leave a bad after taste, I usually like a sweet, after taste, a tangy after taste. And it can't be too dry. It's got to be smooth, go down nicely.' (Interview 34)

'If it doesn't taste good, you don't buy it!' (Interview 70)

Interviewer:

'Referring to the restaurant situation what things were important in influencing you to choose the wine for that occasion?'

Respondent:

'Ah, well it's a very nice tasting wine.' (Interview 73)

6.5.4 Type

The final dominant attribute that respondents identified when consuming wine for an 'intimate dinner' is the 'type' of wine that is purchased.

Different 'types' of wine determine whether respondents believe if it is 'value for money'. Respondents were willing to pay the 'price' for a bottle of wine instead of a cask because, as one respondent claimed.

Respondent:

'You can only really compare a cheap wine with a cask wine.' (Interview 73)

Interviewer:

'Why do you like Chardonnay?'

Respondent:

'Ah, it suits the palette, I'm not really a red wine drinker personally but I enjoy a white wine and my wife likes a white wine, we both like a dry white. We took a Brown Brothers, I think it was a 1995 Chardonnay, and it was nice and dry.' (Interview 119)

The various 'types' of wine that the respondent purchased also determined perceptions of 'quality'.

Interviewer:

'What reasons helped you want to choose this sort of wine?'

Respondent:

'It was a special occasion. So I wanted a particularly nice wine, one that would impress my wife and would add to the occasion which we were celebrating making it more of an event than if we didn't have this type of wine.' (Interview 155)

The 'type' of wine chosen appears to ultimately influence the evening either to its success, failure, or to an enjoyable evening filled with 'fun'.

Respondent:

'The type of wine would add to the occasion which we were celebrating making it more romantic than if we didn't have this type of wine.' (Interview 155)

It may be implied that the 'type' of wine chosen appears to play an important role in an 'intimate dinner' setting.

6.5.5 Quality

For many the 'quality' of wine at an 'intimate dinner' is of the utmost importance.

Respondent:

'When we go out to dinner together it's a special occasion so the quality of the wine is of most importance, sometimes more important than the food or entertainment.' (Interview 60)

Interviewer:

'So why did you choose that quality of wine for that specific occasion?'

Respondent:

'Ok that was a special occasion, I've taken a young lady out to dinner, you know I want to impress her OK. So there were a lot of thoughts went into where we will be going and what we will be going to have a drink.' (Interview 63)

Respondent:

'Well I was trying to impress my partner. I wanted her to think that only the best will do for me, which I hoped would attract her to me even more. Also I didn't want her to spread any negative opinions or rumours about me. I wanted to be seen as romantic.' (Interview 70)

6.5.6 Price/Quality

The relationship between higher 'price' and higher 'quality' wines was used as a guide in the purchase of wine for this occasion.

Interviewer:

'Why was price important to you?'

Respondent:

'Well because most of the time you don't know good from bad. Higher 'price' usually means better quality, it's a bit of a clue.' (Interview 34)

'The quality of the wine and the appropriateness of the occasion. Price was a secondary consideration.' (Interview 151)

'Price was not as important because I was willing to spend that little bit more as opposed to other occasions in order to get better quality. You can usually tell by the price as to the quality of the wine. It was more important to share an enjoyable evening with someone close and complement a fine meal.' (Interview 9)

To get better 'quality' is a major determining factor for this particular occasion, as a good impression is being attempted. The 'price' of the wine is associated with the 'quality' of the wine, therefore, respondents are willing to pay more if they know they are getting a good 'quality' wine which the occasion calls for.

'The extra amount spent improved the quality which was appropriate for this occasion.' (Interview 35)

6.5.7 Price/Type/Quality

The importance of the 'type' of wine for the perceived 'quality' was also emphasised.

Respondent:

'It was my boyfriend's birthday, we were going to an exclusive restaurant, therefore I thought it was appropriate to purchase an expensive wine. I chose for this occasion the Moet Chandon Chardonnay, which was priced at around \$90 per bottle. Its a French fine wine and because I've had this wine I know it's of good quality and I will be getting my 'value for money' and it is also his favourite wine so he would be quite impressed...price was not as important because I was willing to spend that little bit more in order to get better quality.' (Interview 35)

'There was a price limit, I buy all wines with price as one of the considerations, I purchase Australian wines as you can get good quality at reasonable prices.' (Interview 155)

6.5.8 Price/Quality/Enjoy

In many cases 'price' was not an issue as long as a 'quality' wine was purchased which was enjoyed with someone close and provided a sense of happiness. For example, with regard to an anniversary dinner, a husband was asked what the important factors were when selecting a bottle of wine. He responded having a good 'quality' wine. He said that when he took his wife out for dinner, he wanted to have an appropriate wine in order to enjoy the special occasion, and that going out to dinner was a 'treat' for her and he wanted her to enjoy it. This emphasises that, these attributes and favorable consequences shape the values of both having 'fun' and building a 'warm relationship'.

Respondent:

'Well certainly it was a fairly big occasion, we wanted to have a pretty good wine, but also at a reasonable price. So certainly I considered quality and price, and also at the back of my mind was the fact that it was a favourite wine of my wife. Which I knew would make her happy.' (Interview 163)

'The value I get from paying a high price is a great sense of happiness that I am able to go out to dinner and purchase wine that is expensive and which gives me pleasure and enjoyment.' (Interview 60)

Users are willing to spend money on wine that they like the 'taste' and enjoy.

Respondent:

'Rather pay a little bit more to get something which you truly enjoy.'
(Interview 119)

6.5.9 Price/Quality/Food/Enjoy

Many respondents indicated that the 'price' of wine did not seem to bother them. Some indicated that they were willing to pay a higher 'price' for wine if it was for an 'intimate dinner' rather than a social get together. Consequently, the more expensive the wine the respondent purchased, the better 'quality' it was perceived to be

'Price was not as important because I was willing to spend that little bit more as opposed to other occasions in order to get better quality.' (Interview 35)

Conversely, there were some respondents that stated they could not justify spending a lot of money on a more expensive wine. However, the general consensus was that a 'reasonable' 'price' needed to be paid if they wanted a 'quality' wine. Respondents also declared that when purchasing wine for an 'intimate dinner', a reasonable 'price' needs to be paid to have a good wine to 'complement food'.

'a good wine enhances the meal and a good meal enhances the wine so if you can get the right blend then you get an enjoyment beyond eating just a meal or just drinking wine.' (Interview 34)

With an occasion like an 'intimate dinner', 'price' is an important attribute in that it is perceived by many that the wine will or will not 'complement food'. It is apparent that respondents purchase a reasonably 'priced' to expensive wine, which is perceived as, better 'quality'. A wine that 'complements the food' well, is valued as making the dinner more 'enjoyable and fun', thus creating 'warm relationships'.

When users purchase a particular 'type' of wine for an 'intimate dinner', they consider the 'quality', its 'value for money' and its ability to 'complement food'. When these consequences are attained, it leads to 'fun', therefore a 'warm relationship with others'.

'As I was taking my wife out to dinner, we wanted to enjoy the occasion and I wanted her to particularly enjoy the occasion.' (Interview 151)

Respondent:

'Price was not as important because I was willing to spend that little bit more as opposed to the other occasions in order to get better 'quality'. It was important to share an enjoyable evening with someone close and to complement a fine meal with a good wine'. (Interview 70)

The 'intimate dinner' is frequently seen as a special occasion that a couple can 'indulge' themselves in and enjoy.

The 'quality' and 'type' of wine are important factors when wanting to 'treat' another on a special occasion. The appropriateness of the wine was important to the husband who wanted to 'treat' his wife so that she would enjoy herself.

Respondent:

'Oh, because it's a special occasion, you go to an expensive restaurant, so you want to celebrate with quality, the dinner was nice, we were dressed nicely, we made a big deal of it, so we bought a nice wine. You know, in the \$20 mark, so it's a reasonable price.' (Interview 70)

'I wanted her to say great, you bought a great wine it was a great choice. It just makes you feel good.' (Interview 119)

'It gives you confidence knowing you bought a good bottle of wine.' (Interview 60)

'Well yeah, it enhances the meal, it makes the dinner more enjoyable.' (Interview 34)

6.5.10 Type/Quality

From the interviews that were conducted, 'type' seemed to be an important characteristic when choosing a particular wine. For example, one person buys only South Australian wines because they have a good reputation.

Interviewer:

'Why do you think wines that come from South Australia are good for you and your wife?' (Interview 73)

Respondent:

'I like wines that come from South Australia. So I look for a wine that I have heard of before or I may have had a bottle of it before. Sometimes if I did not see any thing but I know my preferences to buy a white wine from South Australia.' (Interview 73)

In this, the interviewee knows what 'type' of wine that they want. The interviewee makes it clear that they prefer a white wine and one that comes from South Australia. So in their selection of the wine, if it is made in South Australia and it is a white wine, or if they have had it before or heard about, it they will purchase that 'type' of wine. In creating an atmosphere at an 'intimate dinner', this interviewee is suggesting that the 'type' of wine is related to the 'quality' of the wine. Hence if the 'quality' standards are reached then the consumer will experience satisfaction.

6.5.11 Taste/Quality

Interviewer:

'Why are these important?'

Respondent:

'Because I wanted a very good quality wine and that you could tell by the taste that it was a quality wine and above the average sort of wine which we usually have when we go out together.' (Interview 155)

6.5.12 Taste/Type

Respondent:

'For starters it has to be a white wine, with the white wine I don't like it if it's dry, and it just doesn't appeal. We tend to go for something that has a slight fruity flavour and quality wines. You can pick the ones that have been matured for a long time. They have a certain taste about them you can just pick those.'

Interviewer:

'But how about the type of white wine?'

Respondent:

'Chardonnay wine is very appealing.' (Interview 73)

Interviewer:

'What do you use to judge the quality of the wine?'

Respondent:

'The taste in your mouth after you drink a wine, it has to leave a nice taste.'
(Interview 73)

Interviewer:

'Moving onto the dinner occasion, what wine did you purchase there?'

Respondent:

'I chose a Krondorf Riesling.' (Interview 73)

Interviewer:

'Why did you purchase Krondorf Riesling? What things were important in influencing you to choose this wine for this occasion?'

Respondent:

'Because my dinner companion was a major influence in this occasion she tends to like the sweeter wines, and this particular one was fairly sweet it has a nice pleasant taste, fairly fruity and sort of just appealing to the taste.'
(Interview 73)

Respondent:

'I think red wine has got much more flavour. Depending on whether the wine is a Merlot or Pinot Noir or Shiraz or whatever, they all have different subtle tastes sometimes they have a much stronger taste and I just find it much more interesting than white wine can be for me.' (Interview 70)

This quote highlights that the 'taste' of wine influenced the purchase because of its characteristics that is red wine has more flavour. In order for this interviewee to create a special 'intimate dinner', they chose the red wine, as it is more interesting than white wine. Hence, the wine is able to 'complement the food', and this is where 'taste' and food are linked. A 'warm relationship' is also created because consumers enjoy and are being satisfied by the 'tastes' that are created.

6.5.13 Type/Food

A good 'quality' of wine can complement the food during the dinner. Respondents want to have a good wine so that they can enjoy the meal and the occasion with their partner. Food can also be a consequence for both the 'type' of wine chosen and the 'taste' of the wine, if the wine doesn't complement the food it can result in an unenjoyable evening.

'If my girlfriend didn't like the taste of the wine the meal may not have seemed as nice and this could have been detrimental to the development of our relationship.' (Interview 70)

However, if the wine is 'complementary to the food' the meal becomes.

'...More enjoyable and so does the whole evening.' (Interview 70)

Also the 'type' of wine influences whether or not it complements food well.

Interviewer:

'On the occasion when you were out with your girlfriend at dinner what kind of wines did you purchase?'

Respondent:

'The first occasion that was dinner with my girlfriend at a Greek restaurant in Lygon Street. The wine we drank was a sweet tasting wine called Lambrusco, a mellow red wine. Basically, I have drunk the particular wine before and I like the grape. It's a nice crisp wine, a bit fruity, but not too fruity. I like it because it's crisp and not too dry, and being a celebration it was a bit of a better wine than some of the cheaper varieties. I also knew that it would go well with seafood and because I knew we were planning to have fish and prawns, I knew it would go well with the meal we were intending to have.' (Interview 38)

6.5.14 Taste/Food

'Taste' is an important attribute which is perceived to determine whether the wine will or will not 'complement food', for an 'intimate dinner'. Many respondents stated that they knew that a certain tasting wine would match certain meals. When users purchased a pleasant tasting wine for an 'intimate dinner', they believe it to be a better 'quality' wine that would 'complement the food'. Thus it can be concluded that the type of 'food' eaten often determines which wine will be consumed.

Respondent:

'You have to be careful. You know you don't want to buy a very young acidic wine. It would be very tart, very strong in the mouth and the subtle flavour of the food will get lost.' (Interview 34)

Interviewer:

'Why was taste important for this occasion?'

Respondent:

'The wine needed to taste good so that the meal would become more enjoyable. The wine needed to complement the meal.' (Interview 34)

'We were having a warm meal, a luncheon and we felt it appropriate to have a nice fruity wine with that.' (Interview 34)

'Thai food is very spicy, hot and tasty itself. Krondorf Shiraz is suitable for Thai food from my opinion it enhances the meal, it makes the dinner more enjoyable.' (Interview 60)

Clearly the choice of 'food' can influence the consumer's decisions when choosing a particular wine for an 'intimate dinner'.

6.5.15 Fun and Enjoyment

'Fun and enjoyment' and 'warm relationship with others' were the values that were selected by the majority of the respondents. During the interviews a husband was asked what the important factors were when selecting a bottle of wine. He responded having a good 'quality' wine. He said that when he took his wife out for dinner, he wanted to have an appropriate wine as that would 'complement the food' and achieve 'enjoyment'.

Respondent:

'As I was taking my wife out to dinner, we wanted to enjoy the occasion and I wanted her to particularly enjoy the occasion.' (Interview 151)

Interviewer:

'Why would you particularly want you wife to enjoy the occasion?'

Respondent:

'Going out to the dinner was a 'treat' for her and I wanted her to enjoy it.' (Interview 151)

Interviewer:

'Why would you want her to enjoy the night out with you?'

Respondent:

'Because I like my wife and I like to see her enjoy herself. Yes, the wine is extremely important. It certainly complements the evening if everything is equally enjoyed. It was most important to share an enjoyable evening with someone close and to complement a fine meal with a good beverage. It made her happy and I was happy that she enjoyed the wine that we bought.'
(Interview 151)

'Fun' arises from the combination of good 'food' and wine. The emphasis is more on having a good time and 'enjoying' each other's company.

Respondent:

'Well the luncheon was actually with my wife and therefore we wanted to chose a wine that we both enjoyed, that went well with the meal, again we both only drink for enjoyment, we don't drink because of anything else. We felt like a light wine that would go well with the meal that we were eating and one that we would enjoy, and that was the reason for the selection.'
(Interview 34)

This was an important quote as it is able to illustrate that the consumption of wine can be enjoyed when having an 'intimate dinner' with someone special and at the same time be able to deliver a sense of satisfaction in purchasing that particular wine. This can be linked with the value of 'warm relationships' between consumers, which can be 'enjoyable' and special.

Respondent:

'Pretty logical, I would like to get (her) drunk quite easily and she would be more fun and a little bit more tipsy.' (Interview 9)

'A bottle of wine between two people sets a happy mood. We wanted to have a pleasant evening and enjoy the wine and have a nice talk.' (Interview 34)

6.5.16 Warm Relationship

The necessity to have a 'warm relationship' is a logical linkage to the 'intimate dinner' concept. Throughout the interviews it is evident that pleasing the significant other was a priority.

'I wanted to share something special with her.' (Interview 38)

It is evident that all of the consequences, attributes, and values will have an effect on the romantic nature of the evening, which will, in turn, strengthen the 'warm relationship', which is frequently the objective of an 'intimate dinner'.

As a warm relationship is linked to both food and fun, consumers are able to enjoy an 'intimate dinner' while drinking a wine that both of them prefer.

Interviewer:

'Why was it necessary to make the meal enjoyable and how does the taste of the wine accomplish this?'

Respondent:

'Well if my girlfriend didn't enjoy the taste of the wine the meal may not have seemed as nice, and this could have been detrimental to the development of our relationship. On the other hand, if my girlfriend does enjoy the wine, the meal becomes enjoyable and so does the whole evening. This results in strengthening my relationship with my girlfriend.' (Interview 70)

Hence the choice of 'food' in this case has led to the decision to purchase a particular wine which creates the satisfaction of a 'warm relationship'.

Interviewer:

'Why is purchasing a good quality of wine for your wedding anniversary important to you?'

Respondent:

'Because I like to satisfy my wife and make her feel special. It's not like you can celebrate this every month. It happens every year and it is more special every year.' (Interview 119)

When users purchased a pleasant tasting wine for an 'intimate dinner', they believe it is a better 'quality' wine that 'complements food', and is 'value for money'. These lead to the users having a 'warm relationship' with their dinner companion, as they become comfortable and relaxed and happy diners.

Respondent:

'We wanted to have a pleasant evening and enjoy the wine and have a nice talk over dinner.' (Interview 34)

The respondent's ability to purchase a reasonably 'priced' to expensive wine, which is perceived as 'value for money', better 'quality' and a wine that 'complements food' well, is valued as making the dinner more 'enjoyable and fun' thus creating 'warm relationships'. The value of 'warm relationships' is the final outcome that is linked to consumer's consequences. As a 'warm relationship' is linked to both 'food' and 'fun', consumers are able to enjoy an 'intimate dinner' while drinking a wine that both of them prefer.

Respondent:

'To set a romantic scene for dinner and relax both parties so it becomes, I suppose easier to talk, you open up a little bit more, you relax and it's a good talking point a good wine. You can sort of have a chat about the wine and basically it sets the mood for the night.' (Interview 70)

This quote establishes that the satisfaction gained from consuming a wine both satisfies and creates a mood that meets the needs of an 'intimate dinner'. It is from this that the consumer realises what is needed to enjoy a romantic dinner and that is why he or she chooses to purchase a particular wine in order to create a 'warm environment'.

6.5.17 Summary

On this occasion the combination of attributes, consequences and values is somewhat different to those discussed previously. As was the case with the 'dinner with friends', a combination of two values share a dominant influence. 'fun and enjoyment' is a dominant value in this instance, as was the case with the 'party', 'barbecue' and 'dinner with friends'. The value of 'warm relationships' is also dominant here as was the case with 'family dinners', and some similarity between the two occasions is also evident. An 'intimate dinner', for example, could obviously be spent with a family member such as a wife or husband. In this situation the distinct influence of the occasion is highlighted in the choice criteria relating to the wine selection.

In the case of an 'intimate dinner' it was shown that 'price', 'type' and 'taste' are the important attributes of a wine. 'value for money', 'quality' and 'food' were the consequences considered and 'warm relationships' and 'fun and enjoyment' were

the values that were chosen. It is from 'warm relationships' and 'fun and enjoyment' that consumers are able to experience satisfaction and to reach a desired end state. The 'type' of wine chosen will ultimately influence and enhance the occasion and assist in producing an enjoyable time filled with fun. This can be seen as a reflection of how affectionate and intimate they are and how much they care for one another. In an 'intimate dinner' setting, it is the combination of both the attributes and the consequences that will lead the parties involved in the 'intimate dinner' to have 'fun' and strengthen their relationship.

A further consideration relating to an 'intimate dinner' could be the particular type of 'intimate dinner'. It may date for a young couple or an older couple celebrating an anniversary. It is envisaged that the age of those having the 'intimate dinner' and the specific type of 'intimate dinner' related to the occasion may have an influence on the motives relating to wine choice, and this could provide the basis for further investigation

6.6 Non- Food Occasions

The following four occasions that are discussed are to drink by 'oneself', to have a 'casual drink with friends', a 'business function' and a 'party' or 'celebration'. All of these occasions differ from those previously discussed in that they relate to wine consumption occasions where food is not a dominant consideration and therefore the choice of wine is not influenced by this factor. While food may play some part in a 'business function' or a 'party', this is not highlighted as a dominant influence in the means-end chain analysis

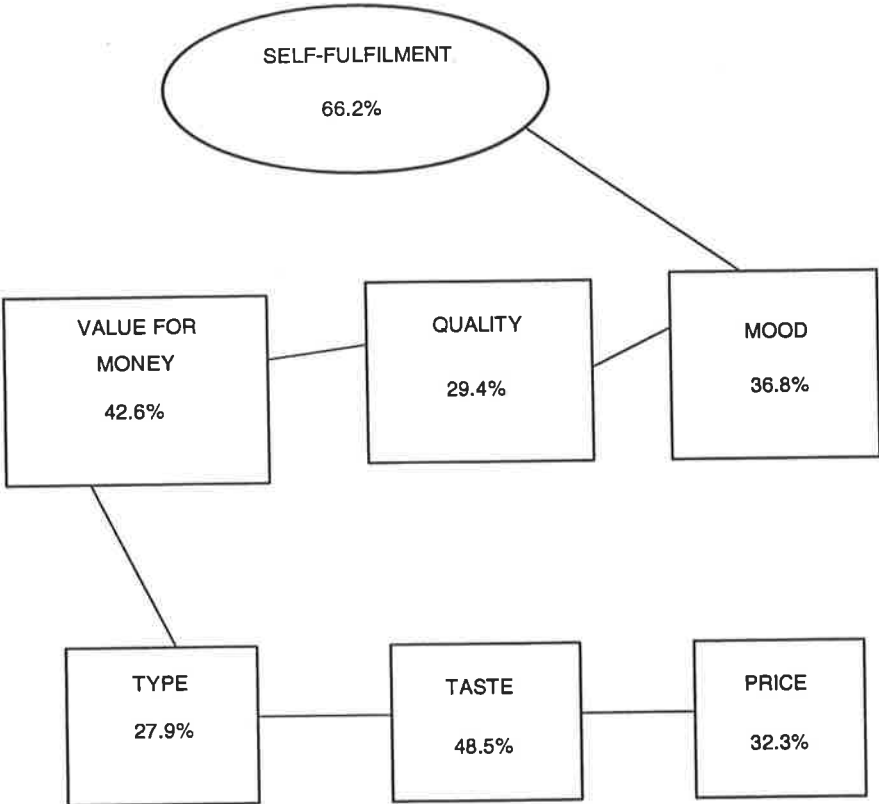
6.7 Drink By Oneself

6.7.1 Introduction

The following discussion relates to the purchase of wine to drink by 'oneself'. This occasion differs from all of the other occasions because it is not influenced by others' 'tastes', views, opinions or their impact on the individual. This type of occasion also differs from occasions relating to matching wine with food, as food is not an influence on this occasion. When considering having a drink by 'oneself' 'price' and 'taste' are the dominant attributes. The 'price' is a consideration for

many from the perspective that the 'price' need not be high as long as the wine represents 'value for money'. 'Value for money' is considered from the aspect of having reasonable 'quality', which is mainly identified from the perspective of producing a satisfying 'taste'. These characteristics come together and assist in the process of 'mood enhancement', which is characterised by relaxation, a feeling of well being and being able to slow down and wash away the rush or bothers of the day. This permits the individual to reach a state of self-satisfaction, wellbeing and oneness representing the value of 'self-fulfilment'.

Figure 6.5: Dominant Ladder for Drinking by Oneself



* Cut off level 82%

Table 6.5: Attributes, Consequences and Values which Influence Wine Selection when Drinking by Oneself.

Attributes	%	Consequences	%	Values	%
Taste	48.5	Value for money	42.6	Self-fulfilment	66.2
Price	32.3	Mood enhancement	36.8	Security	25.0
Type	27.9	Quality	29.4	Fun and enjoyment in life	17.6
Brand	20.6	Avoid negatives	8.8	Sense of accomplishment	5.8
Practical	11.8	Treat	7.4	Being well respected	4.4
Label/Package	8.8	Health benefits	7.4	Self-respect	4.4
Alcohol content	5.9	Complement food	2.9	Sense of belonging	1.4
Region	4.4	Socialise		Warm relationship with others	
Age	4.4	Impress others		Excitement	
Colour	1.4				

6.7.2 Taste

'Taste' is the major intrinsic attribute of the wine that influences purchase for this occasion. As the following quotes by respondents indicate.

Interviewer:

'Taste, why is that important?'

Respondent:

'It's an indication of good quality and gives me a lot of personal satisfaction. The most important reason for drinking wine is its taste. Wine is really very enjoyable because there are a lot of different types to choose from. It has a great taste which is very enjoyable.' (Interview 25)

Interviewer:

'What sort of characteristics are you looking for in the wine?'

Respondent:

'Taste, as long as it tastes good, you drink it.' (Interview 26)

However, 'taste' in itself is a complex characteristic that brings together many of the qualities of wine.

Interviewer:

'Are there any other factors that you consider?'

Respondent:

'No, basically the taste. I like the tannin taste, the after taste of the tannin. It needs to be smooth. The smoother the taste, the better. It's very easy drinking. I enjoy the taste, purely and simply.' (Interview 53)

'The other quality is the after taste of the wine. Some wines have the ability to remain within your mouth, producing a good feeling.' (Interview 47)

'I like a nice smooth glass of wine. Something that doesn't burn the back of my throat.' (Interview 55)

'Flavour, is number one.' (Interview 87)

6.7.3 Price

The 'price' of the wine product is the most important extrinsic attribute when considering purchasing a wine to drink by 'oneself'. When considering purchasing wine for this type of occasion the influence of the dominant consequence in the means-end chain is obvious. 'Value for money' influences the attribute of 'price'. When drinking alone consumers want a 'quality' product at a reasonable 'price'. This factor is evident in the following comments from respondents.

Respondent:

'Taste was the main reason I bought this wine and the price - it was reasonably cheap.' (Interview 124)

'Price is something that does affect or influence my decision, but also the range of quality.' (Interview 150)

'I drink wine because its something I enjoy doing, however price is an important consideration.' (Interview 152)

The importance of one's own satisfaction is evident in the decision making process.

Respondent:

'I wanted something which was more than your stock-standard wine. You don't necessarily feel like spending a lot of money. You might just like to enjoy your one glass or two of wine in the evening and it doesn't need to be very expensive wine, it can be quite cheap, and as long as the taste is all right.' (Interview 85)

The fact that one is drinking alone and that there is no need to impress anyone also has an influence.

Respondent:

'It was only for me therefore if I didn't like it well I didn't like it. I just wouldn't drink it and I could always get a glass of water instead. It's not going to be the end all of my night. It's not the end of the world. If there were other people around then it could have been a different situation.' (Interview 124)

Interviewer:

'Why is it important to you that it is cheap?'

Respondent:

'I don't really need to impress any one so I usually stick with a Seaview which is a classic dry white, it's relatively cheap and reliable. It's only really for my own satisfaction, just to have a glass of wine.' (Interview 106)

The use of outside information sources is evident in ensuring that the consumer can obtain a satisfactory product for a given 'price'.

'I might ask the person in the wine shop which particular wine is good for a particular price. I might say what are some of your good wines at fifteen dollars, or what are some of your good wines at ten dollars, depending on how much I want to spend.' (Interview 53)

6.7.4 Type

Along with the 'taste' and the 'price' when purchasing a wine to drink for themselves consumers wish to purchase a 'type' of wine that they 'enjoy'.

'It was an Australian Merlot, which was the only reason I bought this one and perhaps the price it was reasonably cheap.' (Interview 124)

'I like to get 'value for money'. I like to get a wine that I like to drink at a reasonable price. The fact that I would enjoy the wine, the price was right and that it was an Australian wine.' (Interview 81)

'I don't mind the taste. It's quite cheap and good 'value for money'. The cask is a convenient size to keep in the fridge and just pour it as you need it.' (Interview 85)

'I get a Yalumba two litre cask rather than a large one because I do like the Yalumba. I buy a small cask it lasts me for quite a while rather than open a

bottle because I am not exactly sure how long a bottle would last. It's convenience more than anything. It's more expensive than buying a large cask. It's not that economical but I find I would rather pay more for the small cask I enjoy.' (Interview 87)

6.7.5 Value for Money

The role that 'price' plays in providing 'value for money' is evident in the following comments from respondents.

Interviewer:

'Why is price and quality important to you?'

Respondent:

'I like to get 'value for money'.' (Interview 150)

Interviewer:

'Why do you like to get 'value for money'?'

Respondent:

'I like to get a wine that I like to drink at a reasonable price.' (Interview 150)

Interviewer:

'So how do you feel when you get 'value for money'?'

Respondent:

'I feel like I haven't wasted my money, and I feel that as a consumer I have got a good deal.' (Interview 150)

'The decision is a combination of quality and economy. Priced at around \$14.00, it is not a cheap wine nor a very expensive wine, but good 'value for money'.' (Interview 25)

'I think it is good 'value for money' for drinking at home. It's reliable but it's not expensive.' (Interview 85)

'value for money' was definitely important. It was economics basically. For the price, you get a good product that was quite nice really.' (Interview150)

'I'm looking for 'value for money' in a wine. Reasonably good tasting wine at a good price.' (Interview 152)

One way of obtaining 'value for money' is to purchase larger quantities that last longer. This can be achieved by purchasing wine in a cask. However, many consumers are still concerned about 'quality' and purchase smaller casks that provide the convenience of being able to have a glass at leisure while still maintaining reasonable standards of 'quality'.

Respondent:

'Buying a small cask is more expensive than buying a large cask but it's quite good 'value for money' compared to buying bottles. I would rather pay more for the small cask I enjoy. A cask can sit in the fridge and you just have a glass when you want. Whereas if I open a bottle it might sit there for a few days or so and needs to be consumed. A cask is more convenient in that regard.' (Interview 87)

'Cask wine is quite cheap and good 'value for money'. The cask is a convenient size to keep in the fridge and just pour it as you need it.' (Interview 85)

'More economic because of the price you pay for a small cask.' (Interview 87)

'It was cheap wine but a good quality in taste and it was in the cask, so it was economical.' (Interview 44)

A variety of reasons were given for wanting 'value for money' when drinking alone. Some, as suggested, consider it a waste to spend money when there is no one else to 'impress', others don't want to drink a whole bottle on their own and find a cask good 'value for money', whilst others want to use their money for other purposes such as family.

'Because I don't like wasting money that I could spend on other things. I could spend that money on my family or kids, so I don't want to waste it.' (Interview 152)

6.7.6 Quality

When purchasing a wine to drink by 'oneself' consumers are concerned with the 'price', 'taste' and 'type' of wine, as well as purchasing a 'value for money' product. However, when purchasing a wine to consume for themselves they also desire a

product that meets with their 'quality' expectations.

'I like to get a wine that I like to drink at a reasonable price.' (Interview 150)

'Price is something that does affect or influence my decision, but also the range of quality.' (Interview 150)

' Good quality and for personal satisfaction. Makes me more relaxed. It makes me feel good, gives me personal satisfaction.' (Interview 25)

6.7.7 Mood

The 'taste' of the wine has a major impact on 'mood enhancement'. The wine relaxes, helps people feel good, allows them to unwind, and helps create a calmness as reflected in the comments of some respondents.

'I was alone at home and tired and I needed a drink, therefore having that wine made me feel good.' (Interview 47)

'It helps me feel happy and calm.' (Interview 44)

'It does relax me, I don't drink much, one glass is plenty for me.' (Interview 55)

After a day at work wine seems to help people to unwind.

Interviewer:

'Why is it important for you to relax, feel good and to enjoy?'

Respondent:

'That's what you need after a day's work.' (Interview 7)

Interviewer:

'Why do you drink wine?'

Respondent:

'It relaxes me. Coming home from work and I'm tired a couple of drinks make me relaxed.' (Interview 157)

Respondent:

'I was after a wine that was going to suit a night on the couch and relax me.'
(Interview 169)

Interviewer:

'Why was this important?'

Respondent:

'Because I wanted to feel relaxed not hyperactive. A glass of red, the good taste helps me to relax after a hard day at work.' (Interview 169)

'After a stressful day at work, it eases you up. It makes you feel more comfortable and relaxed.' (Interview 157)

However, it is not only after work that people have a drink on their own and unwind.

'Basically I have a Friday or a Saturday night drink at home. Most of my drinking is done at home, when I am relaxing.' (Interview 44)

'I enjoy light wine that can relax me, I can 'treat' myself to something that is really nice.' (Interview 81)

'I enjoyed it, it went down well, it tasted all right. I mean Riesling is quite a nice wine even if it was from the cask. I was alone at home and tired and I needed a drink, therefore having that wine made me feel good.' (Interview 44)

'I think wine is...to me it's more relaxing, it makes me feel good and it's enjoyable.' (Interview 53)

6.7.8 Self - Fulfilment

The feeling of being able to sit back and muse over one's achievements and feel satisfied, and to have the opportunity to partake in the pleasures and enjoyment of wine is presented in an overall mood of self satisfaction and 'self-fulfilment' that having a glass of wine on such an occasion provides. The following responses provide some insight into this.

Respondent:

'Drinking wine makes me more relaxed. I guess it makes me feel good, gives me some personal satisfaction that I am able to sit back with a nice wine and enjoy it. I guess it makes me feel happy too.' (Interview 25)

'There's nothing better than coming home after a hard day at work just

sitting down with a glass of wine and chilling out, while reading the paper or watching television. It relaxes you and gives you a sense of satisfaction.' (Interview 52)

'After a stressful day at work, it eases you up. It makes you feel more comfortable at home and the next day, you start fresh again, and it helps you to achieve your daily goal. I suppose it improves your self esteem a little bit.' (Interview 53)

Interviewer:

'What is your aim in consuming wine at home?

Respondent:

'The aim is not to get drunk. It's to enjoy the wine at home. But to enjoy the flavour, it's a bit of a hobby. Wine can be considered as a hobby to experience the flavour. I like to experience the flavour, the taste, and enhance my knowledge as well.' (Interview 53)

'I just want to sit down and enjoy it I drink half a bottle and put the rest in the fridge and leave until tomorrow. It helps me relax and enjoy the occasion, to contemplate. I like to drink. I consider it a luxury.' (Interview 53)

'Taste is important. Enjoyment; feel good, relaxed. It's quite cheap and good 'value for money'.' (Interview 85)

Interviewer:

'Why is taste important after work?'

Respondent:

'As an indication of good quality and for personal satisfaction. Makes me more relaxed. It makes me feel good, gives me personal satisfaction.' (Interview 25)

'Makes me feel good. I can forget about every thing.' (Interview 44)

'I think wine is... more relaxing, it makes me feel good and it's enjoyable.' (Interview 53)

6.7.9 Summary

The circumstances of this particular occasion are extremely different to the seven other occasions, as other people are not an influence during the consumption situation. It is also different to other occasions in that matching food with wine is not a consideration. Therefore, a distinctly different set of influencing factors has been revealed including 'self-fulfilment' as the dominant value. When buying wine

to drink by 'oneself' the dominant chain of attributes, consequences and values has been identified. The use of the quotes in this section provides some deeper insights into this process. The links between the attributes of 'price' and 'taste' and the consequences of 'mood' and 'value for money' have been identified and the links between these attributes and consequences and the dominant value of 'self-fulfilment' have also been elaborated upon.

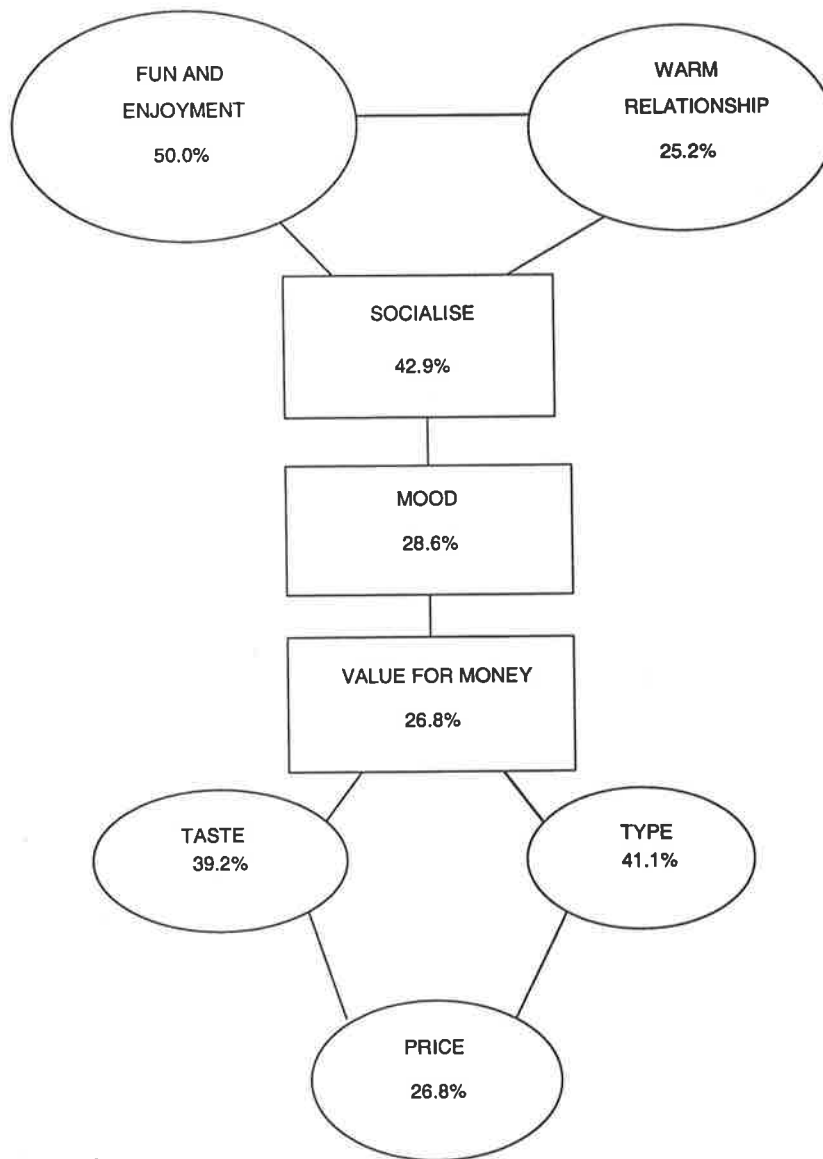
When consuming wine by 'oneself', the important attributes are 'price', 'taste' and 'type' of wine. Less importance is placed on ensuring that the 'quality' is high as other people are not involved; however, the wine still needs to have an acceptable 'taste'. The 'value for money' consequence appears to indicate that it is not a problem if the wine is of a lower 'quality' (than say a dinner wine); since the risk associated with having to meet the expectations of guests is not a consideration, thus the individual can experiment with cheaper wines. The wine is satisfying a role as a 'mood enhancer' for the individual's 'self-fulfilment' value.

6.8 Casual Drink With Friends

6.8.1 Introduction

The occasion on which the following section is based is a casual drink among friends. The following section explores the relationships, which underlie the motives associated with the consumption of wine in a casual drinking environment with friends. This may include a social drink out with friends or drinks at home with friends. The 'type' and 'taste' of wine have been noted by respondents as the dominant attributes of the wine product. Consumers perceived that the consequence of the consumption of wine was to provide a means of 'socialising', which led to 'fun and enjoyment' and a 'warm relationship with others'.

Figure 6.6: Dominant Ladder for Casual Drink with Friends



* Cut off level

Table 6.6: Attributes, Consequences and Values which Influence Wine Selection when Having a Casual Drink with Friends

Attributes	%	Consequences	%	Values	%
Type	41.1	Socialise	42.9	Fun and enjoyment in life	50.0
Taste	39.2	Mood enhancement	28.6	Warm relationship with others	25.2
Price	26.8	Value for money	26.8	Self-fulfilment	21.4
Brand	19.6	Quality	17.9	Security	14.3
Label/Package	8.9	Avoid negatives	17.9	Sense of Belonging	7.1
Practical	7.1	Impress others	7.1	Being well respected	5.3
Region	7.1	Health benefits	5.3	Self-respect	5.3
Colour	3.5	Treat	3.6	Sense of accomplishment	5.3
Age	1.8	Complement food	1.8	Excitement	-
Alcohol content	-				

6.8.2 Price

On this type of occasion most respondents preferred a wine that was 'not too expensive'.

'It was reasonably priced.' (Interview 4)

'Because I don't want to pay too much for wine, and this is important because my financial well being comes first.' (Interview 18)

'It was just a weekend drink between friends. I mean you can purchase something like an in between wine. You don't need to go sort of really formal and spend very much.' (Interview 110)

'It's just a presentable 'type' of wine in this sort of situation.' (Interview 18)

'You don't have to pay ridiculous amounts for wine when having a drink with friends.' (Interview 121)

6.8.3 Type

A variety of factors are involved when choosing the 'type' of wine whether it's champagne, red, white, sweet, dry, bottled or in a cask. This is influenced by the occasion, 'price' and 'taste'. Respondents' statements clearly identify that the 'type' of wine selected is influenced by the social context in which it will be consumed. This is explained in an interview where the respondent stated.

Respondent:

'Really cheap wine (for) four people socialising, but again if you invite your parents over (you are more likely to) purchase a more expensive wine.' (Interview 121)

This shows that the type of person that will be invited to a certain occasion, will determine the 'type' of wine to be purchased. The point of the social setting determining the 'type' of wine is summarised by a respondent, who suggested that,

Respondent:

'For different occasions you have different wines.' (Interview 4)

There were two other less important relationships with the 'type' of wine affecting purchase. A familiar 'brand' of wine was purchased, occasionally the reason for purchase was recommendations made by friends, experts or by promotions.

Examples from the interviews of how the 'type' of wine is a dominant attribute are provided in the quotes below:

Respondent:

'I like red wines, they are my-personal preference but I like to try all sorts of wines. I don't limit myself but I do drink predominantly red wines.' (Interview 121)

'The Maglieri Chardonnay 1996 is full bodied. To me it's very rich and textured wine and good value. I think it was under \$15.00.' (Interview 110)

'The Glendon Park Red I purchased this primarily for the guests.' (Interview 185)

'I had a big catch up with my girlfriends actually, and I purchased a few bottles of the Yellow Glen. It's priced at around \$17.00 per bottle and I also purchased a cask of Langwarra Riesling which was cheap only around \$ 7.00 per cask It wasn't to impress anyone it was just to have a drink with the girls. So it was quite economical for the amount I got and the quality was average.' (Interview 113)

Some respondents tended to purchase casks even though it may not look as impressive as bottles. The cask is bought for convenience, size and the money saving benefits when entertaining larger groups.

Respondent:

'The occasion was a drink with a few people so for convenience I purchased a cask which helped save money and of course, it was five litres which was a handy size.' (Interview 121)

'Because it's the wine I like best and I usually drink wine with a group and therefore a cask lasts longer and goes further.' (Interview 160)

'Because of the amount of people sharing the drink with me, and also because it was the wine I most regularly drink.' (Interview 160)

Interviewer:

'Why is it important the amount of people that you drink with?'

Respondent:

'Well I picked the cask rather than the bottle because of the greater volume in it.' (Interview 160)

Interviewer:

'Would you say you prefer to drink out of a cask rather than a bottle?'

Respondent:

'No I don't have, it just depends on the situation.' (Interview 160)

'Well, my friend-likes to drink champagne, in particular brut so I drank it as well.' (Interview 113)

'Well Brown Brothers I am familiar with it. It's reasonably good value and it's generally a good quality.' (Interview 122)

'We drank 'Brown Brothers' the reason being that everyone wants to get together and we all decided to drink 'Brown Brothers'. We tried 'Brown Brothers' before and we try to stick to it. It's also sweet tasting and it's not carbonated. It's a nice wine.' (Interview 122)

'It's not carbonated and not too sour. It was a respectable type of wine for that particular occasion.' (Interview 122)

'This is white sort of wine which is called Penfolds and it's like a more social wine you know you can drink any time in the morning, evening, night like its more social thing.' (Interview 135)

'I bought a bottle of Queen Adelaide, quite a cheaper wine because we probably consume more than we should on these occasions it's just a cheap wine that's easy to drink.' (Interview 66)

'Yes, 'Brown Brothers' is like very classic 'brand' name that many people drink.' (Interview 122)

'This is probably the most common use that I have of wine, and that is buying one or two when you go out for a social drink.' (Interview 135)

'I mainly go for Chardonnay, this is due to enjoying the taste of dry whites. Surprisingly it was quite good. Actually Chardonnay it was very pleasant.' (Interview 186)

6.8.4 Taste

As discussed earlier 'taste' was also another major influence for having a 'casual wine drink'. The quote below is an example.

Respondent:

'We particularly like the reds my friends and myself, its nice to try the different flavours so we pick something a little different each time.' (Interview 4)

'Something a little bit different, with a bit of flavour and body to it, something reasonably strong that my friends might enjoy.' (Interview 185)

In the case where wine was to be consumed by a smallish group, 'taste' was mentioned to be an important attribute. One respondent stressed the importance of 'taste', implying that the wine to be purchased really had to be liked by the group. That the 'taste' of the wine had to bring a sense of 'enjoyment'. It was also important that the 'taste' of the wine brought about a good feeling and made them feel relaxed. The 'taste' is also important when deciding on wine purchase especially on 'social' occasions where everyone would have a glass of the bottle of wine that you brought.

6.8.5 Value for Money

When having a 'casual drink with friends' many respondents preferred a 'value for money' drink. When purchasing a wine to have a casual drink, respondents didn't feel the need to have to 'impress' their friends they were more interested in having an 'economical drink' and 'enjoying' the time with their friends.

'It was quite economical.' (Interview 113)

'For the amount I paid the quality was average.' (Interview 113)

'I don't want to pay too much for a wine to drink with my friends.' (Interview 18)

'Obviously cask wine is not the best quality of wine you can buy but it is 'value for money', considering 12 dollars for 5 litres of wine which is pretty good value I think.' (Interview 121)

'Yeah. I tried to get value for my money.' (Interview 121)

'It is an inexpensive wine to buy in a cask. I think its about \$7.00 a cask.' (Interview 113)

'As I say, the Maglieri Chardonnay 1996 is full-bodied, very rich and textured wine and good value. I think it was under \$15.00.' (Interview 110)

'Brown Brothers I am familiar with. It's reasonably good value and it's generally a good quality.' (Interview 122)

6.8.6 Mood

The creation of the mood between friends led to the respondents' personal values of 'warm relationships' and 'fun and enjoyment' being fulfilled. The 'type' of wine selected can have an effect on the 'mood' in that it helps to create a happy 'mood' that will enable the group to 'socialise' and relax with friends.

6.8.7 Socialise

The objective of socialising was also a major influence of wine drinking, 'socialise' being the gathering of friends and acquaintances, in a surrounding where there is interaction amongst people. Wine took on a number of perspectives within this occasion. It is seen as a topic of conversation that is a common denominator amongst people, therefore easy and enjoyable to talk about relating to experiences with various wines, 'tastes', 'prices', 'age' and reviews which can be regarded as a form of 'socialising'.

Wine is seen as a key to loosening up people and allowing them to become more sociable. 'Socialising' was considered to be an important goal to wine consumers when having a drink with 'friends'.

Respondent:

'Well actually we ring a couple of friends, invite them around to watch videos. Sit around together open the wine, and we just have the wine it's very relaxing.' (Interview 50)

'It's also a part of our social set...It's something that we do ...some people go and play scrabble and we tend to go out and have a nice bottle of wine each. So it becomes a social consideration.' (Interview 135)

To 'socialise' was seen to be an interaction between the groups of friends and the wine had an influence on these situations.

'It improves the sociability, people's tongues get loosened up and they tend to enjoy it a lot more.' (Interview 185)

'It's important in that it can be a topic of conversation, you can relax with the other people. It's a common interest. Reading about it in the paper like in the 'extra' sections, like in The Age and things; you can relate to it.' (Interview 110)

'There were five or six people drinking the wine, and everyone was happy with the choice. It was reasonably priced, and also, I'd drunk it before and a few other people had too.' (Interview 186)

'I think it's relaxing and gives a good feeling.' (Interview 50)

6.8.8 Warm Relationship/Fun and Enjoyment

As a result of 'socialising' while having a 'casual drink with friends', the values of developing a 'warm relationship' with friends and in particular having 'fun and enjoyment' are supported. Wine is considered to be part of 'socialising' because a friendly and relaxing atmosphere is developed. It gives a 'warm' feeling and helps people to loosen up. Relationships with others can improve as wine consumption makes it easier to develop conversation and enhances 'fun and enjoyment' during the occasion.

Respondent:

'to get together and bring the group close up and have fun..' (Interview 122)
'improves the sociability, gets peoples tongues loosened up, tend to enjoy it a lot more.' (Interview 185)

'I like my friends' company, we get together to enjoy ourselves and to be happy, the wine helps.' (Interview 186)
'helps make everyone happy and we can have a good time. We just get

together so that we can enjoy ourselves.' (Interview 12)

'I really like the wine, I enjoy the taste and it makes me feel good and relaxed with my friends.' (Interview 50)

6.8.9 Summary

It should be noted that the dominant values that the consumer hopes to achieve when having a 'casual drink with friends' are the same as those for an 'intimate dinner', that is, 'fun and enjoyment' and a 'warm relationship'. However, the particular path that is taken to achieve this desired end state is somewhat different. For a 'casual drink with friends' the goal of purchasing a wine that 'complements the meal' is not a concern for the wine purchaser as is the case with an 'intimate dinner'. In the case of a 'casual drink with friends', the most dominant consequence is to create an environment for group 'social' interaction, this obviously was not the case with regard to an 'intimate dinner'. It is, therefore, concluded that when having a 'casual drink with friends' the perception of the salient consequences required for the occasion have again produced a unique combination of attributes, consequences and values as a means to reach the desired end state.

Indeed, it can be seen through the analysis when having casual drinks among friends, 'type' and 'taste' were shown to be the dominant attributes, 'socialising' as the consequence and 'warm relationships' and 'fun and enjoyment' are recognised as the dominant values. Wine is considered to be part of the 'socialising' process. It creates a friendly and relaxing atmosphere to loosen people up and to generate conversations. Depending on the event and its importance, the 'type' of the wine varies. Expensive bottles of wine may be purchased to impress or perhaps cheaper bottled wines and casks are purchased when a large volume is required or it is regarded as an informal occasion. Casks are also purchased because of their convenience. Popular 'brand' names are considered when purchasing both cheap and high 'priced' wines to avoid any 'quality' doubts. Experience and others influence helps to select a particular 'type' or a 'brand' name.

The factors influencing the purchase of wine for this occasion are also influenced by the location of the occasion. In particular, whether the 'casual drink' occurs at

private location such as a person's home or in a more public forum such as a club or bar.

6.9 Business

6.9.1 Introduction

The following discussion relates to the purchase of wine for a 'business function'. The occasion of a 'business function' can relate to a variety of different circumstances including a meeting with a client or prospective client, a function with superiors, or a function with colleagues. At 'business function's the overriding value of 'being well respected' and the consequences of 'quality' and making an impression are clearly evident in the dominant chain. The attributes of 'taste', 'type', 'brand' and 'price' are identified as the most important attributes.

Figure 6.7: Dominant Ladder for Business Function.

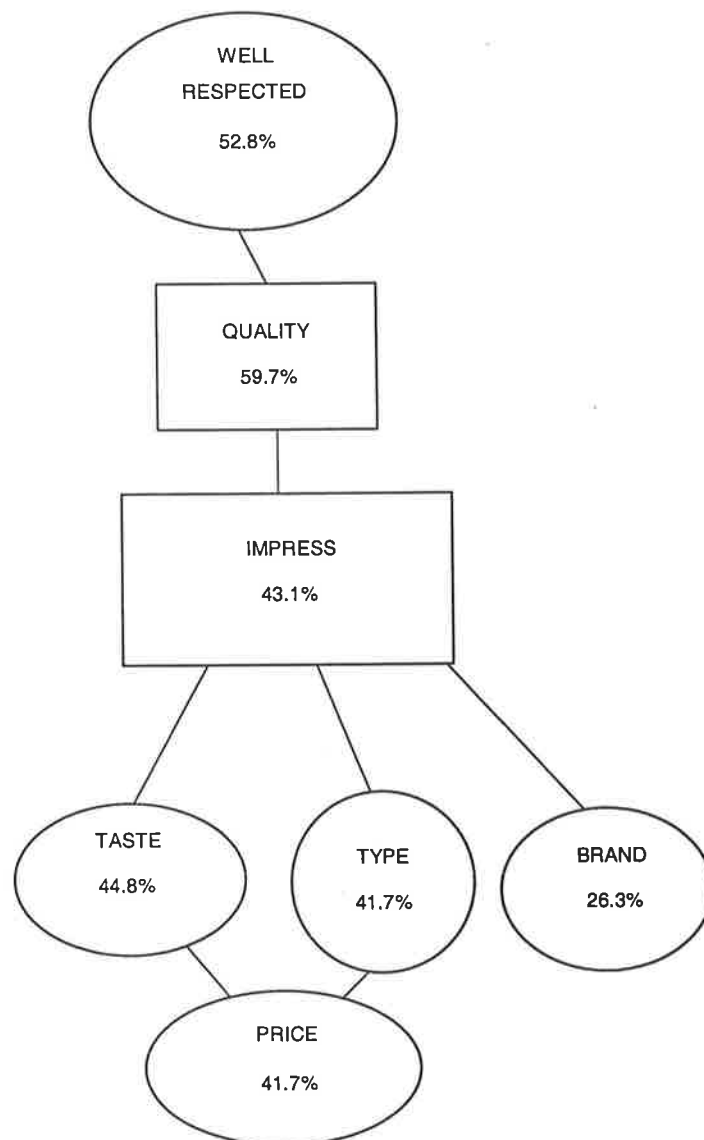


Table 6.7: Attributes, Consequences and Values which Influence Wine Selection for Business Functions

Attributes	%	Consequences	%	Values	%
Taste	44.4	Quality	59.7	Being well respected	52.8
Price	41.7	Impress others	43.1	Security	27.8
Type	41.7	Complement food	23.6	Fun and enjoyment in life	22.2
Brand	26.3	Socialise	16.7	Self-respect	18.1
Region	9.7	Value for money	9.7	Sense of accomplishment	12.5
Practical	5.5	Avoid negatives	9.7	Self-fulfilment	11.1
Label/Package		Mood enhancement	8.3	Sense of belonging	6.9
Alcohol content		Treat	4.1	Warm relationship with others	4.2
Age		Health benefits		Excitement	
Colour					

6.9.2 Attributes

6.9.2.1 Price

Those purchasing wine for business dinners are wishing to impress and present a good quality product that is reflective of their business or business skills. Consequently, the limits on 'price' are marginal as the following responses suggest. The relationship between 'price' and the preferred consequences are reflected in the following responses with regard to 'price', 'quality' and 'impression'.

Respondent:

'No I didn't put a cap on the price, I just wanted to get the best.'
(Interview 130)

Respondent:

'Generally, quality is related to price. It's as simple as that, you just don't buy a good wine cheap.' (Interview 98)

'Its simple. I have realised that the more expensive wine, unfortunately, is better. It was the price that convinced me to choose that particular wine. Because it was expensive I knew it would be good and it was beautiful.' (Interview 190)

'I know it's expensive so I know it will be good.' (Interview 98)

These quotes show that 'price' is perceived as an indicator of 'quality' and that it provides a level of 'security' to those who want to impress their colleagues, superiors and clients in order to command their 'respect' in a business environment.

6.9.2.2 Taste

'Taste' is regarded as an essential attribute of wine that needs to satisfy the various preferences of those consuming it. 'Taste' is also an indicator of a 'quality' product that will 'impress', as the following responses suggest.

'At a business function you generally have to choose a wine that suits the taste of a number of people, not just one individual. You also need to choose a good quality wine, as most people who are reasonably senior in business are wine drinkers and drink a variety of wines from around the world, so you need to get something that has a nice flavour that suits most palates.' (Interview 190)

6.9.2.3 Type

The 'type' of wine is chosen with care and consideration. In choosing the 'type' of wine for a 'business function' the purchaser needs to consider the 'tastes' and preferences of those who will consume it. The purchaser may also consider such factors as the time of day and whether it will be a lighter 'type' of wine, whether it is to be consumed with 'food' and if so, to match the 'food' with the wine. Again the overriding value of 'being well respected' is a consideration. The following responses give some insight into these factors.

Respondent:

'I know they drink a lot of red wine regularly and I knew Sue was going to cook Italian, so that's why I took a bottle of red. Personally, I am not a big red wine drinker myself.' (Interview 84)

'We needed some good white wines and we made up about 2/3 of our purchasing with white wine. We chose just a little bit different for one of them we had a Tux Ridge Chardonnay, which was a Mornington Peninsula wine, very, very nice, very dry and a something a little bit different.' (Interview 175)

6.9.2.4 Brand

'Brand' recognition is an important attribute in the selection of wine for a 'business function'. It is important that the 'brand' selected is an indicator of a 'quality' product and that it will serve as a vehicle to 'impress' those consuming it.

Interviewer:

'What was the main reason you chose the Penfolds wine?'

Respondent:

'Well, last time I went to this couple's place they really enjoyed it, and it is a lovely tasting wine and although I am not big on the knowledge of wine brands. Penfolds does seem to have a good image.' (Interview 84)

Interviewer:

'What influenced you to choose this particular bottle of wine?'

Respondent:

'I wanted something that wouldn't look cheap and everybody knew the brand.' (Interview 98)

Respondent:

'Because the man from the wine shop said it was quite a good brand.' (Interview 130)

Respondent:

'Awareness of the brand. People recognised the brand name on the wine list and indicated that it was a good red.' (Interview 59)

6.9.3 Consequences

6.9.3.1 Impress

Making a positive 'impression' is a high priority at a 'business function'. It is important to appear competent and it is apparent that having a good wine is reflective of the competency of the individual or the organisation.

Respondent:

'I wouldn't have ordered anything cheaper. I wanted to impress them with a nice bottle of wine.' (Interview 33)

'It was an expensive wine. We were looking to impress the other people who we were engaged in business with.' (Interview 190)

6.9.3.2 Quality

In order to be well respected at a 'business function' it is important that a 'quality' wine is presented. It is also perceived that valued customers of the business or organisation will maintain respect by being served with a 'quality' wine and that fellow employees or employers will maintain confidence and 'respect' for those who can choose and present them with a 'quality' wine.

'Well I had all the wines previously and I knew the style of the wine.... They're very good quality ... well made and presented ... they create a good impression with the clients.' (Interview 130)

6.9.4 Value

6.9.4.1 Being Well Respected

As a business person or an employee, it is important to be 'respected'. Because wine is often presented at 'business' function's, it is important for the image of the organisation and that of the individual that the wine presented creates a positive impression and commands respect. The following quotes from respondents provide examples of the influence of the value components in a business environment and their impact on the dominant consequences. It is also clear from the following quotes that creating a positive 'impression' is important.

Respondent:

'I'm trying to do business. I want to put the people I'm doing business with at ease, I want them to feel comfortable with what we are doing, and I want them to be impressed by everything we do. Therefore to serve wines that are nicely flavoured, impressive wines that they like, ...and that they enjoy is important.'

Interviewer:

'Why is it important to impress the clients?' (Interview 190)

Respondent:

'It's a large part of making any business deal that the customers or clients that you deal with are at ease and therefore more prepared to be open and spend time with you and share a bit more information and that makes it a little easier to close deals.' (Interview 190)

The following quotes also show that it is important to show 'respect' for valued clients.

Respondent:

'It was a business function and I was entertaining valued clients. So I chose a Don Periot which cost me around \$60. It was a bit pricey but they were very valued clients and you have to show them that you appreciate their business. By me buying this wine I wanted to impress them and I also want them to get a good impression of me.' (Interview 115)

'Price didn't really come into this one because it was an evening where we were trying to impress our clients and we were trying to make sure that the meal, the surroundings and the wines really complemented each other and were going to be enjoyed by all.' (Interview 33)

'I must say the red wine labelling, the reputation, the verbal representation of it lined up with the quality image we wanted to present. I respected the fellow who gave us the recommendation and as it turned out the red wine drinkers were most impressed and most of them had not drunk that particular wine before and they all liked it, liked it very much.' (Interview 33)

'I wouldn't have ordered anything cheap. I wanted to impress them with a nice bottle of wine.' (Interview 33)

'It was an expensive wine. We were looking to impress the other people who we were engaged in business with.' (Interview 190)

Respondent:

'We had an important lunch, we had just signed a deal, a French champagne was appropriate. French champagnes are among the very best in the world. Labels, country of origin, presentation are important factors of quality for an important business lunch.' (Interview 115)

'The wine was expensive. We wanted to show our clients that we 'treat' them very well.' (Interview 115)

It is also seen as important to 'impress' those with whom we work as is reflected in the following comments from respondents.

Respondent:

'Well it was important to have these wines as the people I invited were people from work. One of them is a manager of mine who I really wanted to impress.' (Interview 98)

Respondent:

'I was invited to a boss' house for a dinner party. So I had to make a good impression. I bought a bottle of wine, I didn't care how much it cost.' (Interview 98)

Respondents also alluded to the fact that having a good 'quality' wine assists in making a good impression.

Interviewer:

'So you wanted good quality? Why is that?'

Respondent:

'I wanted to make really good impression. My boss and his wife are wealthy people, so I didn't want to look 'stingy'. It is an occasion that doesn't come up every day, maybe once a year or less frequently. So whenever it comes up I want to make a good impression.' (Interview 98)

In the work environment an important consideration for some respondents was that superiors may take notice.

'From a work point of view if I purchase an inferior wine, he may not think I am up with things or in the know and as a result he might not give me any of the big clients.' (Interview 84)

Also in the work environment an important consideration for some respondents

was the impact of the wine on their image when drinking with colleagues.

'I'd be extremely careful about what I chose in front of my colleagues. It would be part of my image amongst them to be seen to know something about what to choose from a wine list. To be honest it enhances my professional standing to at least make out that I know something about choosing a bottle of wine.' (Interview 33)

'At a work function you don't want to look like an idiot in front of your work mates, especially the managers. Even though it's after hours,... it's still important to act professionally.' (Interview 84)

Knowledge of wine is part of the 'business' culture and assists in acceptance into it.

Interviewer:

'Why is it important to make a good impression?'

Respondent:

'It's important to me because I'm new amongst an experienced, professional group of people. I want to be accepted as an equal with them. When everybody knows I'm good at my job maybe I'll stop pretending to know all about the wine list. But being new I want them to accept me as their equal so I work at knowing about things that they tell me are important in that particular culture.' (Interview 84)

'I felt like they were praising me for having the discernment to choose something good, having knowledge in an area where it is confusing to choose well. It also made me feel good from an egotistical point of view.' (Interview 134)

6.9.5 Summary

As with other occasions an inter-connected hierarchy of attributes, consequences and values is evident. The salient role that each play is strongly influenced by the situation as Gutman's Conceptual Model identifies, in this case a 'business' dinner where the dominant value is to be well respected in contrast to the polar value of 'warm relationships' identified in the 'family dinner' situation. When buying wine for a 'business function' the dominant chain of attributes, consequences and values has been identified. The use of the quotes in this section provides some in depth insights into this process. The links between the attributes of 'price', 'taste', 'type' and 'brand' and the consequences of 'quality', and 'impressing' others have been identified. The links between these attributes and consequences and the dominant value of 'being well respected' have also been expanded upon.

When purchasing for a business situation, the main wine attributes of 'taste', 'price' and 'type' are particularly important. In addition the 'brand' of the wine also has importance. This influence of 'brand' is not predominant in the other wine consumption occasions but is important for a 'business function' to assist in reaching the desired end state of 'being well respected'. The attributes associated with the wine are connected with presenting a 'quality' wine that will impress those at the 'business function'. At a 'business function' the main value is being 'well-respected', while some importance is also placed on 'security', and 'self-respect'. The purchase of the appropriate wine will help achieve this.

6.10 Party

6.10.1 Introduction

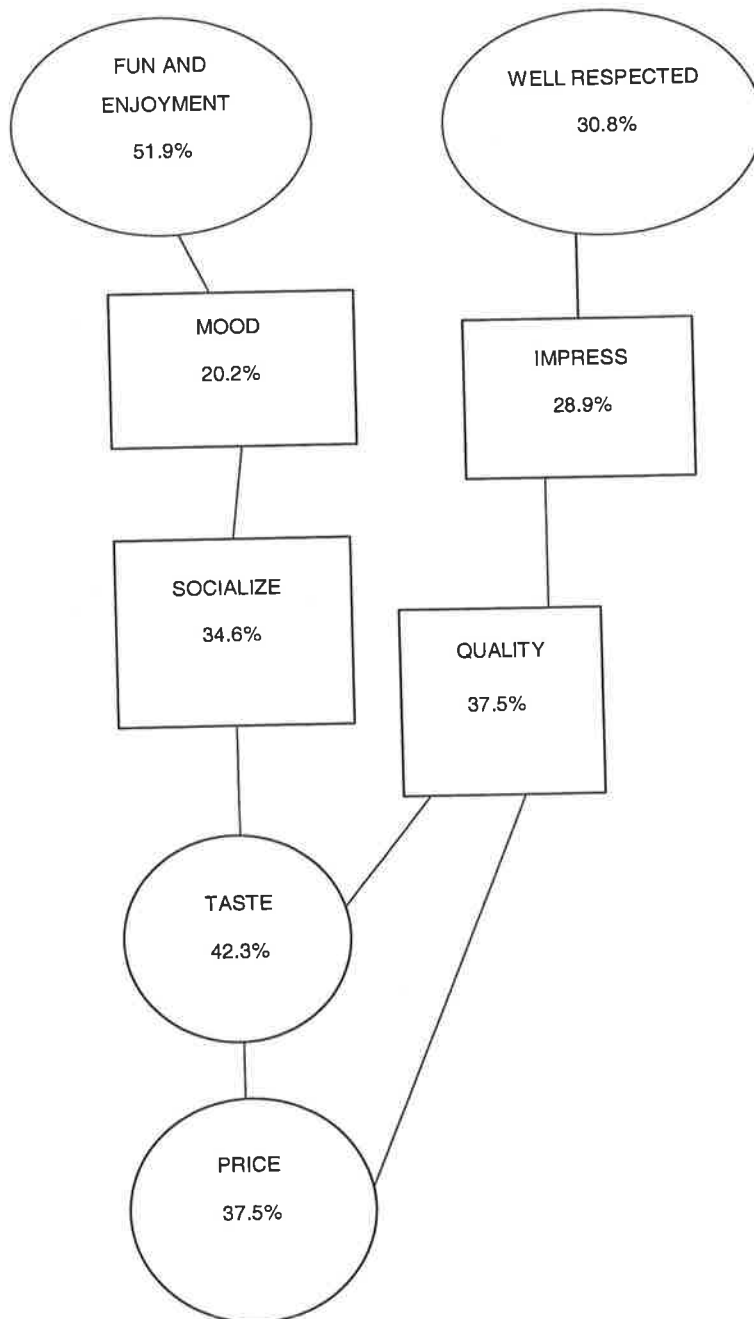
The following discussion provides insight into the factors that influence the choice of wine at a 'party'. The choice of wine for consumption at a 'party' can be viewed from a number of perspectives. It may be the person who is holding the 'party' and catering for guests, for example, or it may be from the perspective of a guest attending a 'party'. The 'party' may be more, or less, formal. Never the less the overriding value at a 'party' is to have 'fun and enjoyment'. This is achieved through people 'socially interacting' and creating the right 'mood'. A supporting value is to be 'well respected' by others attending the 'party'. The attributes of the wine that help create this are the intrinsic attribute of 'taste' and the extrinsic attribute of 'price'.

Table 6.8: Attributes, Consequences and Values which Influence Wine Selection for a Party.

Attributes	%	Consequences	%	Values	%
Taste	42.3	Quality	37.5	Fun and enjoyment in life	51.9
Price	37.5	Socialise	34.6	Being well respected	30.8
Type	26.0	Impress others	28.9	Warm relationship with others	19.2
Brand	16.3	Mood enhancement	20.2	Self-respect	16.3
Label/Package	14.4	Value for money	15.4	Sense of belonging	11.5
Practical	10.6	Avoid negatives	10.6	Security	9.6
Alcohol content	10.6	Treat	7.7	Sense of accomplishment	6.7
Region	2.9	Complement food	5.8	Self-fulfilment	3.9
Colour	2.9	Health benefits	4.8	Excitement	1.0
Age	1.9				

The most dominant attributes that are evident for a 'party' are the 'taste' of the wine and the 'price' of the wine. The most dominant consequences are the 'quality' of the wine, to 'socialise', 'impress others' and 'mood enhancement'. The overriding value that is influencing the purchase of wine is to have 'fun and enjoyment'.

Figure 6.8: Dominant Ladder for Party



* Cut off level 79%

6.10.2 Price

The 'price' of wine is an important consideration when hosting or attending a 'party'. The major factors to consider are that at a 'party' the host is often trying to cater for a large group of people and consequently has financial constraints. The host is often required to balance these two competing priorities. Trying to purchase a reasonable wine that will have a satisfactory 'taste' but doing so within a budget. The choices for a 'party' host are generally not a premium wine but a middle of the road wine that will satisfy 'tastes' without embarrassing the host. From the perspective of those attending the 'party', they want something that they and their friends can 'enjoy'.

Respondent:

'The price plays a big part For a formal party, of course the wine would be pretty expensive. You have to show that you are willing to pay a little more, for something a little better.' (Interview 33)

For the occasion where the host is catering for a large group 'price' was a key consideration.

Interviewer:

'Price was the only thing that influenced you?'

Respondent:

'Yes, I needed something cheap that everybody will drink and enjoy. At a party people don't really care if you have an expensive or cheap wine they will just drink anyway.' (Interview 97)

'Reasonable price, reasonable quality and it is usually universally accepted and enjoyed by most people.' (Interview 102)

'For my son's 21st the factors that influenced me were price because when you are supplying wine for such a large number of people you have to have enough to last the entire evening. You want some quality but you don't need the premium quality wine.' (Interview 141)

'Well there was a few things to consider. One was the price because it was a decent sized party. I had to consider the price and buy a certain amount of bottles. Also I had to consider the taste, a taste of wine that would be suitable for everyone and not just suit my own personal tastes.' (Interview 144)

Respondent:

'Price was a factor because with all these functions you have a budget, what you are willing to spend. We were looking for a good wine, inexpensive and one that would be popular with the people there.' (Interview 164)

Respondent:

'Well, price was important because we had a large number of people at the party, so we did consider the price very carefully.' (Interview 141)

Interviewer:

'Why was that important?'

Respondent

'Well price was a consideration but our primary objective was that we just wanted to make sure our friends and family had a great time.' (Interview 73)

When considering 'price' some of those interviewed had taken account of economies of scale, by purchasing in bulk or by purchasing casks.

'There was a lot of people and I thought what's the use of buying something expensive when its just going to be drunk even if I was going to buy something cheap, so I bought something cheaper like casks.' (Interview 128)

'I bought the cask for the quantity you get for the price you pay. I mean you don't pay a great deal for a cask of wine of any quality really and this was not overly expensive. You get quite a lot of wine for what you pay and it is still enjoyable.' (Interview 145)

'Thirty to forty people were invited to the party. Price was definitely an important factor. Also I had to buy a fair amount of wine of different varieties in order to cater for the different groups of people attending. Therefore I had to go for the cheaper option but of reasonable quality. I was attracted to places where discounts were offered for bulk purchases with the options of mixing varieties as long as it was within the dozen. Definitely price was an influence.' (Interview 164)

'Definitely price was a factor. I chose a cheaper product purchased in bulk. Quality didn't rate highly because I assumed people would be drinking it to excess so they really wouldn't care.' (Interview 97)

Respondent:

'It gave me peace of mind knowing that I didn't spend, or waste a lot of money on a wine that I probably wouldn't get to drink much of.' (Interview 68)

For others 'price' is of prime concern.

'I don't want to pay too much for wine, this is important because my financial well being comes first.' (Interview 139)

When considering the purchase of wine for a 'party' the 'price' of the wine is a factor that many consumers see as important. In particular for a 'party' situation consumers are more concerned with a 'value for money' alternative that satisfies the 'tastes' of those attending the 'party'.

6.10.3 Taste

When purchasing wine for a 'party', 'taste' is an important intrinsic attribute that is given consideration. Those entertaining are trying to meet the needs of their guests and take into account factors such as 'quality' and cost while trying to ensure that their guests have a good time. Those taking wine to a 'party' want to provide something that they and others can 'enjoy'. The qualitative quotes reveal that, at times, the 'quality' and the 'taste' of the wine are considerations as well as the person's self image.

Respondent:

'I didn't want to take along a cheap nasty wine. Everybody was only having a glass or two, so it was important that it was a good tasting wine.' (Interview 170)

It was found that others are quite considerate of others at the 'party'.

Respondent:

'The people whose party we were at have expensive tastes in wine. I was hoping to please her and also hoping that her and her friends would enjoy the wine I spent a little bit extra for a better bottle of wine.' (Interview 88)

The 'taste' of the wine assists in creating a 'happy' environment that can be shared with friends.

Respondent:

'Flavour is very important for me. White wine is something that I tend to drink faster and drink more of. It is something that tends to make you happy quite quickly.' (Interview 32)

'Most people liked it because it's not a wine that's out of the ordinary. It seemed to suit everybody's taste I think they got pleasure out of drinking it.' (Interview 139)

'I would prefer to be able have a glass of wine not to get intoxicated but to enjoy the taste of the wine.' (Interview 145)

'I make my purchase on the basis of taste.' (Interview 32)

Some other extrinsic factors are considered as predictors of good 'taste'.

'Well if a wine won any awards you can usually be guaranteed of its quality and taste. There are some pretty dodgy wines out there.' (Interview 148)

Champagne was a popular choice of drink for a party.

Interviewer:

'Why do you prefer champagne?'

Respondent:

'Because of its taste and I like the bubbles. It suits the occasion and somehow it's a fun drink.' (Interview 89)

Interviewer:

'You said that you like the taste and the bubbles. What's the benefit of this?'

Respondent:

'Makes it crisp and very refreshing.' (Interview 89)

For those holding a function satisfying the 'taste' of all attending the 'party' is a matter of importance.

'It was a decent sized party. I had to consider the taste of the wine and I chose a wine that would be suitable for everyone and not just suit my own personal tastes.' (Interview 144)

Respondent:

'I just went in and bought some Moselle and some Shiraz. There was going to be a lot of people at the party and I didn't know individual tastes so I just got the common varieties I thought people would have.' (Interview 128)

'If you're having guests you like to cater for their tastes.' (Interview 141)

6.10.4 Quality/Impress

The 'quality' of the wine links with the attributes of 'taste' and 'price' to indicate the excellence of the wine and, for some, to enhance the 'enjoyment' of the wine. In so doing for some respondents it also provides the opportunity to create a good 'impression'.

For some 'parties' the 'price' of wine is used as indicator of 'quality' as the following comments indicate. The 'quality' of the wine also serves as a vehicle to 'impress others'. Some 'parties' are perceived as more important than others.

Respondent:

[The wine] '..Was expensive... when it's expensive. It has good quality, which means it holds up your social status.'

'The wine creates a positive impression about my family.' (Interview 43)

Some respondents also indicated that, the 'taste' of the wine and the 'quality' of the wine has a major influence on their 'enjoyment'.

Interviewer:

'Why is taste important to you?'

Respondent:

'It is an indication of quality.' (Interview 23)

Interviewer:

'And why is that important?'

Respondent:

'If it has good taste, it gives me personal satisfaction. It gives me pleasure in tasting it. On this occasion, a happy and special event, I want to have fun and enjoy the occasion. At these times I tend to buy wine that is a little bit

more expensive. I drink wine primarily for the enjoyment of the drinking, therefore the taste is important to me. Flavour is the most important thing for me, because if I wasn't enjoying the wine then I wouldn't drink it at all.' (Interview 23)

This quote and the following one provide an insight into how the combination of attributes and consequences leads to satisfying higher order values.

Respondent:

'For this occasion, a happy and special event, I tend to buy wine that is a little bit more expensive.' (Interview 27)

Interviewer:

'Why is it being expensive important to you?'

Respondent:

'I think it is an indication of quality. My perception of it is ...that the higher the price, the better the quality.' (Interview 27)

Interviewer:

'Why is quality important?'

Respondent:

'Quality would tell me that I was drinking something that would taste better and I am able to buy it for a special event such as a birthday party for all my friends to enjoy.' (Interview 27)

Interviewer:

'Why is it important to buy quality wines for your friends?'

Respondent:

'I feel more respected when I buy quality, and it also shows that I have the money to buy it for them to drink.' (Interview 27)

Interviewer:

'Besides feeling respected by friends, is there anything else you feel about yourself when you buy quality wine?'

Respondent:

'Because it is at a special social event, I feel happy to be surrounded by my friends and we have a great time enjoying the great wines.' (Interview 27)

Interviewer:

'Why did you choose that wine?'

Respondent:

'I felt that I wouldn't be judged badly by others if I showed up to the party with a drink that provided enough for everyone and it tasted good. Also if everyone knew they were drinking my wine, I would most likely receive positive feelings from those people towards me.' (Interview 68)

Interviewer:

'Why is this important to you?'

Respondent:

'It boosts my self esteem, I feel confident, which in turn makes me feel happy.' (Interview 68)

6.10.5 Mood/Socialise/Fun and Enjoyment.

To have 'fun and enjoyment' is obviously the major driving force for a 'party'. Wine plays a major role in this by assisting people to 'socialise' and by getting them in the right 'mood' to enjoy themselves.

Respondent:

'Wine tends to affect my moods. If I am feeling stressed out, or if I am unhappy, I find that if I have a few glasses of wine it can balance my mood. It makes me happy. The type of wine I choose for the party served to lighten the mood of the people. It was important that everyone had a good time and for the night to be a success.' (Interview 27)

'The type of wine I choose for the party lightens the mood of the people. I needed something cheap that everybody will drink, enjoy and have fun.' (Interview 39)

Wine is used to create an atmosphere that is conducive to 'socialising'.

Respondent:

'Personally I think a nice glass of wine for such an occasion is just relaxing and I suppose that goes for everyone else too, and I suppose also to be sociable and talk to everyone and it goes along well with the occasion that it was meant for. It was important because it was a special occasion and I wanted people to enjoy themselves.' (Interview 144)

The following quotes from respondents provide an indication of how the attributes consequences and values are intertwined.

'The major factors that I considered in purchasing the wine were firstly the price because I wanted something cheap. However, taste was also a major consideration because I wanted a wine that was generally liked. I also considered the volume, as I wanted something that contained enough for everyone. Packaging was also an influence, as I wanted a wine that looked good. Taking these factors into account I hoped we could get together and have a great time.' (Interview 68)

Interviewer:

'Why is taste important?'

Respondent:

'You need a nice tasting wine so that the majority of people will drink it. Also taste is usually associated with quality.' (Interview 68)

Interviewer:

'Why were the other people's tastes important?'

Respondent:

'Well I had to buy a wine that they would like, so that they would appreciate my gesture of celebration which in turn helps them to appreciate my friendship.' (Interview 69)

Interviewer:

'Why is their appreciation important to you?'

Respondent:

'So that I can feel comfortable around my friends. I value friendships more than anything else for it is your friends who give you peace of mind, happiness, and basically allow you to enjoy life.' (Interview 69)

'The wine I took was one I enjoyed and one I knew. I hoped that others would enjoy it and have fun at the party.' (Interview 88)

'I think they've just got pleasure out of drinking. We just wanted to make sure our friends had a great time.' (Interview 139)

'It was a big group, simply out to have a good time.' (Interview 141)

'Money was the key factor because we had to keep within the budget we had set aside for the night. Types of wines were important in order to cater for everyone's taste and the type of situation because it was a group celebration for a 21st and so it was important that everyone had a good time and for the night to be a success.' (Interview 141)

Interviewer:

'Why did you drink wine for New Year's eve?'

Respondent:

'To be merry, happy and have a bit of a giggle.' (Interview 171)

'I was fairly confident with what I knew about the wine, it would suit the people there. It would not disappoint people. Something that every one would enjoy.' (Interview 171)

Interviewer:

'Why was choosing a wine for the party that every one would enjoy important?'

Respondent:

'It was something that we set out trying to do by bringing everyone together.' (Interview 42)

Respondent:

'I thought it made a better atmosphere and I thought it would bring people to together and have fun together. The wine really generated the mood, it made people happy, and it's not the alcohol that made them happy, the wine generated the mood of happiness. It created the feeling of deep friendship and we felt we all belong to each other. I thought it made a better atmosphere and I think it brought people together.' (Interview 56)

6.10.6 Well Respected

While at a 'party' socialising and having fun people often want to be 'well respected' and, therefore, they will choose a wine that will enhance their image. These aspects are captured in the following comments suggest.

'I guess it's about image, I don't want my guests to portray me as a cheap skate. If I served them cheap wine, I would feel rather embarrassed.' (Interview 23)

'To show a bit of status and to create a positive impression.' (Interview 23)

'Its shows up your social status.' (Interview 43)

'It's very elegant...I feel very elegant. It looks very classy'

'It makes me feel proud of myself, accomplished, and important and respected.' (Interview 56)

'I want to be seen as a person who is well off, intelligent, fashionable, accomplished.' (Interview 68)

'It is the image of the wine, that will be reflected on to me. What I'm trying to say is that others may judge me as they judge the wine.' (Interview 68)

6.10.7 Summary

At a 'party' the consequences and product benefits are evaluated in accordance with this particular situation. In contrast to the more serious 'business function', or the 'warm relationships' that are enhanced when having a 'casual drink with friends', the dominant consideration in this situation is to have 'fun' and the wine is chosen on the basis of its ability to fulfil this desire. When buying wine for a 'party' the dominant chain of attributes, consequences and values has been identified. The use of the quotes in this section provides some in depth insights into this process allowing the links between the attributes of 'price', 'taste' and the consequences of 'quality', 'socialising', and 'mood enhancement' to be identified and further explored. The links between these attributes and consequences and the dominant value of having 'fun and enjoyment' have also been expanded upon.

In conclusion it is apparent that at a 'party' wine consumers want to have fun and enjoy themselves and wine helps them reach this end state. It does so by having a 'value for money' wine, that is, of a suitable 'quality' that would not embarrass those holding or attending the function, while being of a 'type' and 'taste' that those at the 'party' would enjoy. In so doing, the wine has a positive effect on the 'mood'

of those at the 'party', which in turn provides the opportunity for people to 'socialise' and to have 'fun and enjoy' themselves. In addition the activities of the 'party' and the wine should maintain and enhance the 'respect' of others that are attending the 'party'.

As noted in the introduction to this section, while the general goal of the 'party' is to have 'fun and enjoyment', this could be viewed from a variety of perspectives. It may be from the perspective of the person who is holding the 'party' and catering for guests, or it may be from the perspective of a guest attending a 'party'. The 'party' may be more, or less, formal. The 'party' may be held for a specific reason such as a 21st, or for a less significant reason. The 'party' could also be focused for a particular age group or may be viewed differently according to gender. While this research has provided insights into the motives behind the purchase of wine generally, the 'party' is a complex occasion with options for further research from a variety of perspectives as highlighted.

6.11 Summary and Conclusions

6.11.1 Dining Occasions

The following discussion involves a comparative evaluation across the four dining occasions.

Table 6.9: Most Frequently Cited Attributes, Consequences and Values which Influence Wine Selection on the Six Dining Occasions.
(At least 23% or more of respondents stated that this factor was important.)

	<i>Intimate Dinner</i>	<i>Dinner With Friends</i>	<i>Dinner With Family</i>	<i>BBQ/Picnic/ Outdoor</i>
Price	32.8	33.8	35.4	28.1
Taste	50.8	41.0	42.7	46.9
Type	27.9	38.1	32.9	25.0
Brand				
Impress others				23.4
Value for money				39.1
Socialise		24.5	30.5	
Quality	34.4	32.4	25.6	
Complement food	31.1	33.1	25.6	32.8
Mood enhancement				
Self-fulfilment				
Security				
Fun and enjoyment in life	29.5	32.4		56.2
Being well respected		31.7		
Warm relationship with others	36.1		34.1	

6.11.1.1 Attributes

As shown in Table 6.9 the analysis revealed that many of the attributes of wine are considered during the selection process including 'price', 'taste', 'type' and 'brand'. Some of these factors were common across the six dining occasions. 'Price', for example, was important across all occasions and perceived to be most important for a 'dinner with family'. The 'taste' of wine was also considered to be important across all occasions but was most important for an 'intimate dinner'. The 'brand' of wine also rated highly peaking on 'business related' occasions.

6.11.1.2 Consequences

To 'complement food' was found to be a common consequences associated with the purchase and consumption of wine across all dining occasions. 'Quality' of wine, was a dominant consequence on three of the dining occasions (all except barbecue). Other important consequences were to 'socialise', to 'complement food', to 'impress others', to achieve 'value for money' and to enhance 'mood'. Clearly, there is a difference in the manner in which the customer is influenced on different occasions as to the suitability of a particular wine. The manner in which these perceptions are formed includes different advertising media, word of mouth and past experience. The differences in the consequences that individuals are attempting to achieve when they purchase wine are highlighted when a 'dinner with friends', 'family' or for an 'intimate dinner' is compared with a 'barbecue'. In terms of the consequences, a 'quality' wine was important for 'dinner with friends', family, or an 'intimate dinner' but not so at a 'barbecue' where a 'value for money' wine is considered to be an important choice criteria. 'Quality' was the most dominant consequence for an 'intimate dinner', to 'complement food' was the most dominant consequence for 'dinner with friends', and to 'socialise' was the most dominant consequence for a 'barbecue' or 'family dinner'.

6.11.1.3 Values

The most distinctive issue on the selection process, however, is the combination of different values for the four different dining occasions. Table 6.10 shows the dominant values that were evident for the six dining occasions. These are further discussed overleaf.

Table 6.10: Dominant values which Influence Wine Selection

<i>Intimate Dinner</i>	<i>Dinner With Friends</i>	<i>Dinner With Family</i>	<i>BBQ/Picnic/Outdoor</i>
Fun and enjoyment	Fun and enjoyment#	Warm relationship with others*	Fun and enjoyment*
Warm relationship with others*	Being Well Respected#		
*Dominant value	#Values equally represented	*Dominant value	*Dominant Value

Intimate Dinner

Developing a warm relationship was considered the most dominant value for an 'intimate dinner'. This was supported by the value of having 'fun'.

Dinner with Friends

To have 'fun and enjoyment' while 'being well respected' were the dominant values that influenced the purchase of wine for this occasion.

Dinner with Family

When purchasing a wine to share with family over dinner the overriding value that influences this purchase is to have a wine that supports the development of 'warm relationships' with family members.

Barbecue/Picnic/Outdoor Function

For this type of function by far the most dominant value was to have 'fun and enjoyment'.

6.11.2 Non-Dining Comparison

In the following discussion a comparison of the factors influencing the choice of wine for the occasions when food is not a consideration is made.

Table 6.11: Comparison of Non-Dining Occasions

	<i>Drink by Self</i>	<i>Casual Drink with others</i>	<i>Business Related</i>	<i>Party/ Celebrations</i>
Price	32.3	26.8	41.1	37.5
Taste	48.5	39.2	43.8	42.3
Type	27.9	41.1	42.5	26.9
Brand			26.0	
Impress others			42.5	28.8
Value for money	42.6	26.8		
Socialise		42.9		34.6
Quality			60.3	37.5
Mood enhancement	36.8	28.6		
Self-fulfilment	66.0			
Security			26.0	
Fun and enjoyment in life		50.0		51.9
Being well respected			52.1	30.8
Warm relationship with others		25.2		

6.11.2.1 Attributes

As shown in Table 6.11 the 'price', 'taste' and 'type' of wine are important considerations for all non-dining occasions, while 'brand' is a dominant consideration when purchasing wine for a 'business function'.

Price

The 'price' of the wine product is the most important extrinsic attribute when considering purchasing a wine to drink by 'oneself'. 'Value for money' influences the attribute of 'price'; consumers want a 'quality' product at a reasonable 'price'. When having a 'casual drink with friends' most respondents preferred a wine that was not too expensive but reasonably 'priced' that they could share with their friends. Those purchasing wine for a 'business function' are wishing to impress and present a 'quality' product that is reflective of their business, 'price' is perceived as an indicator of 'quality' and that it provides a level of 'security' in order to have respect in a business environment. The 'price' of wine is an important consideration when hosting or attending a 'party'. Consumers are more concerned with a 'value for money' alternative that satisfies the 'tastes' of those attending the 'party' and is a wine of reasonable 'quality'.

Taste

When consuming wine alone, 'taste' is the major intrinsic attribute of the wine that influences purchase for this occasion because it indicates good 'quality' and creates personal satisfaction. In the case where wine was to be consumed when having a 'casual drink with friends', 'taste' was an important attribute. The 'taste' had to be liked by the group, the 'taste' of the wine had to create a sense of enjoyment, a good feeling and relaxation. For a 'business function' 'taste' is regarded as an essential attribute of wine that needs to satisfy the various preferences of those consuming it. 'Taste' is also an indicator of a high 'quality' product that will impress. When purchasing wine for a 'party', 'taste' is an important intrinsic attribute. Those entertaining are trying to meet the needs of their guests and take into account factors such as 'quality' and cost while trying to ensure that their guests have a good time. Those taking wine to a 'party' want to provide something that they and others can enjoy. The 'taste' of the wine assists in creating a happy environment that can be shared with friends.

Type

Along with the 'taste' and the 'price' when purchasing a wine to drink by themselves consumers wish to purchase a 'type' of wine that they enjoy. When having a 'casual drink with friends' the 'type' of wine is influenced by their own 'tastes' and those that may share the wine. For a 'business function' the 'type' of wine is chosen with care and consideration. With due consideration for the 'tastes' and preferences of those who will consume it. The overriding value of 'being well respected' is a consideration.

6.11.2.2 Consequences

When considering the dominant consequences for non-dining occasions it should be noted that while the relative importance of some consequences are more dominant on more than one of the occasions the combination of consequences is different for each occasion.

To 'impress others' and 'quality' considerations relating to the wine are important at a 'party' or a 'business function'. While a 'value for money' wine and 'mood enhancement' are important at a more casual and informal function such as as drink

by 'oneself' or a 'casual drink with friends'. The consequence of wine being used as a vehicle to assist people to 'socialise' is important at a 'party' or 'casual drink with friends' but obviously not a consideration when drinking by 'oneself', or deemed to be an important consideration at a 'business function'.

6.11.2.3 Values

In comparing the non-food drinking occasions, the different nature of the the occasions reflects the different values that are the desired end states.

Drink by Self

With regard to a drink by 'oneself' the dominant value is 'self-fulfilment'. When having a drink by 'oneself' the decision is driven by the 'taste' of the wine which leads to self-satisfaction and 'self-fulfilment'.

Casual Drink with Friends

When having a 'casual drink with friends', 'fun and enjoyment' is the most dominant value. On this occasion, an economical choice that satisfies the 'taste' of the purchaser and those sharing the occasion is of prime concern. This subsequently leads to social interaction and to the desired value of 'fun and enjoyment'.

Business Functions

The more external, achievement orientated, value of 'being well respected' was the dominant value with regard to 'business function's. The concept of the wine providing a sense of 'security' also rated highly for this occasion.

Party/Celebration

The hedonic, individually orientated value of 'fun and enjoyment' was the dominant value in relation to 'parties' or 'celebrations' while maintaining respect among those attending the 'party'.

6.11.3 Conclusion

This Chapter has investigated the influence of occasion on wine purchase based on the Attribute-Consequence-Value codes identified for each occasion and presented graphically in hierarchical value maps. Through the use of quotes from respondents insights and interpretation of consumer choice motives have been provided. The discussion of the occasions according to 'food' and 'non-food' occasions highlighted the important influence of matching the food with wine on such occasions.

Other important trends identified in this Chapter are the changes in values, consequences and attributes when other people are involved, such as family and guests. There is a tendency to place more importance on ensuring that the standard of the wine consumed is not a source of embarrassment. The level of formality associated with the occasion, for example, the relaxed nature of an 'outdoor function' such as a 'barbecue' compared to a more formal 'business' dinner also influence wine choice.

It is important to note that a different combination of attributes, consequences and values is evident for each occasion. The combination of values and consequences varies for each occasion. While the combination of the three dominant attributes remains the same for each occasion, the motives associated with these varies across occasions.

The analysis also highlights the importance of occasion in the means-end chain model and reinforces the use of occasion in the Olsen and Thach (2001) theoretical framework relating to wine consumer behaviour.

The following Chapter provides further insights into the influence of occasion by investigating and discussing how the dominant attributes, consequences and values vary in their influence and dominance on different occasions.

CHAPTER 7

QUALITATIVE ANALYSES:

COMPARISON OF ATTRIBUTES, CONSEQUENCES AND VALUES ACROSS OCCASIONS

7.1 Introduction

In the previous Chapter, the dominant attributes, consequences, and values associated with each occasion were presented and discussed separately for each identified occasion. This Chapter compares these three elements across the eight occasions under investigation highlighting their importance and describing how their interpretation varies on different occasions. A comparative evaluation of the dominance, influence and rationale associated with the identification of the attributes, consequences and values across occasions is also presented. In so doing Gutman's means-end model is further investigated and tested.

7.2 Attributes

The following section discusses and compares the relative importance of the dominant attributes for different occasions. The different role or use that the same attribute has on a different occasion, is also highlighted.

Table 7.1 shows the three dominant attributes and presents the percentage of respondents that regarded the attributes of 'taste', 'type' and 'price' as important factors in wine choice for each occasion. It can be observed that all three attributes are important for each occasion.

'Taste' is considered as important by at least 40% of respondents on all occasions and peaks at 50.8% for 'intimate dinner'. The influence of 'price' peaks at 41.1% relating to the purchase of wine for a 'business function' with at least 30% for all other occasions except a 'casual drink with friends' where 25.9% of respondents

identified its influence. The 'type' of wine is regarded as important by at least 25 % on all occasions with a high of 42% for 'business related' purchases and casual 'dinner with friends'.

Table 7.1: Dominant Attributes which Influence Wine Selection on Different Occasions (Frequency of Occurrence in Ladders for Each Occasion)

	<i>Intimate Dinner</i>	<i>Dinner With Friends</i>	<i>Dinner With Family</i>	<i>Business Related</i>	<i>Outdoor BBQ/ Picnic</i>	<i>Party</i>	<i>Self</i>	<i>Casual Drink With Friends</i>
Taste	50.8	41.0	42.7	43.8	46.2	42.3	47.8	40.7
Price	32.8	33.8	35.4	41.1	29.2	37.5	31.9	25.9
Type	27.9	38.1	32.9	42.5	25.0	26.9	27.5	42.6

The importance of attributes associated with wine choice have been discussed in the literature review, and as shown in Chapter four the attributes identified in this study have been noted by a variety of researchers as important. However, their importance has not been compared across different occasions. Whilst these results appear to show that the attributes that were expected to be important were indeed found to be, the analysis for the interpretation of each attribute for each occasion shows they are used somewhat differently depending on the situation. These differences can illuminate consumer choice behaviour and in so doing, assist in the development of strategies for communicating attributes to the consumer in the most appropriate way.

When considering the attributes associated with wine choice across all occasions, it is evident that the 'price', 'taste' and 'type' of wine are the most important and influential attributes. However, it needs to be stated that the role that each of these attributes have in the wine selection process varies across different occasions. This is primarily driven by the different combination of values or the ultimate end state desired for each occasion. This section details some of the most mentioned comments for each of these key attributes across each occasion. Selected quotes are used to highlight respondents' perceptions by providing a summary of respondents' views or by capturing the essence of the research findings in relation to the three dominant attributes of wine. This helps with understanding more deeply the actual interpretation of each attribute within the consumption occasion and how it relates to the consumer's use of the product to achieve situation specific goals.

7.2.1 Taste

The most dominant attribute identified by respondents was 'taste'. Indeed, 'taste' was regarded as an essential attribute of wine that needs to satisfy the various preferences of those consuming it, whilst complementing the food that is being consumed. The 'taste' of the wine is compared across the eight occasions in the following discussion.

For a 'business function' 'taste' is an indicator of 'quality' that will satisfy the various 'tastes' of those consuming it.

'At a business function you generally have to choose a wine that suits the taste of a number of people, not just one individual. You also need to choose a good quality wine that has a nice flavour that suits most palates.' (Interview 190)

While for an 'intimate dinner' the 'taste' of an especially preferred wine is desired.

'The reason why I chose that wine for that day. It has a very nice taste. Probably, it's one of our favourite wines.' (Interview 163)

At a 'party' respondents were mainly interested in a wine that they could share and enjoy whilst ensuring that they have a happy time with friends.

'The taste is important because I want something that my friends like. I want to share a happy time. The better the taste the more enjoyment.' (Interview 27)

The main considerations for a 'barbecue' or similar outdoor occasion are that others enjoy the 'taste' and that it 'complements the food'.

'Value for money, the taste, when you buy a bottle of wine, you want to know that what your buying is going to be enjoyed and something that goes well with the type of meal you would expect to have.' (Interview 184)

The primary purposes that are served by the 'taste' of the wine at a 'family dinner' are to 'impress' other family members and to 'complement the flavour of the food'.

'Everyone was quite satisfied and said it complemented the meal our meal influenced the type of wine bought on this occasion.' (Interview 136)

When having a 'casual drink with friends' consumers are seeking a nice 'taste' that will be liked by the group.

'The taste is important, a wine that we really like and enjoy, it makes us feel good.' (Interview 50)

Similarly when having a 'dinner with friends' consumers are seeking a nice 'taste' that will be liked by the group provided that it will also 'complement the food'.

'I was influenced by the people I was dining out with ... I had to get something that was not too sweet, is not too dry and is something that suits the taste of everybody.' (Interview 133)

When drinking wine by 'oneself' the 'taste' of the wine was also found to provide a great deal of satisfaction to the consumer for their own personal 'enjoyment'.

'Taste is the highest priority.' (Interview 52)

7.2.1.1 Summary of Taste Variables across Occasions

The 'taste' of the wine is an important factor in the choice of wine for all of the eight occasions investigated. This does seem logical given the nature of the product and given the fact that it is consumed orally. It can be observed however, that although the attribute 'taste' is mentioned in many contexts, the relative importance of the 'taste' of the wine and the underlying reasons that influence the importance of the 'taste' of the wine do vary on different occasions. The major factors influencing this decision relate to: If the wine is going to be shared with others, a consideration of others 'taste' preferences is taken into account when choosing the wine. If the wine is to be consumed on an occasion when 'food' is present the combination of the 'taste' of the wine matching the type of 'food' is important. The third important consideration was the relative 'quality' of the 'taste' of the wine for more formal functions such as a business dinner, an 'intimate dinner' or a 'party' this was a choice selection criterion. These factors are highlighted in the following examples. With regard to sharing the wine with others, when considering a 'party' or 'casual drink with friends', wine consumers want something that they can share with friends and enjoy. With regard to a 'barbecue', 'family dinner' or a 'dinner with friends' respondents required a wine with a 'taste' that could be shared and enjoyed with friends and go with the food to be consumed. Similarly when having a 'business function' consumers generally wanted a 'quality' 'taste' that satisfied the 'tastes' of all. When sharing an 'intimate dinner', respondents wanted to share a

bottle of wine with a 'taste' that they both really enjoyed. When drinking by 'oneself' the 'taste' of the wine was an important component in providing self-satisfaction to the consumer.

7.2.2 Price

The issue of 'price' was the second most dominant attribute. 'Price', however, had a different interpretation and influence on different consumption occasions. At a 'business function' or an 'intimate dinner' a wine of relatively high 'quality' is required and 'price' is less of an issue, from the perspective that respondents are willing to pay more for a good 'quality' wine. When having 'dinner with friends' a more moderate 'quality' and 'priced' wine is required. While at other occasions respondents are more concerned with a 'value for money', budget oriented purchase.

At a 'business function' 'price' is seen as a surrogate for 'quality'. Indeed, several respondents reported that the 'price' they paid for the wine led them to believe that it would be of high 'quality' despite the fact that they had not tested or 'tasted' that particular wine prior to purchasing it, as the following comment indicates,

'I thought it would be good quality because of the 'price' I paid. I hadn't had that particular wine before.' (Interview 36)

Consumers also indicated that they would be willing to spend more on this type of occasion as this type of occasion represents a special occasion to share and enjoy. This is highlighted in the following comment

'Well on this type of occasion, we tend to go for a nice wine and if need be, we're prepared to pay whatever for it.' (Interview 163)

However, when having a 'dinner with friends', consumers want more of a mid ranged 'quality' and 'priced' wine. As the following quote suggests

'That it's reasonably priced, obviously not expensive. Also, I wouldn't look for really cheap ones, because you'd think there must be something really wrong with it. I go for a medium price range. So I can still find reasonable quality in a medium priced wine. So it is important, but it doesn't have to be the best on the market or anything.' (Interview 65)

Whether one is going out with friends or staying at home influenced some on their purchase.

'I think certainly you'd be willing to spend a little bit more when you're going out with friends than you would when you're just at home.' (Interview 83)

As noted in Chapter six, 'price' influences wine choice for a 'party', from the perspective that the organiser of the 'party' has an entertainment budget that they are trying to stay within while at the same time satisfying the 'tastes' of their guests.

'Price was a factor because with all these functions you have a budget, what you are willing to spend. We were looking for a good wine, inexpensive and one that would be popular with the people there.' (Interview 164)

With the purchase of wine to drink by 'oneself' a more 'value for money' 'price' is a consideration.

'The wine I chose is relatively cheap, but it's only really for my own satisfaction.' (Interview 106)

When attending a 'barbecue' or similar out door function it is noted that the majority of purchases for this occasion are related to purchasing something of reasonable 'quality' that is inexpensive, this may be a cask or a bottle, the essence of which is captured in the following comment.

'If it is just a barbecue a cheaper bottle of wine would be fine.' (Interview 149)

Budget perspectives also played an important role at a 'family dinner', with regard to this one respondent commented that,

'I think: price is very important when choosing a wine, but I don't necessarily believe that you have to spend a fortune to have good wine, so price would have been a consideration.' (Interview 26)

When having a 'casual drink with friends', since this was a casual drinking situation, respondents did not want to spend a large amount of money in order to have a good time. In many cases, since this occasion was of a causal nature, respondents bought cheaper wines. Most respondents believe that they don't have to pay very much for reasonably good wine to suit this type of occasion as one respondent noted.

'Price came into it a certain extent because I don't want it to cost me a fortune when I have a good time.' (Interview 4)

7.2.2.1 Summary of Price across Occasions

Whilst the 'price' wine was important on all occasions, wine purchased for different occasions is influenced by a variety of 'price' related considerations. At a 'business function' or an 'intimate dinner', for example, respondents indicated that they would be willing to spend more. On this occasion respondents wanted to ensure that they purchased a 'quality' wine that would enhance their image. Similarly for an 'intimate dinner', because this was regarded as a special occasion, respondents were more willing to spend to ensure that they had an enjoyable occasion.

When having a 'dinner with friends', however, a mid-ranged 'price' was preferred, whilst when having a 'casual drink with friends', a drink by 'oneself', at a 'party' or 'barbecue' or 'family dinner' a more moderate, 'value for money', budget oriented wine was generally considered. In summary therefore, although many marketing studies find that 'price' is important, this study has found that it is important for different reasons. In some cases for instance higher 'prices' are important whilst in others lower 'prices' are selected. Finally, it was found that sometimes 'price' is not important.

7.2.3 Type

The 'type' of wine was the third dominant attribute that will be compared across occasions in the following discussion. The findings in relation to the 'type' of wine show that a great deal of care and consideration is invested in the 'type' of wine chosen. The 'type' of wine purchased for a 'party', for example, is primarily influenced by what the group would like, its cost and the type of food that is being consumed with it.

'Dry white most of my friends like to drink white wine.' (Interview 26)

Again with a 'barbecue' the preferences of those who share the wine are considered as well as the type of food to be consumed within a 'value for money' consideration.

'The type of wine must be compatible with others taste, and the budget.'
(Interview 79)

When choosing the 'type' of wine for a 'business function' the 'taste' and preference of those who were going to consume it were considered, however, this was found to be an attempt by the purchaser to be well respected. The type of food that was being consumed and the time of day were also considerations in the wine selection process.

'I was there with a couple of people I knew who particularly enjoyed a good red and we were having a steak for lunch, and so I chose a couple of bottles of good red wine.' (Interview 132)

For an 'intimate dinner' the couple generally like a 'type' of wine that will be enjoyed, and that will be a 'quality' wine. The type of food to be consumed is also a consideration.

'Basically I knew it would go with the seafood. Also I knew the person with whom I was having the seafood with liked that particular champagne.'
(Interview 35)

On the occasion of a 'family dinner', consumers are interested in purchasing a 'type' of wine that they are familiar with. Often this is something that they have bought regularly and therefore it is of a known 'quality'. The type of 'food' to be consumed is also a consideration and this was found to be an attempt to ensure that the wine and food 'tastes' are compatible.

'For the family function I decided on a traditional red Lambrusco, it was quite cheap and quite popular amongst all the relatives.' (Interview 116)

When having a 'casual drink with friends' the 'type' of wine is influenced by the 'social' context of the occasion. The friends' 'tastes' are of prime concern in the selection process and in the more casual setting of a 'casual drink with friends' a cask of wine is often a suitable alternative.

'It was actually a cask wine. The main reason behind purchasing this particular wine was that it was more like a casual sort of drink between friends.... it's not like a necessity to have something that actually looks fantastic sort of thing in just a casual drink... and other than being a sweet tasting wine which I prefer personally and I've found most of my friends prefer that and it is not as expensive as something like more formal drink like Chardonnay or something like that.' (Interview 110)

When having a 'dinner with friends' the purchaser's preferences, the preference of others and the type of food to be consumed are the prime considerations in the purchase choice for this type of occasion.

'I chose red, Cabernet Sauvignon because it is one that we all like. So when I went and bought it for the occasion I bought the Cabernet Sauvignon because I know they will like it as well. And it wasn't chosen because it went with the meal but because I knew we would enjoy it. I do know that they are Cabernet Sauvignon people.' (Interview 15)

When consuming wine to drink by 'oneself' most consumers consider a wine 'type' that they will enjoy at a reasonable 'price'. As they are on their own they are not concerned with impressing any one else, partly for this reason a cask of wine is sometimes considered as it brings in a convenience perspective.

'When you're the only one drinking it, it doesn't have to be anything special.' (Interview 85)

7.2.3.1 Summary of Type of Wine across Occasions

The 'type' of wine to purchase is obviously an important consideration. This study found that personal preference does impact on this decision, however, the influence that the 'type' of wine has on the purchase does vary on different occasions.

For some occasions consumers choose a wine 'type' that they may like but is not necessarily their first preference. In other cases, consumers are more concerned with a getting a wine 'type' that is 'value for money' such as when choosing the 'type' of wine for a 'party', having a drink by 'oneself', a 'barbecue/picnic/outdoor function', and dinner with the family or when having a 'casual drink with friends'. When having a 'business function' or an 'intimate dinner' we see a change in selection/ purchasing behaviour. A more 'quality' 'type' of wine is chosen where 'price' is less of a consideration. For an 'intimate dinner' the 'type' of wine should be something that the couple can both really enjoy and is special both to share and to enhance the nature of the occasion. While at a 'business function' the 'type' of wine is a surrogate for the business and the business person and therefore needs to enhance their reputation with a 'quality' wine. Matching the 'type' of wine with food is a noted influence on occasions involving food. Consumers' perceptions were important on these occasions because, for example, red wine was perceived

to be a good accompaniment to Italian food. It was also found that when sharing with others the preferences of those sharing sometimes dominates the purchasing process. Indeed, across all occasions the influence of others (except in the 'drink by 'oneself'') also played a part in wine choice.

7.2.4 Summary of Attributes

The dominant attributes relating to wine choice are the 'price', 'taste' and 'type' of wine. The analysis of these occasions utilising the means-end methodology has shown how the influence and meaning of these factors vary according to the consumption occasion. However, a number of overriding themes were also identified, these themes were important across a number of consumption occasions. At a 'business function' or an 'intimate dinner' respondents indicated that they would be willing to spend more for a 'quality' wine that would be appreciated and enjoyed by those consuming it. However, when having a 'casual drink with friends', a drink by 'oneself', at a 'party' or 'barbecue' or 'family dinner' a more moderate, 'value for money', budget oriented wine was generally considered. On occasions where food is being consumed efforts are generally made to match the wine with food and when sharing with others the preferences of those sharing the occasion is often an important consideration.

Whilst it is acknowledged that previous studies in marketing have also found 'price' and a variety of product attributes to be important, the innovation in this study is the uncovering of the linkage between attributes and the occasions on which wine is consumed. When we actually listen to consumers describe their choice behaviour we clearly identify that each attribute is interpreted through the needs of the particular consumption occasion and that the choice also reflects who else might be present and their relationship to the purchaser.

This information should be used by wine marketers as a segmentation vehicle and in the development of promotional and positional strategies as well as employee training.

7.3 Consequences

The following discussion provides insight into the impact of the consequences associated with the choice of wine for a particular occasion. A number of consequences associated with the purchase and consumption of wine were found to be common across the various occasions. A similar analysis of the consequences found that a number of consequences were linked to attributes associated with selected wines. In line with previous findings by Olson and Jacoby (1972), it emerged that many of the attributes, both extrinsic and intrinsic, were perceived to be linked with the consequence of 'quality'. Indeed, 'quality' was represented on the most means-end chains, being regarded as an important influence on 212 of the total 648 ladders identified in the study. The following consequences are the dominant consequences identified: impress, 'value for money', 'socialise', 'quality', 'complement food' and 'mood enhancement'.

In order to gauge the relative importance of consequences, percentages were calculated in the same way as those derived for attributes. The results of these calculations show that the 'quality' of wine was seen as important across most occasions (see Table 7.2). Indeed, it was represented on at least 25% of chains for all occasions, peaking at 60.3% for 'business related' functions. Another important consequence was to 'impress others'. This was considered particularly relevant when associated with 'business related' functions (42.5%). For 'parties' or 'celebrations', however, it was less important (28.8%), and not very important on all other occasions. The consequences of wine selection were also seen as important in order to 'socialise' and this was consistent across a number of occasions. It was also important that the wine 'complement food'. Indeed, on these occasions this factor appeared on between one quarter and one third of chains, while 'mood enhancement' was deemed important when drinking by 'oneself' (36.2%) or when having a Casual Drink with Friends (29.6%).

Table 7.2: Dominant Consequences used in Wine Selection on Different Occasions

	<i>Intimate Dinner</i>	<i>Dinner With Friends</i>	<i>Dinner With Family</i>	<i>Business Related</i>	<i>BBQ/ Picnic/ Outdoor</i>	<i>Party</i>	<i>Self</i>	<i>Casual Drink With Friends</i>
Impress others				42.5		28.8		
Value for money							42.0	27.8
Socialise		24.5	30.5		41.5	34.6		42.6
Quality	34.4	32.4	25.6	60.3		37.5	30.4	
Complement food	31.1	33.1	25.6		30.8			
Mood enhancement							36.2	29.6

The importance of consequences associated with wine choice has been discussed in the literature review and in Chapter four which highlighted the fact that the consequences identified in this study have been noted by a variety of researchers as important, however, their importance has not been compared across different occasions.

7.3.1 Quality

The 'quality' of wine is a dominant consequence in the selection of wine for six of the eight occasions. These being a 'family dinner', 'business function', 'party', 'dinner with friends', 'intimate dinner' or a drink by 'oneself'. When choosing wine for a 'business function', an 'intimate dinner' or a 'party', a wine that creates a positive impression is an important consideration.

'You have to select a wine of good quality with a 'taste' that appeals to everybody.' (Interview 140, Business)

'I feel more respected when I buy quality.' (Interview 27, Party)

'It's a special occasion so the quality of the wine is of most importance.' (Interview 60, Intimate Dinner)

When having a 'family dinner', 'dinner with friends' or a drink by 'oneself', respondents generally wanted a reasonable 'quality' wine that was not too expensive.

'I look for a good taste and quality.' (Interview 24, Family)

'You have to give good quality wine to your guests.' (Interview 124, Dinner with Friends)

'It was cheap wine but a good quality.' (Interview 44, Self)

7.3.2 Impress

Wine provided a vehicle to 'impress others' at a 'business function' or a 'party'.

At a 'business function' it was regarded as important not to look cheap but to 'impress' those that they are involved in business with.

'I wouldn't have ordered anything cheaper. I wanted to impress them with a nice bottle of wine.' (Interview 33)

'It was an expensive wine. We were looking to impress the other people who we were engaged in business with.' (Interview 190)

While those attending or holding a 'party' want to look good in front of others attending and make a positive 'impression'.

'I wanted a wine that looked good.' (Interview 68)

7.3.3 Value for Money

'Value for money' was a dominant consequence of wine purchases when having a 'casual drink with friends' or having a drink alone. For both of these occasions respondents desired a reasonable wine that was not too expensive.

The following quotes represented a typical response with regard to the 'price' of the wine when having a drink by 'oneself' or having a 'casual drink with friends' respectively.

'I like to get a wine that I like to drink at a reasonable price.' (Interview 150, Drink by Oneself)

'I purchased a cask; it wasn't to impress anyone it was just have a drink with the girls so it was quite economical for the amount I got and the quality was average.' (Interview 113, Casual drink with friends)

7.3.4 Socialise

Wine was regarded as having an important role in helping people to 'socialise' at a 'party', 'barbecue', when having casual drinks with friends or when having a meal with family or friends. The following comments highlight the importance and similarity of

this consequence across these occasions

'So I could 'socialise' with them more.' (Interview 26, Family)

'When drinking wine you feel happier and are able to relax and are able to 'socialise' more with family and friends.' (Interview 27, Party)

'To allow people to 'socialise' and have fun.' (Interview 143, Barbecue)

'It improves the sociability.' (Interview 185, Casual Drink)

'You use wine to help 'socialise'.' (Interview 51, Dinner with Friends)

7.3.5 Food

Consumers regard that when having food it was an important consideration to ensure that the wine and the food complemented each other. This is particularly the case with regard to a 'family dinner' an 'intimate dinner', a 'dinner with friends' or a 'barbecue'.

'Because certain foods taste nicer with certain wines it helps enjoy the meal much more.' (Interview 26, Family Dinner)

'I like a red wine to have when I eat with meat and at a barbecue I mainly eat meat.' (Interview 149, Barbecue)

'I enjoy it with meals. I believe that if you choose a certain type of wine it tends to complement the meal that you are having and makes it more enjoyable.' (Interview 126, Dinner with Friends)

'It was important to share an enjoyable evening with someone close and to complement a fine meal with a good wine'. (Interview 151, Intimate Dinner)

7.3.6 Mood Enhancement

Wine is used to relax, to invoke happiness and to generally enhance one's spirits when drinking by yourself or having a 'casual drink with friends'.

'Once you have wine you can relax. Forget about every thing.' (Interview 44, Self)

'It's a form of relaxation, a form of winding down.' (Interview 122, Casual Drink)

7.3.7 Summary of Consequences

The dominant consequences elicited with regard to the purchase of wine are 'quality', to make a 'good impression', 'value for money', 'socialise', 'complement food' and

'mood enhancement'. In terms of making a good impression respondents regarded it as important to 'impress others' at a 'business function' and at a 'party'. When having a 'casual drink with friends' or when drinking alone a 'value for money' wine was considered as the most viable option. Wine also played an important role in helping people to relax, enjoy themselves and to 'socialise' when attending a 'party', 'barbecue', and 'dinner with friends' or 'family' or when having a 'casual drink with friends'.

When choosing a wine the ' of the wine plays an important part in the decision making process and the importance of the 'quality' of the wine varies on different occasions. For an 'intimate dinner', 'business function' or a 'party' the impression that the wine makes on others is more of an influential factor on the choice of the 'quality' of the wine. On other occasions a reasonable 'quality' wine that was not too expensive is generally considered as the best option. When purchasing wine to have at an occasion where food was to be served most consumers considered the compatibility of the food and the wine as important. When having a drink by 'oneself' or a 'casual drink with friends' wine served as a vehicle for 'mood enhancement'. Clearly, there is a difference in the manner in which the customer is influenced by the perceived benefits of particular wines on different occasions. While many of the consequences had been linked to the dominant attributes of 'price', 'taste' and the 'type' of wine the perceived benefits or consequences associated with the wine purchase for a particular occasion vary. This highlights the value of the means-end change procedure in linking the attributes with consequences and permitting the identification of different combinations of consequences for different occasions. However, in the following section the comparative influence of higher order values on different occasions is discussed. It is the identification of these desired end states in combination with the attributes and consequences for different consumption occasions that shows the full value, application and utility of the means-end chain analysis procedure for comparing the factors influencing choice on different consumption occasions.

7.4 Values

The following discussion provides insight into the impact of the values associated with the choice of wine for a particular occasion. It can be observed from this analysis that a different combination of values is the major motivational difference across these

occasions. Therefore, with regard to values, it is important to note that for each occasion a different influence and combination of values are evident. It is concluded that the higher order values make a major difference in terms of product selection on consumption occasions

Table 7.3: Dominant Values Used in Wine Selection on Different Occasions

	<i>Intimate Dinner</i>	<i>Dinner With Friends</i>	<i>Dinner With Family</i>	<i>Business Related</i>	<i>Outdoor BBQ/ Picnic</i>	<i>Party</i>	<i>Self</i>	<i>Casual Drink With Friends</i>
Self-fulfilment							65.2*	
Security				26.0+				
Fun and enjoyment in life	29.5+	32.4#			55.4*	51.9*		46.3*
Being well respected		31.7#		52.1*		30.8+		
Warm relationship with others	36.1*		34.1*					27.8+
	*Dominant Value	#Values equally represented	+ supporting value					

7.4.1 Intimate Dinner

When having an 'intimate dinner' developing a warm relationship is the dominant value this is supported by the value of having fun. On such an occasion the purchaser of the wine wishes to obtain a product that will help them achieve these end states. In order to do this the wine generally needs to be of a 'quality' that they will enjoy and that will make the occasion special for them. The wine should also enhance the food to be consumed. These consequences work towards reaching the end state goal by purchasing a product that embodies the appropriate attributes of 'price', 'taste' and 'type'.

7.4.2 Dinner with Friends

For the occasion of having a 'dinner with friends' two values equally share dominance and influence with regard to the wine purchase decision. These are to have 'fun and enjoyment' while at the same time 'being well respected' by others sharing the occasion with them. In order to achieve this desired end state, a wine is purchased that 'complements the food' and is able to be shared with friends while providing a 'social lubricant' that assists in the enjoyment of the occasion. A 'quality' product is deemed to be appropriate for this type of occasion. The wine attributes of 'price', 'type' and 'taste' help achieve these goals.

7.4.3 Dinner with Family

When having a 'dinner with family' the singularly dominant value is to develop 'warm relationships' with family members. The prime goal of this occasion is to have a nice time with the family, this is achieved through the wine helping people to 'socialise' by it being of reasonable 'quality' and ensuring that it goes with the food. The wine attributes of 'price', 'type' and 'taste' help achieve these goals.

7.4.4 Business Function

When attending a 'business function' to be well respected by others, is the most dominant value desired by those purchasing wine. Purchasing a 'quality' wine that impresses those attending the function provides 'security' and assists respondents in 'being well respected'. The wine attributes of 'brand', 'price', 'type' and 'taste' help achieve these goals.

7.4.5 Barbecue/Picnic /Outdoor Occasion

When holding an 'outdoor function' such as a 'picnic' or a 'barbecue' the singularly most dominant value is to have 'fun and enjoyment'. This is achieved by choosing a wine to go with the 'food', that others will enjoy sharing and serves as a catalyst in the social interaction process. A 'value for money' product is deemed to be appropriate for this type of occasion. The wine attributes of 'price', 'type' and 'taste' help achieve these goals.

7.4.6 Self

'Self-fulfilment' is a value that dominates the purchasing process for this type of occasion. Consumers want a wine that they will enjoy and that will enhance their mood. The wine is required to be of reasonable 'quality' while at the same time being a 'value for money' purchase. The wine attributes of 'price', 'type' and 'taste' help achieve these goals.

7.4.7 Casual Drink with Friends

On the occasion when individuals choose to have a 'casual drink with friends' to have fun is the dominating value, however, this is supported by the value of developing 'warm relationships' with friends. In order to achieve these goals a 'value for money' wine is required. This wine assists in 'mood enhancement' by allowing them to relax, feel good and 'socially' interact. The wine attributes of

'price', 'type' and 'taste' help achieve these goals.

7.4.8 Party

At a 'party', as may be expected, the dominant value is to have fun. On this occasion while 'fun and enjoyment' is the prime concern consumers also want a wine ensure that they are well respected by others attending the 'party'. These two values are achieved by purchasing a wine of suitable 'quality' that will 'impress others' and will not have any negative impact on the respect that others may have for them at the 'party'. Wine also serves as a vehicle to provide 'mood enhancement' and social interaction. The wine attributes of 'price', 'type' and 'taste' help achieve these goals.

7.4.9 Summary of Values

The following table highlights the fact that to have 'fun and enjoyment' is a value that has an influence on wine choice on five of the eight occasions. To develop 'warm relationships' and to be well respected each has important influence on three occasions. While 'self-fulfilment' and 'security' impact the decision making process on only one occasion each. However, it is important to note that each occasion has a somewhat different combination of these values, and therefore the values have a different but important influence on the purchase choice for each occasion. These results show that the consumption occasion has a marked influence on the selection of wine.

Table 7.4: Values Used in Wine Selection on Different Occasions

Fun and enjoyment	Warm relationship with others	Being well respected	Self-fulfilment	Security
Barbecue * Party *	Intimate dinner * Dinner with family *	Business * Dinner with friends # Party +	Self*	Business +
Casual * Dinner with friends # Intimate dinner +	Casual drink with friends +			
*Dominant value	#Values equally represented	+ supporting value		

7.5 Summary

The purpose of this Chapter and the two Chapters that preceded it has been to use qualitative analysis to gain a deeper understanding of the underlying motives associated with the consumption of wine. More specifically, it concentrates on identifying the means-end chains, that is the dominant attributes, consequences and values that account for wine consumption. The analysis confirms that the means-end chain analysis model provides a linkage between the means and ends.

The means-end analysis model assumes that when a consumer decides to buy a product, the decision is not dependent upon selecting the attribute desired in the product per se but instead, on the perceived consequences of product use. If the consumer perceives that the product is a means to some important consequences that will lead to the satisfaction of particular values, then they will buy the product in order to reach the end state desired.

In keeping with the means - end chain model, this analysis has provided a variety of important insights into wine consumption. Initially, in this study consumption and purchasing can be understood based on the consumption situation. Consumers could recall important wine attributes and link them easily to a specific situation. In fact, it seemed very relevant to them to recall their purchase behaviour based on the intended consumption occasion. This is a different way to organise and think about wine purchasing. The same person purchases different wines at different 'prices' in different styles for different occasions, however, little framework has previously been developed in which to organise this for marketing purposes.

This has also been able to show a realistic adaptation of the means-end framework to wine purchasing. Buyers had little trouble relating their purchases, not only to the attributes of the wine and the occasion, but more importantly to the consequences and personal values underlying their choice. Wine buying, like most consumer purchases, reflects deeper parts of the consumer's psyche and understanding these connections will help the industry to better position their products. More meaningful ads and 'brand' images can be constructed that tap into the real reasons for choosing and using a product.

CHAPTER 8

QUANTITATIVE ANALYSIS OF OCCASION BASED SEGMENTATION OPPORTUNITIES

8.1 Occasion Based Value Driven Segmentation Analysis

This analysis addresses the issues of using qualitative data collected using means-end techniques, and analysing the data quantitatively using CHAID (Chi-squared Automatic Interaction Detector) to produce a value oriented, occasion based segmentation procedure.

Market segmentation is the process of partitioning a heterogeneous market into segments. The various segments that are identified should be homogeneous within themselves with respect to critical marketing variables, but heterogeneous in total (Lawson et al. 1996). Market segmentation may be accomplished using a variety of methodologies (Struhl 1992, Neal 2001). However, as Gibson (2001) highlights, market segmentation is a valuable tool for marketers but examination and scrutiny of techniques is required to ensure their applicability. A frequent problem of using inappropriate marketing variables to partition the total market has been noted by Riquier (1997) who states that variables used as a basis for segmentation are often chosen for their availability, or exotic nature, rather than their relationship to differences in buyer preference. A preferred approach to segmentation therefore requires consumers to be classified into groups according to their likely response to some marketing stimulus, rather than background variables such as age or gender.

Market segmentation approaches have focused on quantitative methodologies that use various bases including demographic, psychographic and behavioural variables. Although qualitative techniques have been used in a preliminary manner from which a quantitative survey is developed the end result often ignores this rich source of information available from the qualitative phase.

Market researchers have had a negative view of qualitative methodologies due to the perception of excessive costs and the time involved in the collection process, and because of the difficulties associated with analysing such data (Hall 1997, Ryan 2000, Weitzman 2000 and Jennings 2001).

However, Wyner (1995), Fish (1995), Sargeant (1999), and Oppenheim (2002) have traced the development of segmentation analysis techniques and highlight the changes that resulted from the widely available, but inexpensive, high-powered algorithms such as CART, CHAID, and neural networks.

A trend in the literature is now developing to consider other means of developing the dimensions for segmentation. Arnould (1995) and Sayre (2001) propose that qualitative methodologies including ethnographic methods of observation and interview are appropriate for locating a wide variety of consumption and usage situations, which have implications for market segmentation targeting and positioning. Goldberg (1994) also provides a critique of the strict scientific approach to segmenting a market. Using data based on the personal computer industry he showed that it was impossible to draw consistently valid conclusions about who buys what level of processor or who shops through what channel. Dibb (1995) and Gibson (2001) have also been critical of strict traditional quantitative segmentation procedures questioning the validity, reliability, complexity, practicality and potential for multiple interpretations.

From this background on the problems of segmentation, this Chapter develops the proposition that qualitative data is essential to 'best' segmentation practice. As suggested by Berrigan and Finkbeiner (1992), the primary phase of a segmentation project should be 'rigorous qualitative research'. The implication is that prior qualitative understanding of the situation may be the only way to justify the segments that emerge from the complex analysis.

For a long period of time the assumption underlying consumer behaviour research has been that if enough is known about consumers and the products which they are purchasing and consuming, it will be possible to perceive the relationship between the person and the product chosen.

Knowledge of these relationships will help researchers to understand, influence, and predict consumer behaviour. Market segmentation is part of the strategy used to isolate specific groups of consumers and their attendant purchases. Consumer characteristics and benefits sought have been the major means of dividing markets. The weak relationships and generalisations that resulted from segmentation research have influenced researchers to explore other bases for understanding consumer purchases. Recent use of the means-end chain methodology for predicting 'brand' choice has shown some promise in segmenting consumers based on their personal values (Aurifeille 1995, Aurifeille and Valette-Florence 1992, Reynolds and Gutman 1988, Bayley 1998, Botschen 1999, Vriens and Hofstede 2000). Another means for segmenting markets was proposed by Dickson (1982) when he suggested that situation was the "missing link" in segmentation research.

A comprehensive understanding and accurate prediction of behaviour in the marketplace demands a situational and consumer value perspective. Even though numerous researchers have reported the lack of consideration of consumption situations, very few studies have utilised consumption situation as a basis of market segmentation and little formal study has been undertaken involving consumption situations.

This analysis investigates the importance of consumption occasion in the choice of a product for a particular occasion. The analysis combines qualitative data gathering techniques with quantitative analytical procedures. The means-end chain methodology is used to gather information on the attributes, consequences and values associated with product choice and a segmentation approach using CHAID analysis is provided. Different personal values are shown to influence the attributes used to make the specific product purchase on different occasions when purchasing wine.

8.2 Means-end Methodology

Recent use of the means-end chain methodology for predicting 'brand' choice has shown some promise in grouping consumers based on the process linking their personal values to the desired product attributes (Reynolds and Gutman 1988, Aurifeille and Valette-Florence 1995, Bayley 1998, Botschen 1999, Vriens and Hofstede 2000). An alternative method for clustering markets, situation, was proposed earlier by Dickson (1982), but no empirical evidence was cited. A better understanding and more accurate prediction of behaviour in the marketplace may benefit from both a consumer means-end and situational perspective. Until now, the concept of situation was seldom operationalised, mostly because of its descriptive nature and its potentially unlimited range.

8.3 Quantitative Research Goals

The goals of this analysis are to:

1. Investigate the suitability of means-end data for analysing situations quantitatively;
2. Assess the importance and role that values play in this segmentation;
3. Assess the effectiveness of CHAID as a segmentation methodology when using means-end chain analysis.

As previously noted, no prior reported study has attempted to examine the link between situations and the means-end chains associated with them. The main objective, therefore, is to look for a relationship between consumption situations on the one hand, and the resulting means-end chain characterising a consumer's value chain on the other hand. To do this it is proposed to use CHAID analysis. This approach, clustering means-end chains based on consumption situations rather than consumers, is therefore quite distinct from a more traditional segmentation approach that would aim at grouping consumers exhibiting similar means-end chains. It is suggested consistent with Dickson (1982), that the same consumer may well exhibit a different means-end chain when facing a different consumption situation, making clustering the means-end chains more meaningful than clustering consumers.

8.4 CHAID Analysis and Segmentation

The goals of the CHAID analysis are to further investigate the suitability of using situations as a segmentation base, to assess the importance and role that values play in this segmentation process and to assess the effectiveness of CHAID as a segmentation methodology when using means-end chain analysis.

The implementation of the CHAID algorithm is operationalised in this segmentation analysis. To determine the factors that drive choice, a segmentation modelling approach was adopted. Wine choice for various occasions acted as a dependent variable to guide the segmentation process. Wine is a useful category for segmentation studies, because it offers a wide set of 'prices', product characteristics, and usage situations. Personal values, consequences and attributes of wine acted as predictor variables. Implementation of the CHAID algorithm operationalised this analysis.

CHAID is a multivariate criterion-based approach to cluster analysis (Magidson 1993). The CHAID algorithm assumes that the population represents a heterogeneous grouping with respect to some dependent variable and divides the population into two or more distinct groups based on the categories of the most significant predictor variable. Statistical significance is measured using the chi-square test of independence. CHAID assesses each of the predictor variables based on the appropriate chi-square significance test. The categories of the most significant predictor are used to divide the sample into subgroups. Then the next most significant predictor is identified and used to split the subgroups again. Any subgroup, which cannot be further subdivided, because there are no other significant predictor variables or because some user-defined stopping rule is met, becomes a terminal subgroup or segment (Magidson 1993, Levin and Zahavi, 2001).

The CHAID algorithm therefore effectively performs segmentation analysis by dividing the sample population into segments that differ with respect to a designated criterion. In addition the CHAID procedure has the advantage that it also identifies those factors that are most significantly related to the criterion under consideration, in this case – occasion (Sergeant 1998, Rygielski et al. 2002).

8.5 Results of CHAID Analysis

To identify the factors associated with occasion based consumption of wine, a CHAID analysis was conducted using the wine buying occasion variable as a binomial dependent variable and the entire set of value, consequence and attribute statements as predictor variables. SPSS Answer Tree[®] 2.0 was used to estimate a CHAID Tree for each occasion. To illustrate the nature of the results obtained, the resultant trees obtained from the analysis of the eight occasions are discussed. The initial node at the top of the tree diagram contains a frequency distribution for the binomial occasion variable.

8.5.1 Intimate Dinner

In Figure 8.1, the total number of individual responses (ladders) equalled 648. Of these respondents 62 had purchased wine for an 'intimate dinner' within the previous 12 weeks. The CHAID procedure identifies the most significant variable that discriminates between those respondents that have and those respondents that have not purchased wine for this occasion.

In this instance the value 'A warm relationship with others' is identified as being the most significant ($p=0.0001$; Chi-square=14.97; $df=1$). Using this variable the CHAID procedure then divides the population into two groups; group 0 being respondents that had not identified 'a warm relationship with others' as being appropriate and group 1, as those respondents who had identified 'a warm relationship with others' as being appropriate.

As a result of this division 23 respondents are identified as having both purchased wine for an 'intimate dinner' and responding positively to the value statement 'a warm relationship with others'. These respondents account for 18.9 % of the 122 respondents who feel that a 'warm relationship with others' is important. In a similar way this group is then divided by the CHAID algorithm according to responses to the next most significant variable, in this case the value of "self-fulfilment". Finally as a result of the second division a third division occurs using the third most significant variable, a consequence 'complements food'.

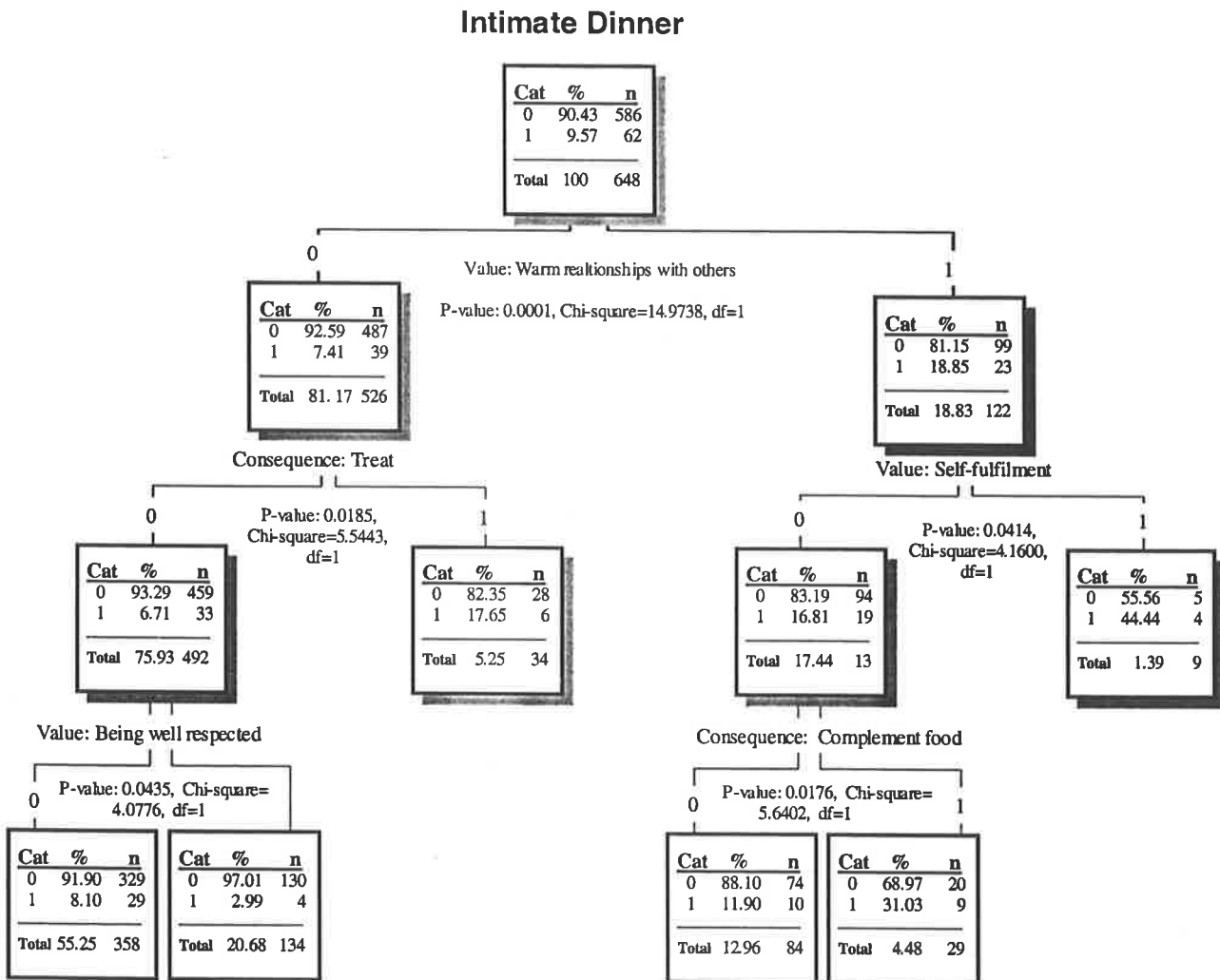
Following this division, inspection of the terminal nodes reveals that there are two nodes or segments with relatively concentrated representations of 'intimate dinner consumers', one node has 44.4% of the node's respondents while the other node has 31% of the node's respondents.

However, from a managerial perspective the following insights and applications could be considered. Quite a large segment of those involved in purchasing wine for an 'intimate dinner' 23 of the 62 (37.1%) could be targeted by focusing on themes relating to the sharing of 'warm relationships' with others', in particular focusing on the fact that wine enhances the opportunities for this to occur.

Reinforcing this for some of the segment is the concept that wine and the occasion lead to degrees of 'self - fulfilment' and from a more 'practical' perspective the consideration of the wine 'complementing the food' and providing the opportunity for this particular occasion to allow for the development of 'warm relationships' with those whom the 'intimate dinner' is being shared with.

In summary the analysis of an intimate dining occasion using CHAID identifies that a value is the best predictor of wine choice for an 'intimate dinner', in this case the value of 'warm relationships'. A warm relationship is the most important of the five predictor variables identified in this analysis. It is also the most important positive predictor of wine choice reflecting a segment of 37.1%. While 37.1% is not an enormous proportion it is still a reasonable segment of the market to build a marketing strategy around. 'Warm relationships' is also an important interactive predictor with the value of self-fulfilment and the consequence of 'complement food'. These results confirm the importance of values relating to wine choice and support the results obtained in the means-end chain analysis in Chapter 6. It should be noted, that, in Table 6.4 (p. 65), the factors identified in the CHAID analysis as important predictors were also identified qualitatively in the means-end chain analysis as important influencing factors in the choice of wine.

Figure 8.1: CHAID Tree for Intimate Dinner



8.5.2 Party

The total number of individual responses (ladders) equalled 648. Of these respondents 105 had purchased wine for a 'party' within the previous 12 weeks. The CHAID procedure identified the most significant variable that discriminates between those respondents that have and those respondents that have not purchased wine for this occasion. In this instance the value 'fun and enjoyment' is identified as being the most significant ($p=0.0001$; Chi-square=18.4; $df=1$). Using this variable the CHAID procedure then divides the population into two groups; those that had not identified 'fun and enjoyment' as being appropriate and those respondents who had identified 'fun and enjoyment' as being appropriate.

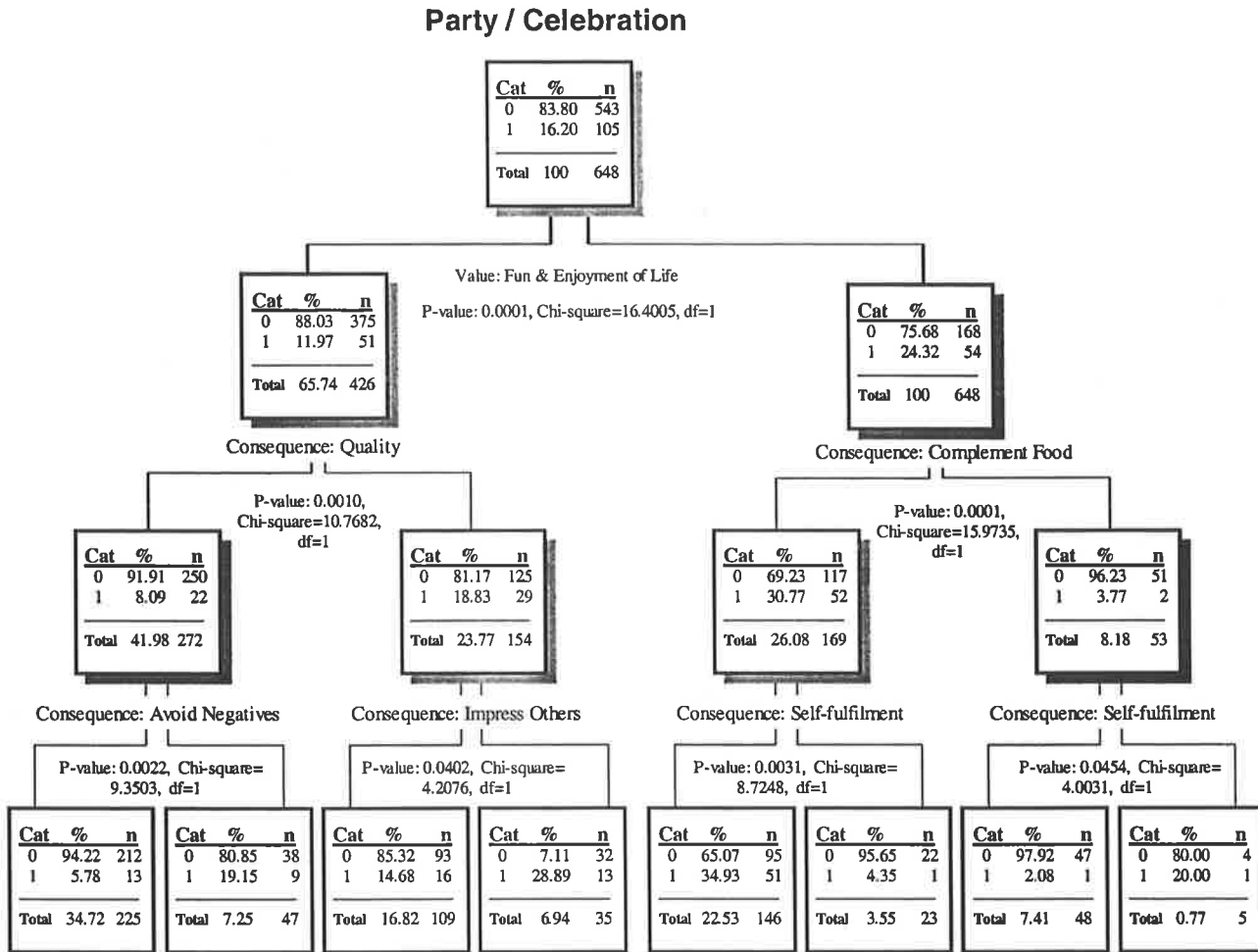
As a result of this division 54 respondents are identified as having both purchased wine for a 'party' and responding positively to the value statement 'fun and enjoyment'. These respondents account for 51% of the 105 respondents who feel that 'fun and enjoyment' is important. In a similar way this group is then divided by the CHAID algorithm according to responses to the next most significant variable, in this case the consequence of 'complement food'. Finally as a result of the second division a third division occurs using the third most significant variable, a consequence 'self-fulfilment'. Following this division, inspection of the terminal nodes reveals that this node accounts for 20% of respondents.

When considering the managerial implications with regard to the segmentation opportunities provided by the CHAID analysis for those attending a 'party' it is apparent that two specific groups that have different motives and different benefits that they require of the wine that they will purchase. Of the 105 persons who have purchased wine for a 'party' 51% (54) are mainly concerned about the wine assisting them to have 'fun and enjoyment': they are generally not concerned about the wine 'complementing food' or that through the wine they are going to achieve 'self-fulfilment', this group is simply interested in having a good time to reach their end state value of 'fun and enjoyment'. In contrast to this the other 49% of respondents are concerned with a 'party' that has somewhat more formal characteristics, where having a 'quality' wine that will either 'impress' others or overcome the perceived

risks associated with wine choice and 'avoid negatives' are the dominant factors presented by this group relating to their wine purchase. Therefore in developing a strategy to focus on this segment marketers would be required to have a two-pronged positioning strategy. This strategy would need to encompass the facets that have been noted relating to wine choice for a casual or a more formal 'party'.

In summary, the analysis of the occasion of a 'party' using CHAID identifies that a value is the best predictor of wine purchase for a 'party'. The value of having 'fun and enjoyment' is identified as the best predictive variable. Having 'fun and enjoyment' is recognised as the most important of the seven predictor variables identified in this analysis. It is the most important positive predictor of wine choice representing a segment of 51%; this equates to substantial segment and therefore is providing valuable insights for potential marketing strategy. Having 'fun and enjoyment' is also an important interactive predictor with the consequence of complementing food and the value of self-fulfillment. The latter two variables provide an inverse relationship in the predictive equation. This information is of more limited use to the marketer, as it identifies what the consumers are not trying to obtain rather than what they are. This analysis confirms the importance of higher order values in the selection of wine for the occasion of a 'party'. It should also be noted that these results support the findings obtained in the means-end chain analysis in Chapter 6. In Table 6.8 (p. 205), 'fun and enjoyment' is identified as the most dominant value relating to wine choice for a 'party', while the value of self-fulfillment and the consequence of complementing food were seen to have little positive influence on the wine purchase for this occasion.

Figure 8.2: CHAID Tree for Party/Celebration



8.5.3 Drink by Self

There were 69 respondents who had purchased wine to drink by themselves within the previous 12 weeks. The value 'self-fulfilment' is identified as being the most significant in distinguishing between those who had purchased wine to drink by themselves and those who had purchased wine for a different occasion, ($p=0.0000$; Chi-square=108.74; $df=1$). Forty-five respondents are identified as having both purchased wine for a drink by 'oneself' and responding positively to the value statement 'self-fulfilment'. These respondents account for 65% of the 69 respondents who have purchased wine for this occasion.

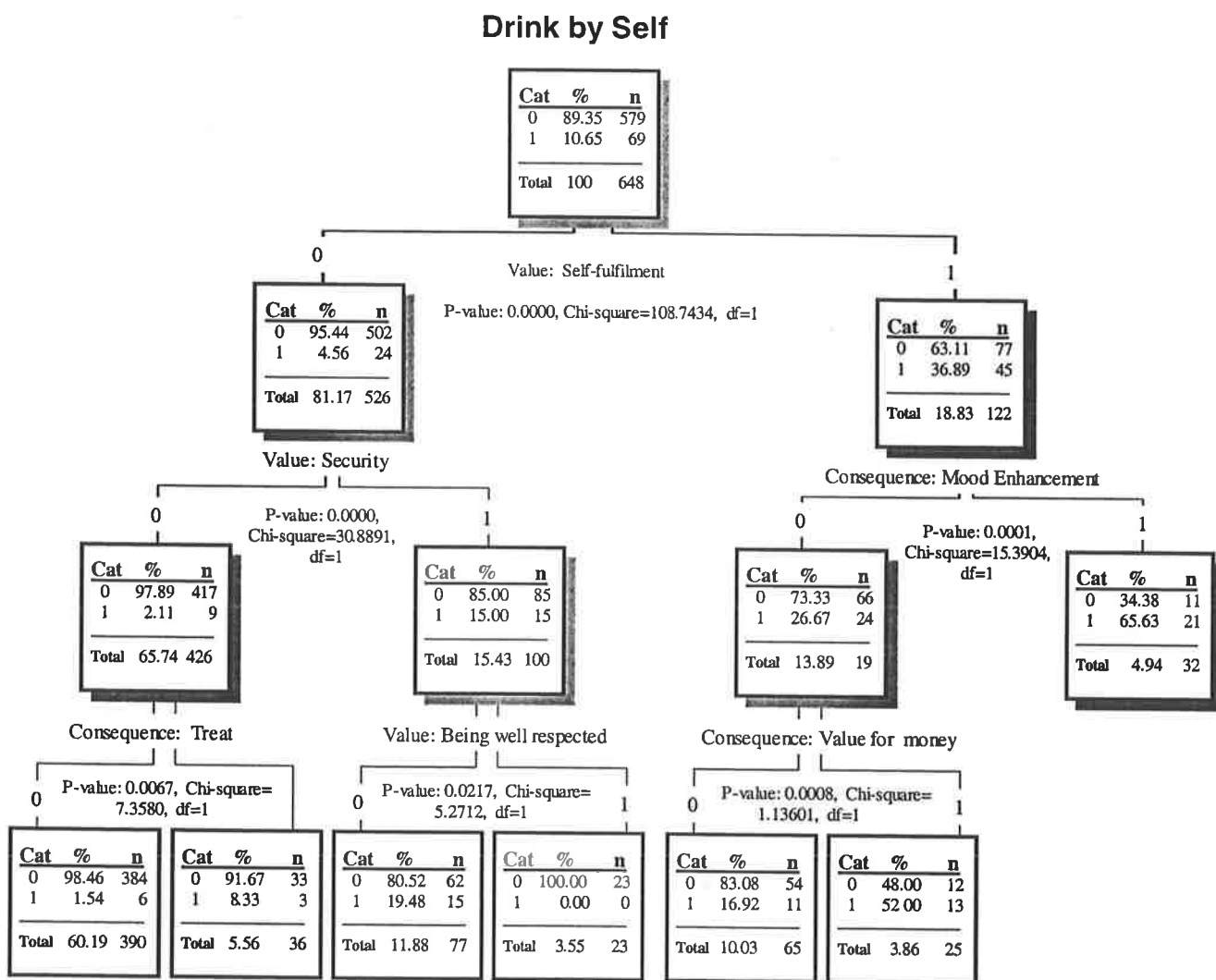
The next most significant variable, in this case is the consequence 'mood enhancement'. The third most significant variable is also a consequence 'Value for money'. Following this division, inspection of the terminal nodes reveals that there are two nodes or segments with relatively concentrated representations of 'Drink by oneself' consumers, one node has 65.6% of the node's respondents while the other node has 52.0% of the node's respondents.

When considering the managerial implications with regard to the segmentation opportunities provided by the Chaid analysis for those having a drink by 'oneself'. Of the 69 persons who have purchased wine to drink by themselves a large segment of the group (65%) are dominated by the desire of 'self-fulfillment' when they drink wine by themselves. This segment is composed of two subgroups. Almost one half of this group hoping to achieve this end state through wine providing them with aspects of 'mood enhancement', while the second subgroup representing approximately 25% of the segment is concerned that the wine represent a 'value for money' purchase. Marketers focusing on the three aspects of 'self-fulfillment', 'mood enhancement' and 'value for money' purchases could develop a positioning strategy for those purchasing wine in this segment.

In summary, the analysis of the occasion of having a drink by 'oneself' using CHAID identifies that a value is the best predictor of wine purchase for this occasion. The value of self-fulfillment is identified as the best predictive variable. The value of self-fulfillment is recognised as the most important of the six predictor variables identified in this analysis. It is the most important positive predictor of

wine choice representing a segment of 65%; this equates to a substantial segment and therefore provides valuable insights for potential marketing strategy relating to this occasion. The value of self-fulfillment is also an important interactive variable with the consequences of 'mood enhancement' and 'value for money'. This analysis confirms the importance of higher order values in the selection of wine for the occasion of a drink by 'oneself'. It should also be noted that these results support the findings obtained in the means-end chain analysis in Chapter 6. In Table 6.5 (p. 180), self fulfilment is identified as the most dominant value relating to wine choice for a 'party', while the consequences of value for money and 'mood enhancement' were identified as the most dominant consequences relating to wine purchase for this occasion.

Figure 8.3: CHAID Tree for Drink by Oneself



8.5.4 Casual Drink with Friends

Figure 8.4 shows the occasion “casual drink with friends” to also result in a value being the segmenting variable between those that consumed wine for this occasion and those that did not. In this instance the value “being well respected” is identified as being the most significant ($p=0.0001$; Chi-square=14.4; $df=1$). Using this variable the CHAID procedure then divides the population into two groups; those that had not identified “being well respected” as being appropriate and those respondents who had identified “being well respected” as being appropriate. As a result of this division 53 respondents are identified as having purchased wine to have a ‘casual drink with friends’ but not purchasing the wine is an endeavour to be well respected. These respondents account for 98% of the 54 respondents who have purchased wine for this occasion. In a similar way this group is then divided by the CHAID algorithm according to responses to the next most significant variable, in this case the consequence of ‘Complement food’.

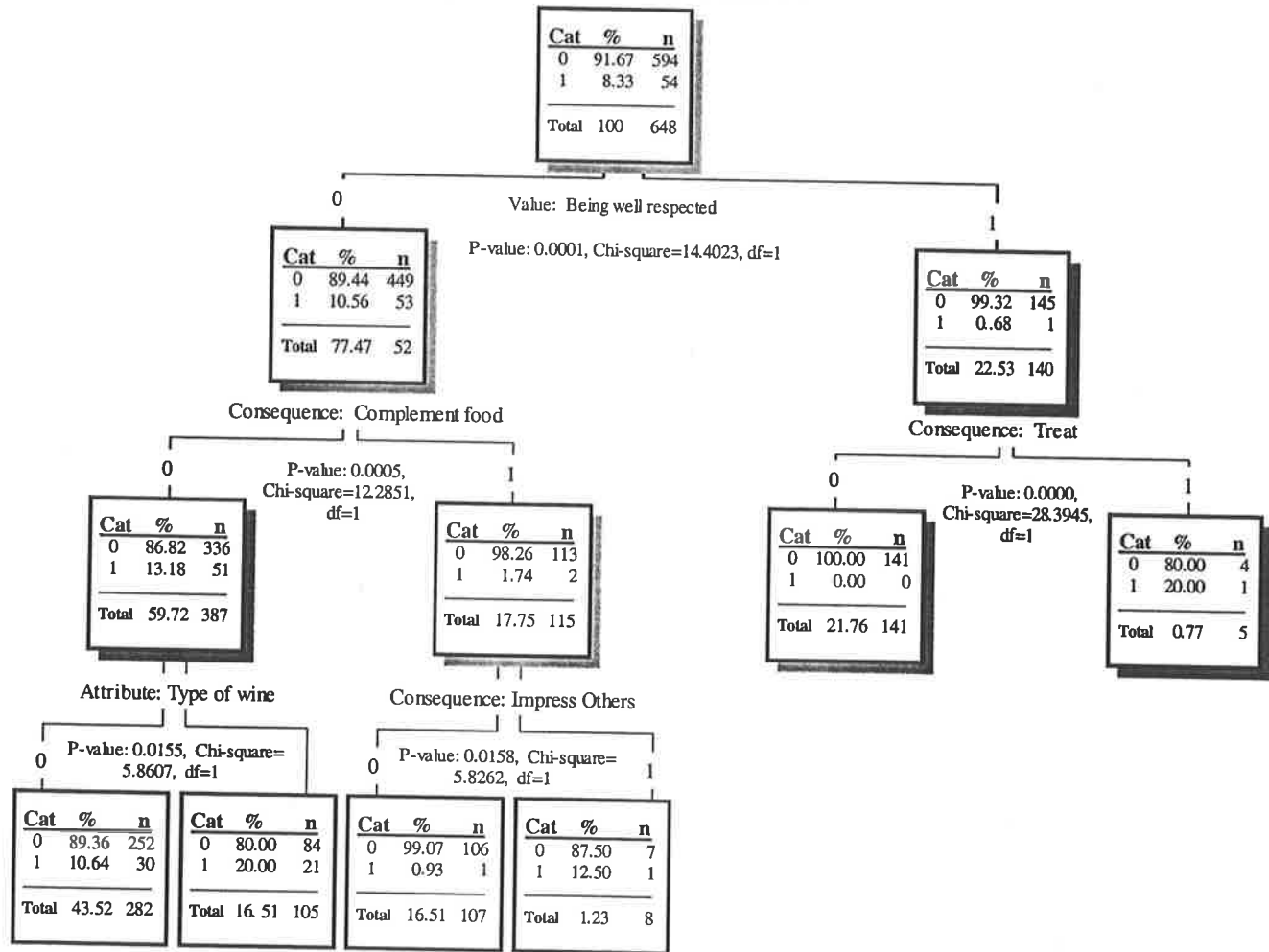
Finally as a result of the second division a third division occurs using the third most significant variable, a consequence ‘Impressing others’ or for those who had given a negative response to complementing food and wine the importance of the intrinsic attribute ‘type’ of wine is noted. Following this division, inspection of these terminal nodes revealed that they account for 20% and 12% of the nodes respondents respectively.

When considering a ‘casual drink with friends’ the CHAID process highlights the fact that 98% of those purchasing wine are doing so not in order to be ‘well respected’, nor are those in this segment concerned with ‘complementing food’ (98%) or trying to ‘impress’ others (98%), but almost 40% of those who are having a ‘casual drink with friends’ do consider characteristics of the wine in particular the “type” of wine that they will choose for this particular occasion. It is these factors that could be highlighted by marketers when trying to position a product for this type of occasion. That is when having a casual drink with your friends it is not about being ‘well respected’ or ‘impressing’ others however, the “type” of wine is still an important consideration.

In summary, the analysis of the occasion of having a 'casual drink with friends' using CHAID identifies that a value is the best predictor of wine purchase for this occasion. The value of 'being well respected' is identified as the best predictive variable. The value of 'being well respected' is recognised as the most important of the five predictor variables identified in this analysis. However, the value identified here is presented from a negative perspective and highlights that 98% of respondents are drinking wine on this occasion not for the motive of 'being well respected'. 'Being well respected' is also an important interactive predictor with the consequences of complementing food, impressing others and the attribute relating to the 'type' of wine. However, the latter two consequences of complementing food and impressing others provide an inverse relationship in the predictive equation. This information is of more limited use to the marketer, as it identifies what the consumers are not trying to obtain rather than what they are. This analysis confirms the importance of higher order values in the selection of wine for the occasion of a 'casual drink with friends'. It should also be noted that these results support the findings obtained in the means-end chain analysis in Chapter 6. In Table 6.6 (p. 190), the value of 'being well respected' and the consequences of complementing food and impressing others were seen to have little positive influence on the wine purchase. However, the attribute of 'type' of wine is identified as the most dominant attribute relating to wine choice for a 'casual drink with friends'. While this CHAID analysis may provide some valuable insights in the production of promotional strategy, it is of more limited use in the development of an overall marketing strategy and further investigation of this occasion would be required to do so.

Figure 8.4: CHAID Tree for Casual Drink with Friends

Casual Drink with Friends



8.5.5 Business

With the 'business related' occasion, 73 respondents had purchased wine for this occasion. The most important factor discriminating between those who purchased wine for a 'business related' occasion and those who did not, was the value, "being well respected" ($p=.0000$. chi square 41.1, $df=1$). Another value 'security' differentiates between those whose ladder had the value, "being well respected" and who did not. A consequence, 'avoiding negatives' in this case, discriminates between those who had the value, 'security' and those who did not. Inspection of the terminal nodes reveals that they account for 47.8% and 28.6% of the nodes respondents respectfully.

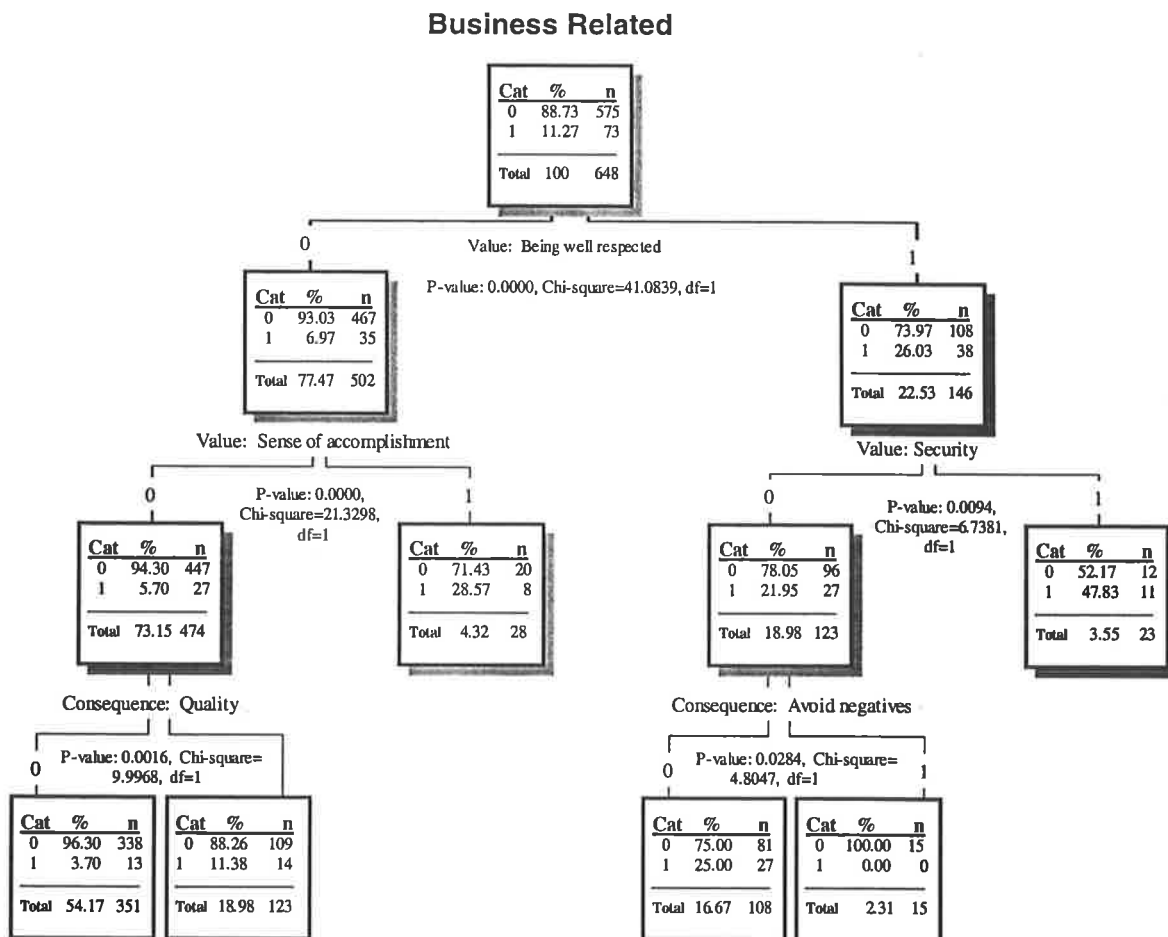
When considering the managerial implications with regard to the segmentation opportunities provided by the CHAID analysis for those attending a 'business function', it is apparent that two specific sub-groups, that have somewhat different motives and different benefits that they require from the wine that they will purchase are evident.

Of the 73 persons who have purchased wine for this occasion 52% (38) are mainly concerned about the wine assisting them to be 'well respected', while 30% of this segment is also concerned with the value of 'security'. In contrast to this the other 48% of respondents are not motivated by being 'well respected' at a business occasion, while almost one quarter of this group gain 'a sense of accomplishment' through the influence of the wine and the occasion. Having a 'quality' wine is a strong influence relating to 40% of the group also. Therefore, in developing a strategy to focus on this segment, marketers would be required to have a two-pronged positioning strategy that incorporates being 'well respected' and overcoming the insecurity and perceived 'risks' associated with wine purchase, highlighted by the sub group. While incorporating a 'sense of accomplishment' and 'quality' characteristics of the wine for the second subgroup.

In summary, the analysis of the occasion of a 'business function' using CHAID identifies that a value is the best predictor of wine purchase for this occasion. The value of 'being well respected' is identified as the best predictive variable. The value of 'being well respected' is recognised as the most important of the five predictor

variables identified in this analysis. It is the most important positive predictor of wine choice representing a segment of 52%. This equates to a substantial segment and therefore provides valuable insights for potential marketing strategy relating to this occasion. The value of 'being well respected' is also an important interactive variable with the value of 'security' and the consequence of avoiding negatives. This analysis confirms the importance of higher order values in the selection of wine for the occasion of a 'business function'. It should also be noted that these results support the findings obtained in the means-end chain analysis in Chapter 6. In Table 6.7 (p. 180), 'being well respected' and 'security' are identified as the most dominant values relating to wine choice for a 'business function'.

Figure: 8.5 CHAID Tree for Business Related Occasion



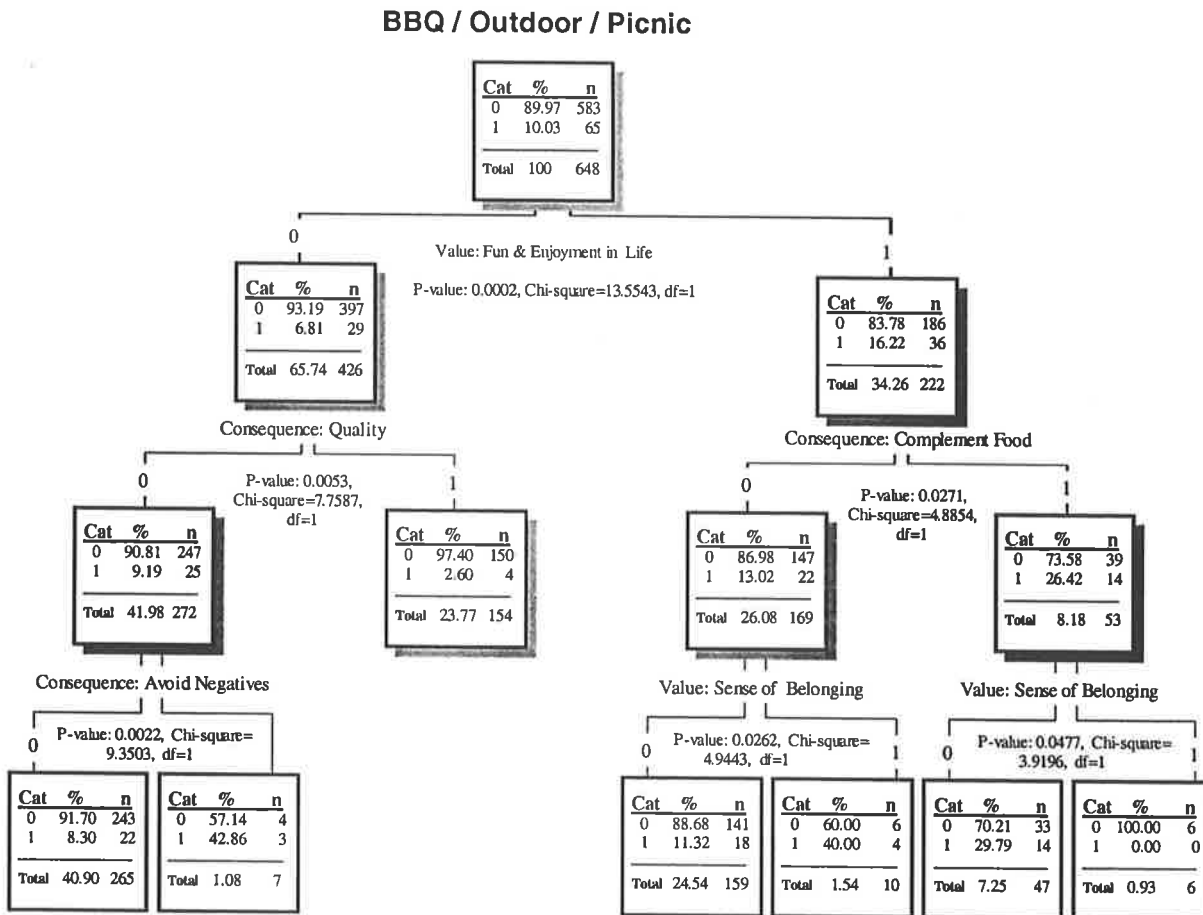
8.5.6 Barbecue

When considering wine purchases with regard to a 'barbecue', 85 respondents had purchased wine for this occasion. Figure 8.6 shows the 'barbecue' occasion to also result in a value being the segmenting variable between those that consumed wine for this occasion and those who did not. 'fun and enjoyment' was the value most related to this occasion ($p=.0002$, chi square=13.6, $df=1$). It is followed by the consequence, 'complement food'. An inspection of the terminal nodes reveals that they account for 42.0% and 40.0% of the nodes respondents respectfully.

When considering wine purchases with regard to a 'barbecue' a large segment is identified by the CHAID algorithm, that use the wine and the occasion to attain 'fun and enjoyment', reflecting 55% of respondents. To ensure that the wine 'complements the food' is seen as important by 39% of this group. In targeting this segment marketers can highlight the relationship between wine, having 'fun and enjoyment' and 'complementing the food' with an appropriate wine.

In summary, the analysis of the occasion of a barbecue function using CHAID identifies that a value is the best predictor of wine purchase for this occasion. The value of having 'fun and enjoyment' is identified as the best predictive variable. The value of having 'fun and enjoyment' is recognised as the most important of the six predictor variables identified in this analysis. It is the most important positive predictor of wine choice representing a segment of 55%. This equates to a substantial segment and therefore provides valuable insights for potential marketing strategy relating to this occasion. The value of having 'fun and enjoyment' is also an important interactive variable with the value of a 'sense of belonging' and the consequence of complementing food. This analysis confirms the importance of higher order values in the selection of wine for the occasion of a 'barbecue'. It should also be noted that these results support the findings obtained in the means-end chain analysis in Chapter 6. In Table 6.2 (p. 137), having 'fun and enjoyment' and 'sense of belonging' are identified as the most dominant values and to 'complement food' was also identified as a dominant consequence relating to wine choice for a 'barbecue'.

Figure 8.6: CHAID Tree for BBQ or Outdoor Picnic



8.5.7 Eating with Family

8.5.7.1 Family

When considering the occasion of 'Eating with family,' 82 respondents had purchased wine for this occasion. The most important factor discriminating between those who purchased wine to drink with family and those who did not, was the attribute of 'alcohol content' ($p=.0001$, chi square 16.1, $df=1$).

With regard to eating with family, it is apparent that for most consumers involved with this occasion that the 'alcoholic content' of the wine is not a driving force in wine purchases when eating with family, as 84% of such respondents are not classified into the affirmative segment. Wine for a 'family dinner' is also not heavily focussed on the value of 'fun and enjoyment' with only 15% of this group being characterised by this value. However, the occasion is more influenced by the desire to attain the personal value of 'warm relationships', which reflects 33% of this segment. An inspection of the terminal nodes reveals that they account for 26.7% and 18.8% of the nodes respondents respectfully.

When focusing in on this segment marketers can highlight the fact that wine is not used as a vehicle for just getting drunk, however, there is some evidence about the aspect of fun, but an inherent driver of this occasion is that wine helps reach the desired end state with families that revolves around the value to have 'warm relationships' with family members.

In summary, the analysis of the occasion of eating with family using CHAID draws attention to the fact that the most dominant factor identified for this occasion is presented from a negative perspective and highlights that 84% of respondents are not drinking wine on this occasion because of the 'alcohol content'. However, the values of having 'fun and enjoyment', having 'warm relationships' with family members and a 'sense of belonging' with family members are seen as important positive interactive variables along with the negative influence of 'alcohol content'.

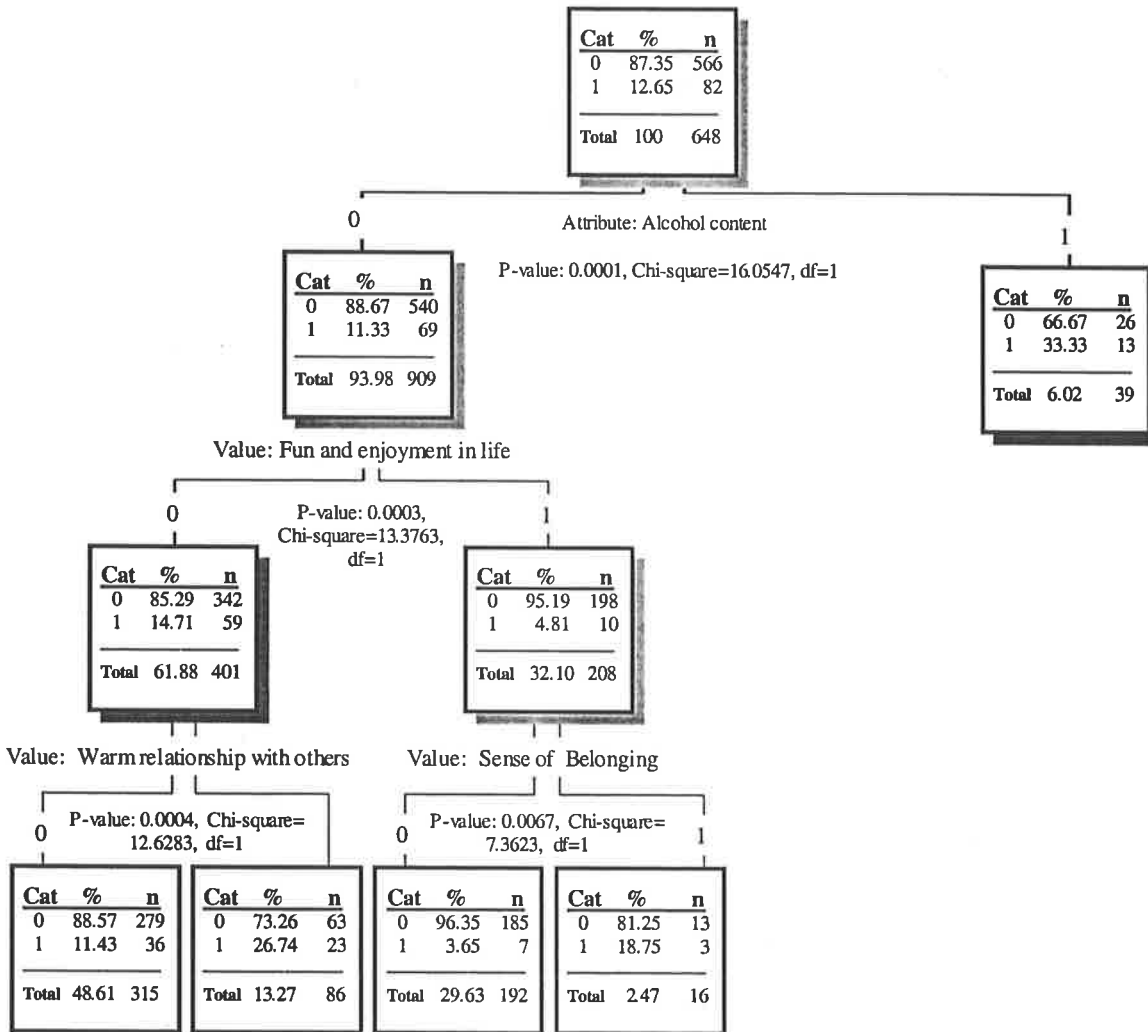
The information provided in this analysis is of more limited use to the marketer, as it identifies the most dominant variable from the perspective of what the consumers are not trying to obtain rather than what they are. However, the values of having 'fun and enjoyment', having 'warm relationships' with family members and a 'sense of belonging' with family members provides valuable insights for potential marketing strategy regarding what are the most important considerations relating to wine choice on this occasion.

This analysis confirms the importance of higher order values in the selection of wine for the occasion of eating with family. It should also be noted that these results support the findings obtained in the means-end chain analysis in Chapter 6. In Table 6.1 (p. 123), the values of having 'fun and enjoyment', having 'warm relationships' and a 'sense of belonging' and 'being well respected' were identified as the most dominant values, while the attribute of 'alcohol content' was seen to have little positive influence on the wine purchase.

While the CHAID analysis for this occasion may provide some valuable insights in the development, of an overall marketing strategy it is of more limited use than that found on other occasions and further investigation of this occasion would be required.

Figure 8.7: CHAID Tree for Eating with Family

Eating with Family



8.5.8 Eating with Friends

When considering the occasion of 'Eating with friends' 139 respondents had purchased wine for this occasion. The most important factor discriminating between those who purchased wine to eat with friends and those who did not, was the consequence of 'Complementing the food' ($p=.0000$, chi square 17.1, $df=1$). Two distinct sub groups are evident with regard to this segment. The importance of food dominating the choice of wine is reflected by one third of respondents. However, 80% of this group are not concerned with purchasing a 'value for money' wine in order to 'complement the food'.

The second group is made up of 67% of those eating with friends. This group is not concerned with 'complementing the food' and the wine. However, they are concerned with the value of being 'well respected' (40% of group) and trying to 'impress' (17%). An inspection of the terminal nodes reveals that they account for 80.0%, 21.4% and 30.6% of the nodes respondents respectfully.

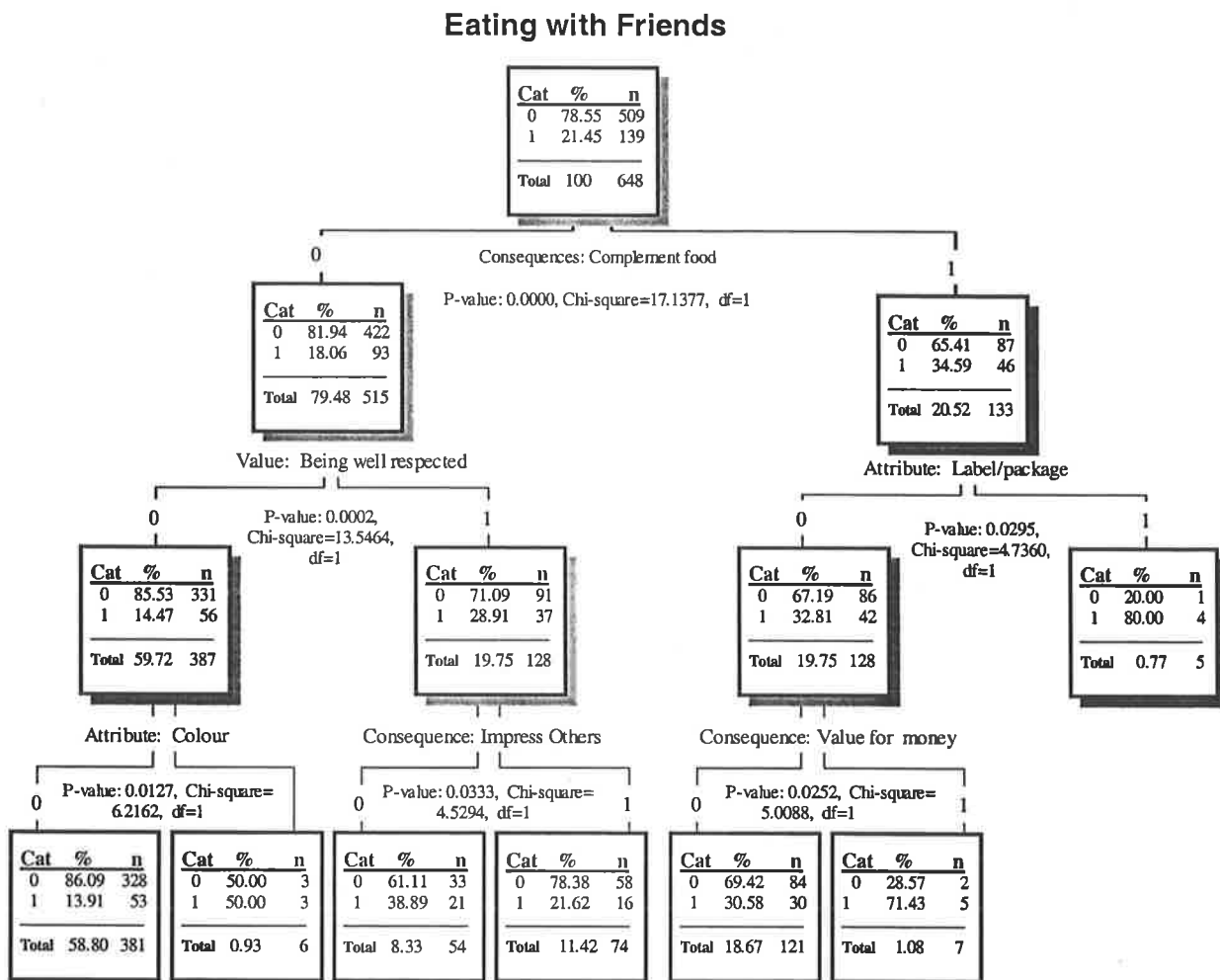
In targeting this segment neither of the two groups wants a 'value for money' wine, but the first group is willing to pay in order to obtain a wine that will 'complement the food' and the second group would prefer a wine that will ensure that they attain the personal value of being 'well respected' and will 'impress' others which they are sharing the occasion with. It is these themes that need to be highlighted in targeting products for this segment.

In summary, the CHAID analysis has produced two distinct segments in this analysis. One segment, which represents 43% of respondents, is primarily concerned with complementing the food with a suitable wine. The remainder of those purchasing a wine for this occasion are driven in the purchase of wine for this occasion by the value of 'being well respected', which interacts with the consequence of impressing others.

This analysis supports the findings obtained in the means-end chain analysis in Chapter 6. In Table 6.3(p. 149), where 'being well respected' was identified as the most dominant value and to 'complement food' and 'impressing others' were also

identified as a dominant consequence relating to wine choice for the occasion of a 'dinner with friends'. However, in this case the CHAID has not only supported the means-end chain analysis but significantly enhanced its applicability from a practical marketing sense by recognizing the dual segmentation opportunities.

Figure 8.8: CHAID Tree for Eating with Friends



8.6 Summary, Discussion and Applications

It can be observed that a different combination of variables is presented to segment each occasion with a personal value associated with each of the occasions. A summary of the combination of variables developed by the CHAID analysis for each occasion is presented below.

Intimate Dinner: 'Warm relationship with others', 'self-fulfilment', 'complement food'.

Party: 'Fun and enjoyment' in life, 'complement food', 'self-fulfilment', 'quality', impress, 'avoid negatives'.

Drink by self: 'Self-fulfilment', 'mood enhancement', 'value for money'.

Casual drink with friends: 'Being well respected', 'complement food', 'impress others', 'type' of wine.

Business: 'Being well respected', 'security', 'avoid negatives', 'sense of accomplishment', 'quality'.

Barbecue: 'Fun and enjoyment', 'complement food',

Eating with family: 'Alcohol content', 'fun and enjoyment', 'warm relationship with others'.

Eating with friends: 'Complement food', 'value for money', 'being well respected', impress.

The results of the investigation using CHAID to develop segments from wine drinking occasions and associated means-end chains has shown that higher order personal values are either the best discriminator between many of the different occasions, or if not the best discriminator, a value is highlighted in the set of variables produced by the CHAID algorithm to segment the particular occasion. This adds to the knowledge that values can be used for segmentation (Kahle 1986, Muller 1989, 1991, Kamakura and Mazzon 1991, Kamukakura and Novak 1992, Blamey and Braithwaite 1997, Jago 1998). This work extends this usage to situations rather than individuals. Research on wine has shown that the same person often buys low 'priced' and high 'priced' wines (Lockshin and Spawton 2001).

We are better able to account for the fact that the same person often purchases different products by associating the purchase with different usage occasions. Contrary to previous situation research, which focused on the product attributes and situation for segmentation (Green and Rao 1972, Belk 1974, Srivastava, Shocker, and Day 1978, Srivastava 1980, Dickson 1982), this analysis has found that personal values are a better predictor of many usage situations.

The same person typically has multiple terminal values (Kahle 1983), but the importance of each in driving product choice changes with the situation.

This analysis groups consumers' means-end chains according to the consumption situation, and revealed that means-end chains can be used in a CHAID analysis to create the segments; and finally, that personal values are a most useful segmenting variable across the different usage situations.

The results displayed within the CHAID tree can now be used for two purposes. Firstly, if the objective of this research was to target consumers for each of the occasions it would be possible to profile the respondents represented within these nodes for each specific occasion in order to devise a targeting strategy as these nodes provide the greatest probability of reaching the consumers for each occasion. On the other hand if the objective of this research was to identify the variables that most significantly discriminate between those consumers' wine choice for a particular occasion and those that do not, the tree clearly highlights the dominance of the various values for each occasion which are of primary significance as well as most relevant consequences and attributes. It should be noted that the CHAID analysis is provided as an example that occasion based segmentation of a value oriented nature utilising qualitative, means-end data is feasible. As has been noted it is not the goal of this thesis to present a detailed segmentation analysis and strategy, however, to present the possibility.

CHAPTER 9

SUMMARY, CONCLUSIONS, APPLICATION and LIMITATIONS

9.1 Introduction

The following summary examines the research questions developed in this thesis which relate to the attributes, consequences and values associated with wine choice and identifies how these factors vary across consumption occasions according to the models, constructs and research questions proposed.

In accordance with the aims of the thesis, this research has addressed the following research questions, which are provided initially with a short summary statement below and are considered in more detail in the body of the Chapter.

How do consumption occasions influence the consumer purchase decision process?

Consumption occasions have been shown to have a major influence relating to the attributes, consequences and values associated with product choice

- **What is the effectiveness of means-end chain analysis for gathering information on product choice and the influence of consumption occasion (i.e. Gutman's conceptual means - end framework)?**

The means-end chain has been shown to be an effective method for gathering information on product choice and gauging the influence of occasion upon choice. The effectiveness of situation in Gutman's means-end framework has been confirmed.

What is the impact of personal values on wine choice and the relationship of personal values with different consumption occasions?

An important finding in this research relates to the role that personal values play in product choice selection for different occasions. It was evident that a different combination of values influenced the purchase of wine for each of the consumption occasions investigated.

How do the factors that influence wine choice vary according to the consumption occasion?

A detailed investigation of a variety of wine consumption occasions has shown that the influence of attributes, consequences and values related to wine choice varies across different consumption occasions?

Is the influence of occasion in the conceptual framework of Olsen and Thach (2001) relating to wine consumer behaviour plausible?

The importance of occasion in the conceptual framework of Olsen and Thach (2001) relating to wine choice has been considered to be feasible. The importance of the identified attributes has been shown to vary depending on the consumption occasion. The importance of various motives identified through the interaction of attributes, consequences and values also varies depending on the consumption occasion. However, the direction of influence relating to the interaction of motives, attributes and occasions, as presented in the model is questioned and is discussed in detail below.

What is the suitability of using consumption occasion as a segmentation base and is CHAID an effective form of analysis in understanding consumer choice when using means-end chain procedures?

CHAID analysis supported the qualitative findings to highlight the opportunities for occasion based, value oriented segmentation.

9.2 Means-end Chain model

It has been suggested that the means-end orientation provides linkages between attributes, consequences produced through consumption, and personal values that underlie the consumer decision-making process. It has also been proposed that

Gutman's (1982) means-end framework provides a research paradigm to examine the linkages between personal values, consequences and product attributes in different situational contexts (Howard, 1977, Vinson, Scott, and Lamont, 1977, Gutman, 1984, Bayley 1998, Botschen 1999, Vriens and Hofstede 2000, Deeter-Schmelz 2002). The following research questions investigated these propositions.

Figure 9.1 presents the conceptual model developed by Gutman (1982). It is in light of this model that the research questions were developed and interpreted.

Figure 9.1: Conceptual Model for Means-end Chain (Gutman 1982)

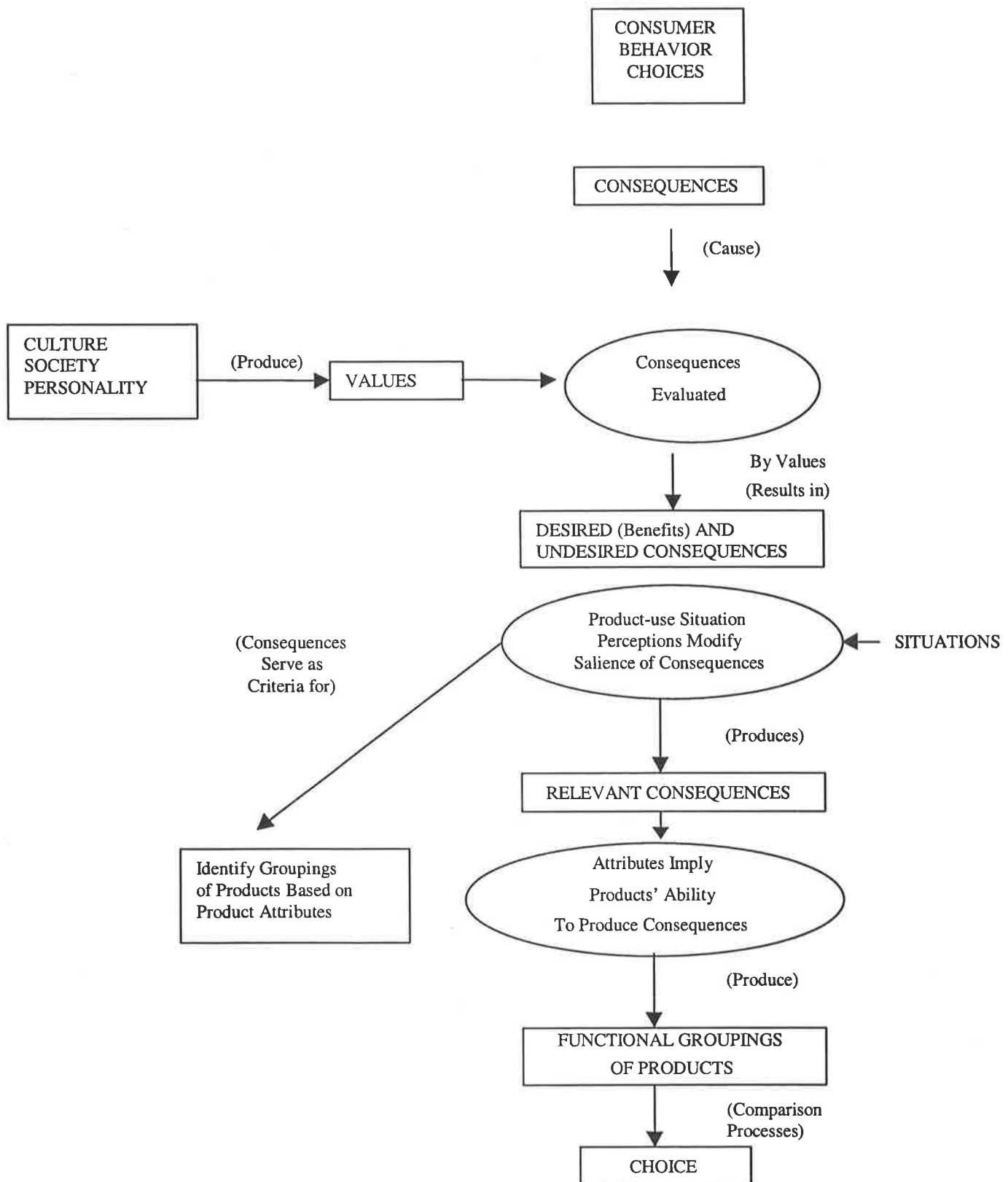


Figure 9.2 indicates how this model has been operationalised in this study to investigate the influence of consumption occasion on wine choice. The occasions identified for wine consumption are an 'intimate dinner', a 'dinner with friends', a 'dinner with family', a 'business related' dinner, an 'outdoor function' such as a 'barbecue' or 'picnic', a 'party' or 'celebration', a drink by 'oneself', or a 'casual drink with friends'. In the course of analysis, discussion and comparison of choice factors on these occasions has been undertaken. The occasions were further subdivided into those with and without food for further discussion and interpretation. A 'party', a drink by 'oneself' and a 'casual drink with friends' were the occasions without food and the remainder involved occasions with food.

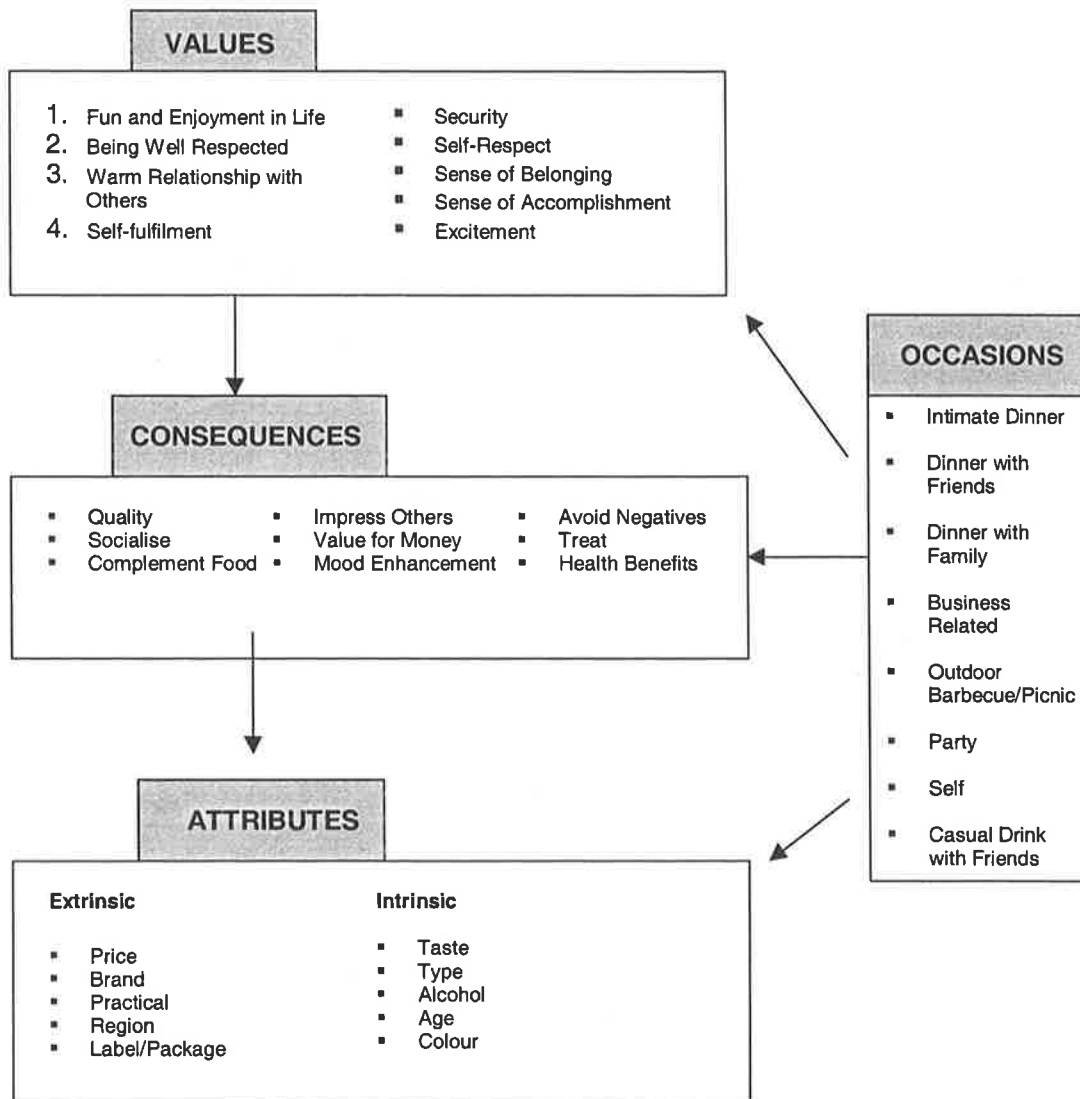
The consequences identified and utilised in this study are the 'quality' of the wine, the ability of the wine to 'impress others', choosing a wine that would overcome perceived risks and avoid the possible negatives related to an inappropriate purchase. A further consequence of the wine was its ability to serve as a catalyst in socialising with others present at the occasion. The fact that the purchase represented a 'value for money' purchase was considered an important consequence by respondents. On some occasions purchasing a particular wine was regarded as 'treat' to be consumed or shared. An important factor identified in the literature and by respondents was that the wine purchased would complement the food on the occasion. To many on both social and personal occasions a benefit of wine is seen as 'mood enhancement' as is the fact that wine can provide 'health benefits'.

Both extrinsic and Intrinsic attributes are used in wine selection and those used in this study include the extrinsic attributes of 'price', 'brand', 'practicality', 'label' and package and the intrinsic attributes of 'taste', 'type', 'region', 'alcohol content', 'age' of the wine and 'colour' of the wine.

Kahle's List of Values was used to identify the values that respondents presented as important influences on their wine choice for the particular occasion. The list of values is composed of 'fun and enjoyment', 'security', 'being well respected', self-respect, a 'warm relationship with others', a 'sense of belonging', 'self-fulfilment', a 'sense of accomplishment' and 'excitement'.

It should be noted that relevant literature relating to the selection of these attributes, consequences and values and their importance in the wine decision process is presented elsewhere in the thesis including Chapter 2 the Literature Review and Chapter 4 the Methodology.

Figure 9.2: Means-End Chain and the Influence of Occasion, Operational Variables in this study



Gutman's Means - End Chain Model

Gutman's (1982) means-end chain model is an effective paradigm for measuring the effect of situations on the purchasing process. This has been interpreted using hierarchical value maps produced for each occasion. This implies that factors relating to wine choice varies depending on the consumption occasion. In particular the attributes, consequences and values relating to wine choice have

been investigated for each occasion.

When one investigates the 28 sub-categories relating to wine choice, that is the influence of each of the identified attributes, consequences and values associated with research question one, it is evident that the influence and relative importance of the attributes, consequences and values associated with wine choice does in fact change according to the consumption occasion. The operational structure of the means-end chain analysis has permitted this message to be clearly transmitted by respondents. The methodology has not only been useful in identifying the different factors which influenced the choice on each occasion but also through its qualitative nature was able to reveal the different roles that a particular variable performed on a different occasion. For example the influence of 'price' was identified as being important at both a 'business function' and a 'barbecue' however, the in-depth probing associated with means-end chain analysis revealed that very different values were associated with this attribute and therefore the consequence / benefit preferred by the respondents was very different for the two occasions. The research has supported and confirmed Gutman's contention of the role and influence of occasion in the means-end chain theoretical model and in so doing has shown that Gutman's (1982) means-end chain model is an effective paradigm for measuring the effect of situations on the purchasing process

9.3 Olsen and Thach Conceptual Framework

Olsen and Thach (2001) present a conceptual framework for understanding consumer behaviour with regard to wine purchasing and consumption. The framework encompasses, motivating factors, product attributes and situational factors, which have been investigated in this study. A goal of this thesis was to confirm the influence of occasion in the conceptual framework. Figure 9.3 shows how these three domains are proposed to interact. Figure 9.4 highlights how the investigation and evaluation of the interaction of these domains has been achieved in this study.

The specific components of the research question were to investigate if the importance of the identified attributes vary depending on the consumption occasion and if the importance of various motives identified through the interaction of attributes, consequences and values vary depending on the consumption occasion.

Figure 9.3: A Framework for Understanding Consumer Behaviour and Wine, Domains of Motivation, Attributes and Situation (Olsen and Thach 2001, p. 125)

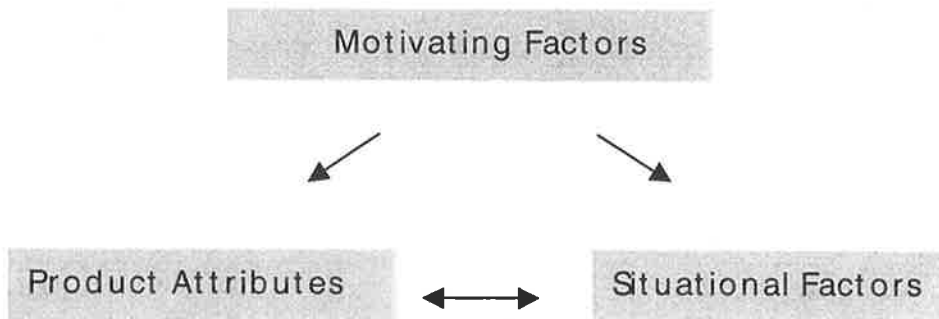
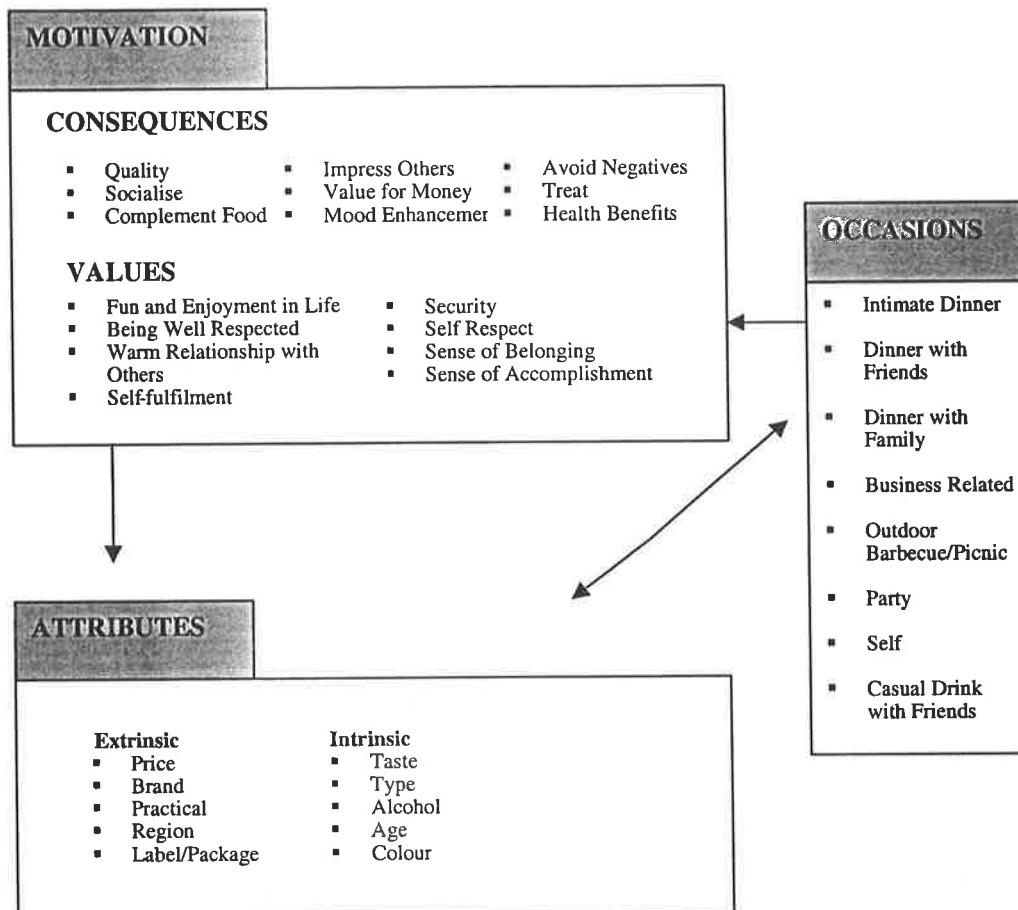


Figure 9 4: Olsen and Thach Conceptual Framework, Domains of Motivation, Attributes and Situation; Operational Variables in this Study



The following discussion provides a response to the research questions relating to this model.

The importance of the identified attributes varies depending on the consumption occasion?

The importance of the various attributes has been discussed in Chapters 5, 6 and 7. This research concludes that the dominant attributes relating to wine choice are 'price', 'taste' and the 'type' of wine, however, the influence that each has varies according to the occasion. The qualitative research highlights why and how the attribute is important and varies according to the occasion.

The importance of various motives identified through the interaction of attributes, consequences and values varies depending on the consumption occasion.

The importance of the dominant consequences and values are discussed in detail in chapters 6 and 7 and their combination has been shown to be important in consumer decision making with regard to wine and to vary according to consumption occasion.

Do consumer values impact on 'type' of wine purchased?

The importance of the 'type' of wine chosen is a dominant attribute for all occasions however, as the dominant values varied according to the consumption occasion this impacted on the 'type' of wine chosen and the benefit that would be obtained through its consumption on different occasions.

What is the impact of occasion on the 'type' and 'price' of wine purchased?

The impact of 'type' has been discussed above and as discussed in detail in chapters 6 and Chapter 7 'price' was a dominant attribute on all occasions however, as the dominant values varied according to the consumption occasion this impacted on the 'price' of wine chosen and the benefit that would be obtained through its consumption. For example at a 'barbecue' 'price' was considered in relation to a 'value for money' wine for a casual occasion while at 'business function' it served to purchase a 'quality' wine that led to the value of 'being well respected'

What types of social settings promote the consumption of wine?

A variety of social settings were discussed by respondents. It is apparent that wine is consumed over a broad range of occasions, these were categorised post hoc for this study. The important aspect however, was that a different combination of motives and attributes are important for different consumption occasions

Is the influence of occasion in the conceptual framework of Olsen and Thach (2001) relating to wine consumer behaviour plausible?

The influence of occasion is a dominant consideration in the choice of wine. The

occasion influenced motives to drink wine and the preferred attributes associated with the wine. However, the way in which the model is presented by Olsen and Thach (2001) is **NOT** plausible. There are four links presented in the model. The validity of two of these is questioned by this research.

1. Motivational Factors influence situation characteristics. This is not found to be the case in this research. The situation that the wine is to be consumed in determines the importance of the motivating factors. 'Fun and enjoyment' is a dominating value and consideration when the wine is to be consumed at a 'barbecue'. At a 'business function' the characteristics of the occasion make the dominant value to be considered as "being well respected". An argument could be developed about whether motives influence situations or vice-versa. It could be suggested that people putting themselves into certain situations are the result of motivations. For example, a consumer will be motivated to offer his/her boss a dinner 'party' and in turn this situation will motivate certain wine purchase and consumption behaviour however, overall the dominant value of "being well respected" will dominate the choice of wine for this occasion.
2. Motivational Factors influence the importance of product attributes. This has been discussed and confirmed in the research.
3. A two-way arrow is presented between product attributes and situational factors. This suggests two links; one that suggests that the importance of product attributes is influenced by the consumption occasion. This link has been discussed in detail in the thesis and confirmed. However, the link that suggests product attributes have an influence on factors pertaining to the consumption occasion is questionable and not confirmed in this research.

Olsen and Thach (2001) state that

'A conceptual framework can facilitate our understanding of the sequential steps that lead consumers...a conceptual framework has been missing from the body of wine literature.' (p. 123)

This research is not questioning the importance of a need for a conceptual framework or the domains used to create the conceptual framework. However, the

order and direction of the sequential steps are not supported by this research or by the literature.

In order to understand these concerns a review of some of the theoretical underpinnings relating to situation is required. A situation has been defined as a discrete time and place occupied by one or more persons and entails all of those factors particular to a time and place of observation which have a demonstrable

and systematic effect on current behaviour (Belk 1974a, Quester 1998). The important aspect to note here is that factors in the situation affect behaviour. Frederiksen (1972) defined consumption situations as social surroundings, physical surroundings and task definition; a situation is not only bounded in time and space but also is defined by a complete sequence of behaviour or an action pattern that urges people to perceive some situational needs (Barker 1968, Lai (1991). Leek, Maddock and Foxall (2000) suggest that the consumer situation is the point in time and space at which a particular consumption history and a specific consumer setting intersect, providing opportunities for the individual to gain from purchasing, consuming or avoiding either or both of these actions and their consequences. The consumer's consumption history refers to their previous buying behaviour for the product concerned, and its positive (rewarding or reinforcing) and negative (punishing or costly) outcomes. The consumer behaviour setting: experience and its consequences transform the social and physical stimuli that comprise the setting into cues for a particular consumer. The situation provides cues that impact upon the learning history of the individual which therefore influence the motivation and attributes that are seen as appropriate for the particular consumption occasion.

Olsen and Thach (2001) provide the following examples and explanations to substantiate their view on how motivations can influence occasions

'Motivations also can influence the occasions and social setting where the wine is consumed or what we refer to as situational factors.....Occasions for drinking wine are influenced by national cultures. Indeed an Australian study illustrates that Asians who hold strong cultural values of prestige and respect, prefer higher priced wines to drink publicly (Handley and Lockshin 1998)...When drinking in a group setting consumers tend to engage in more variety seeking behaviour' (p. 126).

However, with these explanations the authors are providing examples of how cues produced by particular consumption occasions impact upon the consumers' learning history, to purchase a particular wine that will produce desired consequences and support preferred values in a given consumption occasion.

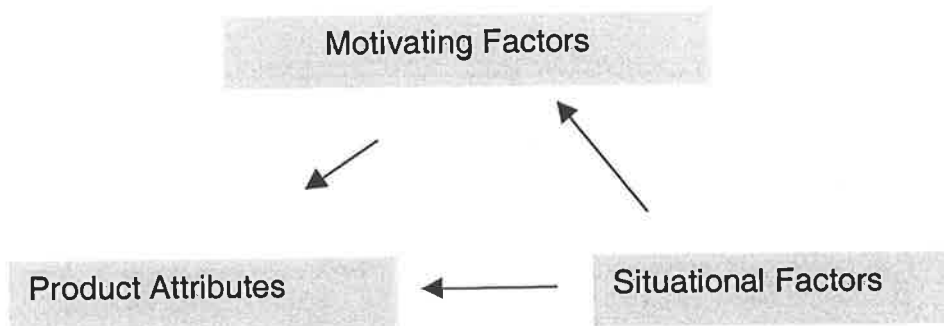
Olsen and Thach (2001) appear to have the correct interpretation when they suggest that

'The occasion and the social setting variable is a very important one and drives very explicit consumer behaviour for wine.' (p. 126)

However, this is somewhat contradictory to the order of behaviour that the model is implying and perhaps requires further explanation by the authors.

A suggested alternative way of considering a conceptual framework for wine consumer behaviour is suggested below. The domains in the model are considered appropriate, however, the order of influence of these domains has been changed to incorporate the theoretical explanations discussed and the findings of this research.

Figure 9.5: An Alternative Framework for understanding consumer behaviour and Wine, Domains of Motivation, Attributes and Situation adapted from Olsen and Thach (2001, p. 125)



9.4 Discussion of Attributes, Consequences Values and Occasions

The following discussion summarises how each of the attributes, consequences and values was influenced by occasion. The discussion also summarises the dominant influences relating to each occasion. In so doing the importance and influence of occasion in Gutman's means-end chain model and Olsen and Thach's theoretical framework is presented.

9.4.1 Attributes

One of the key factors in the successful marketing of wine is the identification of what is important to the consumer (target market). In the first instance, this is likely to involve gauging the effects of more immediate influences such as the attributes of wine. This study set out to investigate the perceived importance of these attributes and to evaluate the connection between attributes and the occasion on which wine is consumed (Olsen and Thach 2001, Hall and Lockshin 2000, Gutman 1982, Reynolds and Gutman 1988, Valette-Florence and Rappacchi 1991).

It was found that the factors, which motivate consumers to purchase wine, are strongly influenced by the consumption occasion. This research concludes that the dominant attributes relating to wine choice are 'price', 'taste' and the 'type' of wine, however, the influence that each has varies according to the occasion.

Whilst it is acknowledged that previous studies in marketing have also found 'price' and a variety of product attributes to be important, the innovation in this study is the uncovering of the linkage between attributes and the occasions on which wine is consumed. When we actually listen to consumers describe their choice behaviour we clearly identify that each attribute is interpreted through the needs of the particular consumption occasion and that the product choice also reflects who else might be present and their relationship to the purchaser.

It is concluded that consumers do choose wine based on the attributes of the product. However, the choice is filtered through the intended consumption occasion and the others who might participate. By investigating the subtle differences in consumers' perceptions of the factors that influence them to purchase wine on specific consumption occasions the research has uncovered a layer of richness beneath the typical reliance on 'price', 'taste', and 'type' of wine which allows for the better focusing of marketing efforts.

The following summary relates to a discussion of the relationship between product attributes and occasion, and investigates the effect that occasion has on the influence of these attributes on product choice. The attributes identified were: 'taste', 'price', 'type', 'brand', 'label/package', 'practicality', 'alcohol content', 'region', 'age' and 'colour'.

The influence of each attribute is considered specifically in more detail in the following discussion

9.4.1.1 Taste

The issue of 'taste' is of particular importance because the intrinsic attributes were considered to be important across all occasions and was the most dominant attribute identified by respondents. The level of importance peaked at 50.8% for an 'intimate dinner' and rated above 40% for all other occasions.

'Taste' was regarded as an essential attribute of wine that needs to satisfy the various preferences of those consuming it. 'Taste' was also found to be an indicator of a 'quality' product that will 'impress others'. This was important for most

consumption occasions but was seen as particularly important with regard to a 'dinner with friends'; 'dinner with family' and at 'business related' events. When considering a 'party' or 'casual drink with friends' wine consumers want something that they can share with friends and enjoy. With regard to a 'barbecue', 'family dinner' or a 'dinner with friends', respondents required a wine with a 'taste' that could be shared and enjoyed with friends and go with the food to be consumed. When having a 'business function' consumers generally wanted a 'quality' 'taste' that satisfied the 'tastes' of all. When sharing an 'intimate dinner', respondents wanted to share a bottle of wine with a 'taste' that they both really enjoyed. When drinking by 'oneself' the 'taste' of the wine was an important component in providing self-satisfaction to the consumer.

9.4.1.2 Price

The 'price' of wine is an important consideration and influence on all occasions. The 'price' of wine purchased for different occasions is influenced by a variety of considerations. The issue of 'price' was the second most dominant attribute. 'Price', however, had a different interpretation and influence on different consumption occasions. The extrinsic attribute of 'price' was important across all occasions and perceived to be most important on 'business related' occasions. At a 'business function' or an 'intimate dinner' respondents indicated that they would be more willing to spend more. On this occasion respondents wanted to ensure that they purchased a 'quality' wine that would enhance their image. While an 'intimate dinner' was regarded as a special occasion and respondents were more willing to spend to ensure that they had an enjoyable occasion. When having a 'dinner with friends' a mid-ranged 'quality' and 'price' was preferred. When having a 'casual drink with friends', a drink by 'oneself', at a 'party' or 'barbecue' or 'family dinner' a more moderate, 'value for money', budget oriented wine was generally considered. Many marketing studies find that 'price' is important; this study has identified that it is important for different reasons and in some cases higher 'prices' are important and in others lower 'prices', and finally sometimes 'price' is not that important

9.4.1.3 Type

The findings in relation to the 'type' of wine show that a great deal of care and consideration is invested in the 'type' of wine chosen. The 'type' of wine to

purchase is obviously an important consideration. Personal preference does impact on this decision however, the influence that the 'type' of wine has on the purchase does vary on different occasions. The 'type' of wine was relatively important on all occasions this was particularly the case for business-related functions and when having a 'casual drink with friends'. The 'type' of wine was the third dominant attribute across all occasions. In choosing the 'type' of wine for a 'business function', for example, it was perceived that the purchaser needs to consider the 'tastes' and preferences of all of those who will consume it rather than just their own. Other factors that affected the choice of wine 'type' were the time of day, whether the wine was perceived to be light or heavy (within the same wine 'type') whether it is to be consumed with food and, if so, whether the 'type' of wine will match the food. Within this framework, the impression that this choice of wine has on others was also important. Matching food with wine was a recurring theme.

Consumers are more concerned with a 'value for money' 'type' of wine for a 'party', having a drink by 'oneself', a 'barbecue', and dinner with the family or when having a 'casual drink with friends'. When having a 'business function' or an 'intimate dinner' a more 'quality' 'type' of wine is chosen where 'price' is less of a consideration. For an 'intimate dinner' the 'type' of wine should be something that the couple can both really enjoy and is special to share. While at a 'business function' the 'type' of wine is a surrogate for the business and the businessperson and therefore needs to enhance their reputation with a 'quality' wine. Matching the 'type' of wine with food is a noted influence on occasions involving food. When sharing with others the preferences of those sharing the wine is also an important consideration.

9.4.1.4 Other Attributes

The importance of the remaining attributes was somewhat less overall than the 'taste'; 'price' and 'type' of wine previously discussed however, it should be noted that the relative importance of each did vary across occasions.

The 'brand' of wine is rated relatively highly across occasions while having most influence with regard to 'business related' occasions (26.3%), a drink by 'oneself' (20.6%) and a 'casual drink with friends' (19.6%).

'Practicality' is mentioned on between zero and 11.8% of ladders and as such has a minor influence across all occasions, however, it is seen to be of some importance for 'barbecues' (10.9%), drink by 'oneself' (11.8%) and 'parties' (10.6%). This may reflect the fact that on these occasions wine casks may represent a 'practical' form of storing and distributing the product.

The 'alcohol content' of the wine has a minor influence across all occasions, but has most influence with regard to a 'dinner with family' (15.8%) and 'parties' (10.6%).

'Region' is mentioned on between 2.9% and 9.7% of ladders and as such has a minor influence across all occasions. It has most impact at a 'business function' (9.7%) and an 'intimate dinner' (9.3%)

'Colour', which is mentioned on between zero and 9.3% ('barbecue') of ladders, and as such has a minor influence across all occasions.

'Age' is mentioned on between 1.6% and 4.4% of ladders had a minor influence across all occasions.

The 'label/package' is mentioned on between 5.5% and 14.4% of ladders and as such has a minor influence across all occasions. It has most impact at a 'party' (14.4%) and a 'dinner with family' (12.1%)

9.4.2 Consequences

In line with previous findings by Olson and Jacoby (1972) and Manyiwa (2002), it emerged that many of the attributes, both extrinsic and intrinsic, were perceived to be indicators of 'quality'. Indeed, 'quality' was the consequence represented on the most means-end chains. To impress, 'value for money', 'socialise', 'quality', 'complement food' and 'mood enhancement' are the dominant consequences identified.

In terms of consequences, the 'quality' of the wine and the social occasion is of major importance in the selection of wine. Clearly, there is a difference in the

manner in which the consumer is influenced on different occasions by the need to have a 'quality' wine and the perceptions as to whether they believe a particular wine will 'impress others'. In many cases this is coupled with the perceptions of what wine is considered to be 'value for money'.

Indeed, 'quality' was represented on the most means-end chains (212). Other important consequences were to 'socialise' (168), 'complement food' (135), 'impress others' (131), achieve 'value for money' (123), and as a means to enhance mood (118). Notably, the issue of 'mood enhancement' was at its highest when drinking alone.

In order to gauge the relative importance of consequences, percentages were calculated in the same way as those derived for attributes. The results of these calculations show that the 'quality' of wine was seen as important across most occasions. Indeed, it was represented on at least 25% of chains for all occasions, peaking at 60.3% for 'business related' functions. Another significant consequence was to 'impress others'. This was considered particularly relevant when associated with 'business related' functions (42.5%). For 'parties' or 'celebrations', however, it was less important (28.8%), and not very important on all other occasions. The consequences of wine selection were also seen as important in order to 'socialise' and this was consistent across a number of occasions. It was also important that the wine 'complement food'. Indeed, on these occasions this factor appeared on between one quarter and one third of chains, while 'mood enhancement' was deemed important when drinking by 'oneself' (36.2%) or when having a 'casual drink with friends' (29.6%).

The following summary relates to a discussion of the consequences identified and explores the relationship between product consequences and occasion, and investigate the effect that occasion has on the influence of these consequences and on product choice, the consequences identified are: 'quality', 'socialise', 'complement food', 'impress others', 'value for money', 'mood enhancement' 'avoid negatives', 'treat' and 'health benefits'.

9.4.2.1 Quality

When choosing a wine the 'quality' of the wine plays an important part in the

decision making process and the importance of the 'quality' of the wine varies on different occasions. The 'quality' of wine is a dominant consequence in the selection of wine for six of the eight occasions. These are a 'family dinner', 'business function', 'party', 'dinner with friends', 'intimate dinner' or a drink by 'oneself'.

'Quality' of wine was seen as important across most occasions. It was least important for a 'barbecue' (14.1%) and a 'casual drink with friends' (17.9%). 'Quality' was represented on at least 26% of chains for all other occasions peaking at 59.7% for 'business related' functions.

When choosing wine for a 'business function', an 'intimate dinner' or a 'party', a wine that creates a positive impression is an important consideration. When having a 'family dinner', 'dinner with friends' or a drink by 'oneself', respondents generally wanted a reasonable 'quality' wine that was not too expensive.

9.4.2.2 Socialise

Wine was regarded as having an important role in helping people to 'socialise' at a 'party', 'barbecue', when having casual drinks with friends or when having a meal with family or friends. 'Socialise' was important across all occasions except when drinking alone, it was particularly influential when having a 'casual drink with friends' (42.9%), a 'barbecue' (39.1%) and a 'party' (34.6%).

9.4.2.3 Complement Food

Consumers regard that when having food it as an important consideration to ensure that the wine and the food complemented each other. This is particularly the case with regard to an 'intimate dinner' (34.4%), a 'barbecue' (32.8%), a 'dinner with friends' (28.4), a 'family dinner' (26.8%), or a 'business function' (23.6%), for these occasions this factor appeared on between one quarter and one third of chains.

9.4.2.4 Impress others

Wine provided a vehicle to 'impress others' it was most important with regard to 'business related' functions (43.1%), 'party/celebration' (28.9%) and moderately important on other occasions except when having a 'casual drink with friends' or

drinking by 'oneself'.

9.4.2.5 Value for money

'Value for money' was a dominant consequence of wine purchases when having a 'casual drink with friends' or having a drink alone. For both of these occasions respondents desired a reasonable wine that was not too expensive. 'Value for money' is of high consideration when drinking by 'oneself' (42.6%) and is mentioned on approximately one quarter of the chains associated with a 'casual drink with friends' (26.8%) and 'barbecue/outdoor function' (23.4%) and has a moderate level of importance on other occasions.

9.4.2.6 Mood enhancement

Wine is used to relax, to help make consumers happy and to generally enhance one's spirits when drinking by yourself or having a 'casual drink with friends'. 'Mood enhancement' appeared most frequently with regard to a drink by 'oneself' (36.8%), 'casual drink with friends' (28.6%) and at a 'party' (20.2%).

9.4.2.7 Avoid negatives

'Avoid negatives' appeared to have relatively minor importance across all occasions. However, its most prominent influence is when having a 'casual drink with friends' (17.9%).

9.4.2.8 Treat

Wine as a 'treat' had its most significant influence with regard to 'intimate dinner's where it registered on 17.1% of chains.

9.4.2.9 Health benefits

'Health benefits' appeared on less than 8% of ladders for all occasions. It is apparent that while 'health benefits' relating to a moderate consumption of wine have been noted in the media and other sources recently this does not seem to be a factor that is influencing wine choice at this stage in this study. However, these factors have been promoted more since the collection of this data and may require further investigation.

9.4.3 Values

The relative importance of the higher order values does vary on different occasions and for each occasion a different combination of dominant values has an overwhelming influence on the perceived value of the intrinsic and extrinsic attributes, and the role that consequences play in the product selection.

The following discussion provides insight into the impact of the values associated with the choice of wine for a particular occasion. It can be observed from this analysis that a different combination of values is the major motivational difference across these occasions. Therefore with regard to values it is important to note that for each occasion a different influence and combination of values are evident. It is concluded that the higher order values make a major difference in terms of product selection on consumption occasions. The most distinctive issue relating to the selection process, however, is the combination of different values for different occasions.

The following summary relates to a discussion of the relationship between product values and occasion, and investigates the effect that occasion has on the influence of these values on product choice the values referred to are:

'Fun and enjoyment' in life, well respected in life, 'warm relationship with others', 'self-fulfilment', 'security', 'self respect' in life, 'sense of belonging', 'sense of accomplishment' in life, 'excitement' in life.

9.4.3.1 Fun and enjoyment

To have 'fun and enjoyment' is a value that has an influence on wine choice on five of the eight occasions. 'Fun and enjoyment' in life is mentioned quite frequently with regard to all occasions but is a particularly important value with regard to 'outdoor/barbecues' (56.2%), 'parties' (51.9%), and casual drinks with friends (50.0%).

9.4.3.2 Being well respected

To be well respected has an important influence on three occasions. 'Being well respected' is referred to on just over half of the chains relating to business occasions (52.8%) and also mentioned on roughly one third of chains relating to dinners with friends (31.2%) and 'parties' (30.8%).

9.4.3.3 Warm relationship with others

To develop 'warm relationships' has an important influence on three occasions. A 'warm relationship with others' obtains a moderate representation on chains relating to 'intimate dinner's (37.5%), family meals (34.2%), and casual drinks with friends (23.2%)

9.4.3.4 Self-fulfilment

'Self-fulfilment' is mentioned on 66.2 % of chains associated with drinking by 'oneself', 21.42% when having a 'casual drink with friends' and 20.3% with 'intimate dinner'. 'Self-fulfilment' has a more moderate representation on other occasions.

9.4.3.5 Security

'Security' is seen to have a moderate level of importance on some occasions. In particular 'business related' (27.8%) and drink by 'oneself' (25.0%).

9.4.3.6 Self respect

Self-respect is mentioned on between 4.4% and 18.1% of ladders and as such has a somewhat minor influence across all occasions. However, it is seen to be of most importance with regard to 'business related' occasions (18.1%), family occasions (15.9%), 'parties' (16.3%) and 'intimate dinners' (14.1%).

9.4.3.7 Sense of belonging

'Sense of belonging' is seen to have a moderate level of importance on some occasions. In particular 'outdoor/barbecue' (17.1%) and 'dinner with family' (17.1%).

9.4.3.8 Sense of accomplishment

'Sense of accomplishment' is seen to have a quite low level of importance on most occasions it has most impact with regard to 'business functions' where it is represented on 12.5% of chains.

9.4.3.9 Excitement

'Excitement' has a low level of importance on all occasions. In some studies researchers have excluded this variable and just included 'fun and enjoyment', which appears appropriate for further studies of wine.

9.4.4 Occasion

The following summary of each occasion highlights the fact that a different combination of attributes, consequences and values is evident for each occasion and that the influence of the dominant values for each occasion has a significant impact on the desired consequences and the way in which the product attributes fulfil these consequences

9.4.4.1 Intimate Dinner

When having an 'intimate dinner' developing a 'warm relationship' is the dominant value this is supported by the value of having 'fun'. On such an occasion the purchaser of the wine wishes to obtain a product that will help them achieve these end states. In order to do this the wine generally needs to be of a 'quality' that they will enjoy and that will make the occasion special for them. The wine should also enhance the food to be consumed. These consequences work towards reaching the end state goal by purchasing a product that embodies the appropriate attributes of 'price' 'taste' and 'type'.

9.4.4.2 Dinner with Friends

For the occasion of having a 'dinner with friends' two values equally share dominance and influence with regard to the wine purchase decision. These are to have 'fun and enjoyment' while at the same time 'being well respected' by others sharing the occasion with them. In order to achieve this desired end state a wine is purchased that 'complements the food', and is able to be shared with friends while providing a social lubricant that assists in the enjoyment of the occasion. A 'quality' product is deemed to be appropriate for this type of occasion. The wine attributes of 'price', 'type' and 'taste' help achieve these goals.

9.4.4.3 Dinner with Family

When having a 'dinner with family' the singularly dominant value is to develop 'warm relationships' with family members. The prime goal of this occasion is to

have a nice time with the family, this is achieved through the wine helping people to 'socialise' by it being of reasonable 'quality' and ensuring that it goes with the food. The wine attributes of 'price', 'type' and 'taste' help achieve these goals.

9.4.4.4 Business Function

When attending a 'business function' to be well respected by others, is the most dominant value desired by those purchasing wine. Purchasing a 'quality' wine that impresses those attending the function provides 'security' and assists respondents in 'being well respected'. The wine attributes of 'brand', 'price', 'type' and 'taste' help achieve these goals.

9.4.4.5 Barbecue/Picnic /Outdoor Occasion

When holding an 'outdoor function' such as a 'picnic' or a 'barbecue' the singularly most dominant value is to have 'fun and enjoyment'. This is achieved by choosing a wine to go with the food, that others will enjoy sharing and serves as a catalyst in the social interaction process. A 'value for money' product is deemed to be appropriate for this type of occasion. The wine attributes of 'price', 'type' and 'taste' help achieve these goals.

9.4.4.6 Self

'Self-fulfilment' is a value that dominates the purchasing process for this type of occasion. Consumers want a wine that they will enjoy and that will enhance their mood. The wine is required to be of reasonable 'quality' while at the same time being a 'value for money' purchase. The wine attributes of 'price', 'type' and 'taste' help achieve these goals.

9.4.4.7 Casual drink with friends

On the occasion when individuals choose to have a 'casual drink with friends' to have fun is the dominating value, however, this is supported by the value of developing 'warm relationships' with friends. In order to achieve these goals a 'value for money' wine is required. This wine assists in 'mood enhancement' by allowing them to relax, feel good and socially interact. The wine attributes of 'price', 'type' and 'taste' help achieve these goals.

9.4.4.8 Party

At a 'party' as may be expected the dominant value is to have fun. On this occasion while 'fun and enjoyment' is the prime concern consumers also want a wine to ensure that they are well respected by others attending the 'party'. These two values are achieved by purchasing a wine of suitable 'quality' that will 'impress others' and will not have any negative impact on the respect that others may have for them at the 'party'. Wine also serves as a vehicle to provide 'mood enhancement' and social interaction. The wine attributes of 'price', 'type' and 'taste' help achieve these goals.

9.5 Segmentation

In this study it was found that the factors, which motivate consumers to purchase wine, are strongly influenced by the consumption occasion. As a result, the values that consumers hold have been presented as a means of understanding consumer motivations. It is acknowledged that this concept is not new and that it has been used in combination with other criteria as a base for segmentation in the past. In this study, however, it has been proposed that a set of values can be identified that relate to wine consumption and that the relative importance of these values can vary across consumption occasions. Taking this into account, it is concluded that it is possible to develop an occasion based segmentation process that relies on the identification of value priorities to provide an understanding of the motivations that drive each segment. Moreover, knowledge of the beliefs, attitudes and behaviour expected from the identified segments could serve to predict consumer behaviour. While it is unlikely that value systems alone can provide a basis for market segmentation, the means-end chain approach can provide the vehicle for understanding and integrating the attributes, benefits and values associated with the various occasion based segments identified.

This is similar to a general market segmentation process, which includes motivations for purchase. Take, for example, the motivations for the purchase of a new car. There are a number of factors that will be common for many people such as reliability, latest safety features, comfortable ride and fuel efficiency. What differentiates consumers are the major differences in the motives identified across

the segments. Some motives, for example, will be dominant while others will be subsidiary. Because different combinations of values were important on each of the occasions, marketers are able to improve the marketing of wine addressing the needs that are associated with these motives specifically relating them to different occasions.

The following summary relates to a discussion of Research Question 3, which investigates the application of CHAID analysis using means-end chain data, in order to ascertain if occasion based segmentation processes provide opportunities for segmenting Australian wine consumers. This analysis addresses the issues of using qualitative data collected using means-end techniques, analysing the data quantitatively using CHAID (Chi-squared Automatic Interaction Detector) analysis to produce a value oriented, occasion based segmentation procedure.

9.5.1 CHAID

Inspection of the CHAID trees reveals a consistent pattern. In virtually all occasion based CHAID trees, values were found to be of primary significance in discriminating between occasion based wine purchases. Various consequences were invariably of secondary importance while attributes were ranked in third place.

The results of the investigation using CHAID to develop segments from wine drinking occasions and associated means-end chains has shown that higher order personal values are the best discriminator between different occasions. This adds to our knowledge that values can be used for segmentation (Kahle 1986, Muller 1989, 1991, Kamakura and Mazzon 1991, Kamukakura and Novak 1992, Blamey and Braithwaite 1997, Jago 1998). This work extends this usage to situations rather than individuals. Research on wine has shown that the same person often buys low 'price'd and high 'priced' wines (Lockshin, Spawton and Macintosh 1997). Through this study we are better able to account for the fact that the same person often purchases different products by associating the purchase with different usage occasions. Contrary to previous situation research, which focused on the product attributes and situation for segmentation (Green and Rao 1972, Belk 1974 a, Srivastava, Shocker, and Day 1978, Srivastava 1980, Dickson 1982), this research

has found that personal values are a better predictor of the usage situation. The same person typically has multiple terminal values (Kahle 1983), but the importance of each in driving product choice changes with the situation.

Wine managers seeking to differentiate their markets based on consumption situations would therefore need to examine in more details the content of these situations in order to uncover other aspects which may determine why certain choices are made, following distinct means-end chains, while at the same time, confirming the feasibility and the usefulness of segmenting means-end chains for the purpose of understanding product choices.

9.6 Contribution

The following discussion will consider the overall contribution that the thesis has made to the discipline of marketing (including consumer behaviour) and the study of wine.

The values that consumers hold have been presented as a means of understanding consumer motivations. In this study it has been shown that a set of values can be identified that relate to product use and that the relative importance of these values vary across occasions. Taking this into account, it was possible to develop an occasion-based segmentation process. An identification of the value priorities assists in the understanding of the motivations that drive each segment and assist in understanding the beliefs, attitudes and behaviour expected from the identified segments.

The demonstration of personal values as a segmentation variable for distinguishing among products used for different occasions has been presented. The contribution with regard to segmentation is threefold: Firstly the provision of evidence that segmenting on the basis of usage situation is both useful and feasible; secondly, that means-end chains can be used in a CHAID analysis to create the segments; and finally, it has been shown that personal values are the most powerful segmenting variable across the different usage situations.

There have been several important features of this research. Firstly, consumption and purchasing can be understood based on the situation. Consumers could recall important wine attributes and link them easily to a specific situation. In fact, it seemed very relevant to them to recall their purchase behaviour based on a consumption occasion.

This is a different way to organise and think about wine purchasing, because we know the same person purchases different wines at different 'prices' in different styles, but no real framework in which to organise this for marketing purposes has been developed, and the use of occasion provides one. The research has verified the inclusion of situation in Gutman's means-end chains methodology to model consumption occasions. The research has also verified the inclusion of situation in Olsen and Thach's conceptual framework and a contribution has been made through the research in the further development of the conceptual framework through the inclusion of a different path that consumers follow in the domains of the model.

9.7 Limitations and Further Research

The contribution should be evaluated in light of the limitations of this particular research.

While the thesis has made a substantial contribution in a number of areas as discussed, the contribution of this research should be evaluated in light of the limitations of this particular research.

The research has analysed data for one product category in one major city. Other product categories should be tested before usage situation and terminal values are used indiscriminately for segmentation.

It is possible that wine choice behaviour differs in other countries outside Australia and this research should be replicated elsewhere.

The sample was a convenience sample of wine drinkers. Although, it had a wide range of demographic characteristics, such as age, income, and amount of consumption, it may not represent Australian wine drinkers on average.

The method of collecting the data used a qualitative design. Further research could be developed using the results of this research to develop a quantitative instrument, undertake large representative sampling which will allow for more comprehensive statistical analysis.

A development of the classification of occasions has occurred using secondary sources and the information collected from respondents. It is apparent that subsections within each occasion are present and further research into these subsections and the classifications overall could be investigated and profiled using quantitative data and analytical techniques such as cluster and discriminant analysis.

A conceptual model of consumer behaviour has been presented as part of this thesis. Further research could be undertaken to investigate this empirically.

9.8 Applications

The means-end chain approach for eliciting attributes, consequences, and values has been used to develop positioning and advertising messages for differentiating specific 'brands' (Reynolds and Gutman 1984, Reynolds and Gutman 1988, Gengler and Reynolds 1989). The study has been able to show a realistic adaptation of the means-end framework to wine purchasing. Buyers had little trouble relating their purchases, not only to the attributes of the wine and the occasion, but more importantly to the consequences and personal values underlying their choice. Wine buying, like most consumer purchases, reflects deeper parts of the consumer's psyche and understanding these connections will help the industry better position products. More meaningful advertisements and 'brand' images can be constructed that tap into the real reasons for choosing and using a product.

Values that consumers hold have been presented as a means of understanding consumer motivation. This concept is not new and has been used in combination with other criteria as a base for segmentation. In this study, it is proposed that a set of values can be identified that relate to product use and that the relative importance of these values vary across occasions. Taking this into account, it would therefore be possible to develop an occasion based segmentation process. An identification of the value priorities assists in the understanding of the

motivations that drive each segment and assist in understanding the beliefs, attitudes and behaviour expected from the identified segments. However, it is unlikely that value systems alone can provide a basis for market segmentation. The means-end chain approach provides the vehicle for understanding and integrating the attributes, benefits and values associated with the various occasion based segments identified.

This information could be used by wine marketers as a segmentation vehicle and in the development of promotional and positional strategies as well as employee training. A number of applications are provided below.

9.8.1 Advertising

The development of positioning and advertising platforms for individual 'brands' for specific occasions could be undertaken. For example, a wine can be positioned as a serious and risk free choice for that important business dinner by visually showing the purchaser achieving respect and assurance for making the right choice of wine. A different wine could be positioned as the perfect drink for a BBQ or 'picnic' by showing the 'fun and enjoyment' inherent in that occasion along with being a perfect match for the foods being served. As Reynolds and Gutman (1988) showed in their article, a powerful positioning statement can be made by showing the attributes, consequences, and values linking the 'brand' by means of the most common ladder. The consumers viewing such an advertisement feel comfortable associating the product with the desired end state values being demonstrated. An advertisement for a 'brand' of wine seeking to be positioned as the perfect 'party' wine could use the first chain for guidance. The higher order value of "fun and enjoyment" would be evident in a picture showing a 'party' with the fun mood and a group of people socialising. The caption or words spoken would relate to the good 'taste' and good 'price' of the wine being perfect for this 'party'. The whole advertisement would encapsulate the means-end chain using images and words.

The business situation could be characterised using a similar technique. It would not necessarily have to say that the wine can only be used for a business dinner, but an ad showing an important business dinner could use the consequences of

high 'quality' and impressive business associates linked to the 'brand' and its 'taste', 'type', and 'price'. The 'price' here would certainly not be emphasised as a low 'price', but as a fair 'price' to pay to gain such respect from business associates.

A quiet drink alone, with a positive but contemplative mood could be another positioning statement for a 'brand'. This would highlight the 'value for money', the mood, the 'price' and the 'taste'.

With regard to family functions, marketers could appeal to the potential buyer through evoking memories of warm family gatherings, where people are enjoying a glass of wine with their meal. This would appeal to the consumer's personal value of having 'warm relationships' with others. A specific 'brand' could use more than one positioning statement, depending on the intended audience. A 'brand' could use several of these to highlight its image for the buyers. This research validates the depiction of specific usage situations along with the means-end chain as a powerful positioning tool.

9.8.2 Point of Purchase

Another use for the segmentation is at the point of purchase. The salesperson in a wine shop or waiter in a restaurant can ascertain the situation for which the wine is being purchased. This can be done through simple questioning in a wine shop or by observation in a restaurant. It is then possible to suggest the right choice of wine by alluding to the value associated with the situation at hand. For example, a waiter may observe an 'intimate dinner' occasion and suggest a wine that accentuates the mood and feeling by complementing the food and at the same time providing that 'warm' feeling.

For retail sales outlets advertising and other communications strategies could be modified to take into account the influence of social situations. Currently, advertisements relating to wine often promote certain intrinsic product characteristics, such as the production techniques or the qualities of the grape. This research highlights the importance of concentrating on the usage situation whilst focusing on the specific attributes and how they are interpreted for each

occasion, rather than whether or not the wine was aged in say French or American oak. Wine retailers should also encourage wine makers and distributors to provide a key to the 'taste' of the wine that can be easily interpreted by consumers.

To this end attention needs to be focused on providing understandable and interpretable descriptions of flavours. This would make it easier for all 'parties' in the marketing channel particularly restaurateurs and food service marketers.

9.8.3 Hospitality and Restaurant Sales

It can be observed from this analysis that a different combination of values is the major motivational difference across occasions. It is concluded that it is the higher order values that make the difference in terms of product selection on consumption occasions rather than the attributes associated with the products. This allows consumers to be segmented in relation to their most dominant use occasion. As a result, wines should be promoted in a different manner on different consumption occasions in a manner that influences the wine selection process of wines for specific consumption occasions. Currently, hospitality staff and wine sales personnel highlight the attributes and consequences associated with wine when promoting wine to guests seemingly unaware of the important influence of values. In addition, general statements on wine 'labels' usually quite esoteric and include details descriptions of 'colour' (e.g., straw, or grassy green) and 'taste' often comparing the wine to certain, usually exotic, fruits such as passion-fruit and by using terms such as 'robust' or 'with mild tannin'. Wine servers in hospitality establishments are also known to further embellish these attributes with a variety flowery descriptions sometimes adding background information on the wine 'region' and the wine maker. This study shows, however, the importance that restaurant guests attach to particular values on specific consumption occasions. Moreover, the relative significance of these occasions results in different values being sought. 'Security', for example, was important for business dinners; while warm relationship to others was the dominant value for family and intimate dining. For 'celebrations' and 'parties' the most important value was to have fun and enjoy 'oneself'. The 'taste' of the wine can influence perceptions of 'quality' during an 'intimate dinner' and this, in turn is important for complementing the food and satisfying the "warm relationship with others" value. This is very different from the

'being well respected' value which was dominant for business dinners. These values drive the choice of wine, by defining the importance of different attributes and their consequences, which differ by occasion. 'Quality' is important on many occasions, but is emphasised more during business dinners. The 'price' of wine is a factor that influences customers' perceptions on wine 'quality' for this occasion. To 'impress others' was also important on 'business related' occasions but was not seen as very important on other occasions.

In the case of restaurant sales, where the sales person can have a major influence, the simple training of service personnel could result in appropriate questions being asked of guests in order to illuminate the situation, thus extending the parameters of wine choice. Restaurateurs need to know the 'type' or purpose of the dining occasion, however, in order to customise their promotions. As a result, the factors of influence identified in this study are likely to be beneficial. These factors have been ranked in order of importance and it is suggested that they should feature in restaurant wine sales promotions. In many cases this can be ascertained at the time of booking, from an introductory conversation, from the general make up of a table or from the behaviour of guests. Once the purpose of the visit is known sales presentations can be modified in order to cater to the factors that have been found to influence wine choice on those particular consumption occasions.

For 'celebrations' and 'parties' the most important factor was to have fun and enjoy 'oneself'. The attributes and consequences involved on these occasions, therefore, need to be communicated in terms that can be seen to provide these perceived benefits. Bearing in mind that some wines are more appropriate for wine connoisseurs, it is suggested that wine that appeal to a wide variety of 'tastes' might be offered. The use of references like 'this is a wine that everybody can enjoy' by way of recommendation should also be employed.

Clearly, restaurateurs need to determine the nature of the customers' visit to assist with wine selection. Selling strategies can then be customised to meet the needs of these customers.

Little has been written about the factors of influence in wine selection within restaurants. As a result of this research it is concluded that the occasion for which the wine is purchased is one of the most important considerations in the choice of wine. These findings have direct application in restaurant and food service marketing and may be valuable to restaurateurs.

Furthermore, the methods of this study could be refined to include other situations and consumption occasions with subsequent implications for further study.

The findings of this study show that the attributes of wine which influence the choice of wine across most occasions are 'taste', 'price', and 'type'. These factors should be integrated into wine 'labels', wine lists and incorporated into wine sales training in restaurants. Taking these factors into account, a wine waiter might for example, recommend wine with the simple statement 'we have a reasonably 'priced', full fruit flavored, white wine by Brown Brothers which would go very well with that particular dish', rather than enter into a discussion on the skill and background of the vigneron or the manner in which the bottle was corked and aged.

Wine retailers should also encourage wine makers and distributors to provide a key to the 'taste' of the wine that can be easily interpreted by consumers. To this end attention needs to be focused on providing understandable and interpretable descriptions of flavours. This would make it easier for all 'parties' in the marketing channel particularly restaurateurs and food service marketers.

The analysis revealed that many of the attributes of wine are considered during the selection process including 'price', 'taste', 'type' and 'brand'. Some of these factors were common across all occasions. 'Price', for example, was important across all occasions and perceived to be most important on 'business related' occasions. 'Price' in this instance, however, did not mean cheap. In fact, at 'business related' events, the issue of 'price' meant avoiding choosing a wine, which was perceived by business colleagues to be cheap. The 'taste' of wine was also considered to be important across all occasions but was most important for an 'intimate dinner'. The 'brand' of wine also rated highly peaking on 'business related' occasions.

This suggests that business people are concerned about choosing a 'brand' of wine that is perceived by business colleagues to be appropriate to the occasion.

In the case of restaurant sales, for example, sales personnel need to be aware of the differences between dining occasions and the appropriate wines to offer their guests on each of these occasions. On business occasions, for instance, the wine that is offered needs to be of a 'quality' that allows the person selecting the wine to maintain the respect of fellow diners. The influence of 'price' has also been demonstrated to be variable, in that it can be either high or low. In fact at 'business related' events the issue of 'price' meant avoiding wines that might be perceived by business colleagues to be cheap. In summary, it can be concluded that formal occasions and ones involving prestige (like a business dinner) call for careful product choice and that a high 'price' is important, whilst informal occasions, with friends generally call for lower 'price'd wine. In each of these situations, however, the 'tastes' and opinions of others are still considered.

The analysis has highlighted differences between food and non-food occasions. Some of the food occasions in particular provide marketing opportunities for those in the hospitality industry. The following examples highlight some of the potential applications of this knowledge for a selection of different wine consumption occasions that could be utilised by hospitality staff in the restaurant industry for example.

9.8.3.1 Intimate Dinner

Developing a warm relationship was considered the most dominant value for an 'intimate dinner'. This was supported by the value of having fun. Since 'intimate dinners' are often part of the 'celebration' of a special occasion where couples wish to a share memorable and enjoyable experience, this experience could be further enhanced by the recommendation of a special wine that reflects the preferences of the individual diners. In some cases, for example, couples may have a favourite wine or wine 'type' that they like to share. As a result, restaurateurs should consider developing a database that stores the preferences of regular diners in order to remind restaurant employees of customers' requirements. In addition, restaurant employees could be trained to recognise intimate occasions and to provide diners with appropriate recommendations.

9.8.3.2 Dinner with friends

To have 'fun and enjoyment' while 'being well respected' were the dominant values, which influenced the purchase of wine for this occasion. In terms of recommending wine in a restaurant setting this means that the wine offered needs to be of a reasonably high 'quality' in order to ensure that the host or the person selecting the wine maintains the respect of fellow diners. Consequently, comments on the wine list and advice from sales personnel should reflect these needs.

9.8.3.3 Dinner with family

When purchasing a wine to share with family over dinner the overriding value that influences this purchase is to have a wine that supports the development of 'warm relationships' with family members. For these diners wine is seen as a way of helping people to relax and enjoy themselves a little more. Indeed in this study, respondents stated that they perceived that people are freer to discuss issues, talk more, express their love and warmth towards each other and generally be more open when wine is served on these occasions. These aspects tend to make a dinner a more enjoyable social occasion for all, and seem to enhance the 'warm relationships' among family members. This, in turn, also allows the purchaser of the wine to attain their personal value ('warm relationships' with others). On this type of occasion diners are looking for a wine with broad appeal in terms of 'taste' and 'type' which is perceived to 'complement food'.

9.8.3.4 Party/Celebration

The hedonic, individually orientated value of 'fun and enjoyment' was the dominant value in relation to 'parties' or 'celebrations'. On these occasions the host often seeks a wine that is of reasonable 'quality' in order to create a good impression, however, the wine selected still needs to represent good 'value for money'. In many cases the dinner and wine need to fit in with an allocated budget and it is suggested that wine sales staff should ascertain how much the customer is prepared to spend and to recommend the wine accordingly.

9.8.3.5 Business Functions

The more external, achievement orientated, value of 'being well respected' was the dominant value with regard to 'business functions'. The concept of the wine providing a sense of 'security' also rated highly for this occasion. Although there were similarities between the needs of those dining with friends, those at 'parties' or 'celebrations' and those dining on business occasions, this value can reflect different consequences. Those that are dining with friends and a 'party', for example, are trying to 'impress others' for more social benefits whilst at a 'business related' event creating an impression of 'quality' through the wine presented reflects on the 'quality' of the business that they represent as well as their own standards of 'quality'. For this type of occasion restaurant employees should recommend a 'quality' wine from a reputable producer. It should also be noted that these customers are often willing to pay for a 'quality' product and staff should be encouraged to recommend some of the more expensive wines.

9.8.4 Summary of Applications

The thesis has uncovered many insights relating to the importance of combinations of attributes, consequences and values influencing wine choice on different consumption occasions. These provide numerous opportunities to wine marketers.

A variety of applications have been presented as examples with regard to the promotion, positioning, and segmentation strategies that can be applied to different consumption occasions by wine marketers.

9.10 Conclusion

This thesis has identified the important role that consumption occasion plays in product choice. It has demonstrated that the occasion/situation in the theoretical means-end model developed by Gutman (1982) and in the conceptual framework of Olsen and Thach (2001) is a viable and applicable construct and added to the on going development of the conceptual framework. The thesis has also demonstrated the potential for occasion based value oriented segmentation strategies and procedures. In particular the thesis has demonstrated the importance of consumption occasion and personal values in the purchase of wine.

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Examples of Interview Transcripts

In this appendix parts of interviews are presented for each of the occasions. It should be understood that 233 respondents were interviewed in an in depth manner the transcripts from these interviews took over 3,000 pages. Sections of 188 interviews are included in this thesis. This Appendix is provided to give insights into the interviewing process that was undertaken.

1.1 Intimate Dinner Interviews

Interview 34

Interviewer: What were the important factors in choosing the wine at the luncheon?

Respondent: Well the luncheon was actually with my wife and therefore we wanted to choose a wine that we both enjoyed, that went well with the meal, again we both only drink for enjoyment, we don't drink because of anything else. We're just as happy to drink soft drinks or warm drinks as we are wine and at the time we felt like a light wine that would go well with the meal that we were eating and one that we both would enjoy, and that was the reason for the selection.

Interviewer: What, why was the reason that you chose wine over the soft drink?

Respondent: Because at the time it was just a feeling that we had that we both thought we'd enjoy a wine a little more than we would a soft drink. Soft drinks being very fizzy if you like, and we were having a warm meal, a luncheon and we felt it appropriate to have a nice fruity wine with that.

Interviewer: And why was it important to mix it well with the meal?

Respondent: Once again, a good wine enhances the meal and a good meal enhances the wine so if you can get the blend right then you get an enjoyment beyond eating just a meal or just drinking wine. You have to be careful. You know you don't want to buy a very young acidic wine. It would be very tart, very strong in the mouth and the subtle flavour of the food will get lost. The wine needed to taste good so that the meal

would become more enjoyable, the wine needed to complement the meal.

Interviewer: And why is it important for this enjoyment to be there?

Respondent: Well when you work long hours and you work hard every spare moment you get, you really want to get the most enjoyment out of so in leisure time its important to do the things you really do enjoy doing and a nice meal with company that you enjoy and drinking a wine of your choice is always a good way to relax and spend time. A bottle of wine between two people sets a happy mood. We wanted to have a pleasant evening and enjoy the wine and have a nice talk

Interviewer: Why was price important to you?

Respondent: Well because most of the time you don't know good from bad. Higher price usually means better quality; it's a bit of a clue.

Interviewer: Why is it important to have the good wine with the company that you enjoy?

Respondent: Well, really any period of enjoyment is a combination of factors, It's difficult to relax and enjoy yourself if the music is in the background is something that you don't like, it's difficult to enjoy, if your eating food you really don't like, so it's once, it's the same with wine, you need to be sitting there and comfortable in the environment and you need to be comfortable with your company and also you need to be comfortable with your wine or food.

Interview 35

Interviewer: Thinking of occasion one, Champagne to accompany a seafood meal, what things were important in influencing you to choose this particular wine for this occasion.

Respondent: Basically I knew it would go with the seafood. Also I knew the person with whom I was having the seafood with liked that particular Champagne... It was my boyfriend's birthday, we were going to an exclusive restaurant, and therefore I thought it was appropriate to purchase an expensive wine. I chose for this occasion the Moet

Chandon Chardonnay, which was priced at around \$90 per bottle. It's a French fine wine and because I've had this wine I know it's of good quality and I will be getting my

'value for money' and it is also his favourite wine so he would be quite impressed...price was not as important because I was willing to spend that little bit more in order to get better quality.... as opposed to other occasions in order to get better quality.

Interviewer: Why is it important for you to have wine with your meal?

Respondent: Well it makes you feel good. It makes the meal special.

Interviewer: So you would associate wine with your meal as special?

Respondent: Well yeah, it enhances the meal, it makes the dinner more enjoyable.

Interviewer: Would that be in regards to taste?

Respondent: To taste and the atmosphere it gives you to. Because when you are sitting around the table and you are eating, you're not in a hurry to get up, I tend to linger and drink your wine and have a chat.

Interviewer: So you find it sociable?

Respondent: Yes sociable.

Interviewer: What about the wine you chose?

Respondent: Oh yes a better quality wine.

Interviewer: What do you mean by a quality wine?

Respondent: Well the extra amount spent improved the quality, which was appropriate for this occasion... The extra amount spent improved the quality which was appropriate for this occasion with some of them, (wines) you don't feel it going down until afterwards, when it does go down you feel the sensation later. And you get that tingling feeling that's a really good wine. It also has a nice bouquet to it. And it's very dry, but that's because I like Claret and so is Riesling. It's also a bit dry. Another thing about a good wine is that it doesn't affect you straight away. Also if you drink too much the better quality one won't give you such a bad hangover or a headache as the cheaper wines will. It depends on the brand really.

Interviewer: Which wine did you purchase?

Respondent: A Langwarren.

Interviewer: And how would you class this 'type' of wine?

Respondent: Middle of the range. The top of the range stuff is a little out of my reach, (budget).

Interview 38

Interviewer: With regard to dinner with your girlfriend, what influenced you in choosing the wine for this occasion?

Respondent: The first occasion that was dinner with my girlfriend at a Greek restaurant in Lygon Street. I wanted to share something special with her the wine we drank was a sweet tasting wine called Lambrusco, a mellow red wine. Basically, I have drunk the particular wine before and I like the grape. It's a nice crisp wine, a bit fruity, but not too fruity. I like it because it's crisp and not too dry, and being a 'celebration' it was a bit of a better wine than some of the cheaper varieties. I also knew that it would go well with seafood and because I knew we were planning to have fish and prawns, I knew it would go well with the meal we were intending to have. Price was important. Quality for me is not reflected in the price, because I cannot distinguish subtleties. I can tell the extremes, from a very bad bottle to a very good bottle. I cannot justify high prices.

Interviewer: Were there any other factors that influenced your choice?

Respondent: I wanted a wine that we could both enjoy and share, that would go nicely with the meal and that would help us have a nice night together.

Interview 60

Interviewer: When you go out to dinner. What things are important in choosing the wine you did?

Respondent: Price

Interviewer: Why is that?

Respondent: Because every time we go out to dinner it is a special occasion so

quality of the wine is of most importance, sometimes more important than the food and the entertainment.

Interviewer: What do you see in paying a high price?

Respondent: Paying a high price is a great sense of happiness and accomplishment in that I am able to go out to dinner and have the ability to purchase wine that is expensive and which gives me pleasure and self confidence. The value I get from paying a high price is a great sense of happiness that I am able to go out to dinner and purchase wine that is expensive and which gives me pleasure and enjoyment.

Interviewer: What other factors are important?

Respondent: Age of wine.

Interviewer: Why is age an important factor?

Respondent: Well it has been said that the older the wine the better quality it is.

Interviewer: Why did you purchase an old wine?

Respondent: Purchasing old wine gives me self-satisfaction and also acceptance of other people for having 'tasted' the fine quality.

Interviewer: Any other factors that influenced your purchase?

Respondent: Thai food is very spicy, hot and tasty itself. Krondorf Shiraz is suitable for Thai food from my opinion it enhances the meal, it makes the dinner more enjoyable

1.2 Party/Celebration/Function Interviews

Interview 23

Interviewer: For the first occasion, a party. What were you looking for in buying the wine?

Respondent: Well, I look for the vintage because that tells me how long the wine has matured for. I look for the taste of course and the brand. The price plays a big part in it too.

Interviewer: Why is vintage important to you?

Respondent: It shows you how long it has matured for, and it's a good indication of quality.

Interviewer: And why is quality important?

Respondent: Self image and personal satisfaction I guess.

Interviewer: The second attribute - taste. Why is taste important to you?

Respondent: Again, it is an indication of quality.

Interviewer: And why is that important?

Respondent: If it has good taste, it's personal satisfaction. It gives me pleasure in tasting it. On this occasion, a happy and special event, I want to have fun and enjoy the occasion. At these times I tend to buy wine that is a little bit more expensive. I drink wine primarily for the enjoyment of the drinking, therefore the taste is important to me. Flavour is the most important thing for me, because if I wasn't enjoying the wine then I wouldn't drink it at all

Interviewer: Why is the brand of wine important to you?

Respondent: If it's a good brand, it often has good quality. It is often consistent. The reputation of the wine makers is often good and they often make good wine and they are pretty reliable and you can trust them.

Interviewer: Why is the quality important to you.... As an indication of the brand?

Respondent: I guess it gives me a little bit of confidence in myself, that I could pick good wine. And if I pick good quality, that means I am happy with myself I guess.

Interviewer: For the price - what price are you looking at when you are purchasing a wine for party? Would it be expensive or a cheap kind of wine?

Respondent: For a formal party, of course it would be pretty expensive. Because you have to show an indication that you are willing to pay a little more for something a little more special for a special party I guess. For a small party, maybe something a little cheaper, but for a formal..something more expensive.

Interviewer: Why do you want to buy something expensive?

Respondent: The image thing... I guess.

Interviewer: To show that you are more... to show friends that you are....?

Respondent: I guess you can say that way, to show a bit of status you know. It is also a kind of pleasure and I feel that I belong. I guess it's about image, I don't want my guests to portray me as a cheapskate. If I served them cheap wine. I would feel rather embarrassed. To show a bit of status and to create a positive impression.

Interview 27

Interviewer: When you chose a wine for the birthday party, what did you look for when selecting a wine?

Respondent: I look for the price, taste and the brand of wine.

Interviewer: Why is price important? And are you purchasing an expensive or cheap wine for this occasion?

Respondent: In this occasion, a more happy and special event, I tend to buy wines that are a little bit more expensive.

Interviewer: Why is it being expensive important to you?

Respondent: I think, it is an indication of quality. My perception of it is ...that the higher the price, the better the quality.

Interviewer: Why is quality important?

Respondent: Quality would tell me that I was drinking something that would taste better and I am able to buy it for a special event such as a birthday party for all my friends to enjoy.

Interviewer: Why is it important to buy quality wines for your friends?

Respondent: I feel more respected when I buy quality, and it also shows that I have the money to buy it for them to drink.

Interviewer: Besides feeling respected by friends, is there anything else you feel about yourself when you buy quality wine?

Respondent: Because it is a special social event, I feel happy to be surrounded by my friends and we have a great time enjoying the great wines.

Interviewer: Can you tell me why the brand is so important to you?

Respondent: Brand is important because it tells you where the wine was produced and who the wine makers are.

Interviewer: Why is the wine makers and place produced important to you?

Respondent: Again, an indication of quality. By looking at the origin of the wine, you can tell if it is good wine or not. And also if the wine makers had a good or bad reputation.

Interviewer: Why is the origin and reputation of wine makers important?

Respondent: You would feel more assured and happy with yourself, knowing that you purchased a good wine for a special occasion.

Interviewer: Why is it important for you to feel assured about the purchase of the wine?

Respondent: So that I don't feel silly about it, You know, I like to give my family and friends quality wine to enjoy that's all.

Interviewer: Why is it important for your family and friends to enjoy the wine?

Respondent: Knowing that my family and friends are consuming quality food and drink for a special occasion makes me happy that's all.

Interviewer: Can you tell me why taste is important to you?

Respondent: Again, taste is important because it goes with certain foods.

Interviewer: And why is taste important to go with the food?

Respondent: By enjoying the meal, you feel happier and able to relax and be able to 'socialise' more with family and friends.

The taste is important because I want something that my friends like. I want to share a happy time. The better the taste the more enjoyment. Wine tends to affect my moods. If I am feeling stressed out, or if I am unhappy, I find that if I have a few glasses of wine it can balance my mood. It makes me happy. The 'type' of wine I choose for the party served to lighten the mood of the people. It was important that everyone had a good time and for the night to be a success. When drinking wine you feel happier and are able to relax and be able to 'socialise' more with family and friends

Interview 29

Interviewer: The first occasion Easter, why did you, what factors were important in influencing you to choose that particular wine?

Respondent: Depending on what is being cooked will determine what 'type' of wine I will buy e.g., red or white. We just particularly liked that wine that we were introduced to.

Interviewer: That brand of wine, why is the brand important?

Respondent: The particular wine has won awards internationally and the winery is not far away so it is easily accessible to us.

Interviewer: Being popular internationally, why is that important?

Respondent: Because I think if you drink, if you drink a brand of wine that is internationally known you feel more acceptable with your friends.

Interviewer: Why is being acceptable with your friends important?

Respondent: Because they can see you drinking a nice classy wine.

Interviewer: Before you mentioned that it is easily accessible, why is the locality of the wine important to you?

Respondent: Because the vineyard is just up the road it doesn't cost much to get there and it is also a lot cheaper buying it straight from the winery.

Interviewer: Why is price important?

Respondent: Well if you paid for it in a retail shop you'd be paying more, This way we

can save money and spend it on something else.

1.3 Drink by Oneself Interviews

Interview 53

Interviewer: Why is it important for you to have a glass or two of wine every after work?

Respondent: I think wine is...to me it's more relaxing, it makes me feel good and it's enjoyable. After a stressful day at work, it eases you up. It makes you feel more comfortable at home and the next day, you start fresh again, and it helps you to achieve your daily goal. I suppose it improves your self-esteem a little bit.

Interviewer: Why is it important for you to be relaxed, feel good and to enjoy?

Respondent: That's what you need after a day's work.

Interviewer: So, price does not really influence you in this situation.

Respondent: Not really. If I see a wine that I like, I'll buy it regardless of what price it is. I might ask the person in the wine shop which particular wine is good for a particular price. I might say what are some of your good wines at fifteen dollars, or what are some of your good wines at ten dollars, depending on how much I want to spend. I like Brown Brothers, Wolf Blass that have medium prices. Then there are also expensive ones like Jamieson's Run, I like that too which is priced around \$17.00 a bottle, but I go to that then I buy cheaper ones also.

Respondent: I usually purchase a bottle of wine like Jamieson's Run, something like that or Brown Brothers I have a limitation of wine, I would drink maybe 3 to 4 glasses than I'll stop drinking it, because the 'alcohol content' is really high makes you tipsy. The most important thing really with wine is its taste and what you like, you know. But wine is really very enjoyable because there are a lot of different types to choose from.

Interviewer: Are there any other factors that you consider?

Respondent: No, basically the taste. I like the tannin taste, the after taste of the tannin. It needs to be smooth. The smoother the taste the better. it's very easy drinking. I enjoy the taste, purely and simply.

Interviewer: What is your aim in consuming wine at home?

Respondent: The aim is not to get drunk. It's to enjoy the wine at home. But to enjoy the flavour, it's a bit of a hobby. Wine can be considered as a hobby to experience the flavour. I like to experience the flavour, the taste, and enhance my knowledge as well. I just want to sit down and enjoy it I drink half a bottle and put the rest in the fridge and leave until tomorrow. It helps me relax and enjoy the occasion, to contemplate. I like to drink. I consider it a luxury.

Interview 85

Interviewer: Thinking back to the occasion on Wednesday when you purchased the cask of Yalumba for your own use at home. What were the important factors in purchasing that particular wine?

Respondent: I don't mind the taste. It's quite cheap and good 'value for money'. I wanted something, which was more than your stock-standard wine. You don't necessarily feel like spending a lot of money. I think it is good 'value for money' for drinking at home. It's reliable but it's not expensive You might just like to enjoy your one glass or two of wine in the evening and it doesn't need to be very expensive wine, it can be quite cheap, as long as the taste is all right.

The cask is a convenient size to keep in the fridge and just pour it, as you need it.

Interviewer: Why is it important to you that it is cheap?

Respondent: When you're the only one drinking it, it doesn't have to be anything special.

Interviewer: But, you obviously still like the taste?

Respondent: Oh yes. Taste is important. Enjoyment; feel good, relaxed. It's quite cheap and good 'value for money'.

Interviewer: What benefits does the cheaper wine give you?

Respondent: I suppose it gives me more money to spend elsewhere.

Interviewer: Why is that important?

Respondent: I suppose you can buy better things with the money you don't spend on wine.

Interviewer: What extra things can you purchase with the money you save from not buying an expensive wine?

Respondent: It enables me to buy other things, which gets back to the quality of life thing.

Interviewer: Why is that important to you?

Respondent: You have to enjoy your life don't you.

Interview 152

Interviewer: When you brought a bottle of wine for your personal drinking what influenced you to purchase this bottle of wine?

Respondent: The fact that I would enjoy the wine, the price was right and that it was an Australian wine.

Interviewer: Why is enjoyment and price important to you when buying a bottle of wine?

Respondent: I'm looking for 'value for money' in a wine. Reasonably good tasting wine at a good price That's why I drink wine because its something I enjoy doing and price is important because I don't like wasting money that I could spend on other things. I could spend that money on my family or kids, so I don't want to waste it.

Interviewer: Why is it important to you to spend your money on your kids or family?

Respondent: I suppose because I love my family

1.4 Casual Drink With Friends Interviews

Interview 12

Interviewer: What things were important in influencing you to choose the wine for this occasion?

Respondent: The price is an important consideration.

Interviewer: Why is the price important to you?

Respondent: When I'm just having a quiet drink with friends, I don't want something that is too expensive.

Interviewer: Why is it important that it's not too expensive?

Respondent: We can buy more, helps make everyone happy and we can have a good time.

Interviewer: Why is it important that you have a good time?

Respondent: We just get together so that we can enjoy ourselves.

Interview 18

Interviewer: What about when your friends came around for a drink, what things influenced you to choose the wine for that occasion?

Respondent: Something that had a relatively cheap price.

Interviewer: Why was a cheap price important to you?

Respondent: Because I don't want to pay too much for wine, and this is important because my financial well being comes first I didn't want to pay too much when just having a quiet drink in the company of friends. I had a Queen Adelaide, because it tastes OK but doesn't cost too much. It's just a presentable type of wine in this sort of situation.

Interview 185

Interviewer: What things were important in influencing you to choose the wine for this occasion?

Respondent: Something a little bit different, with a bit of flavour and body to it, something reasonably strong that my friends might enjoy as well, the Glendon Park Red I purchased this primarily for the guests I guess the price came into it a certain extent because I don't want it to cost me a fortune when I have a good time.

Interviewer: Now thinking of things that were important to you within that purchase situation, say the flavour for instance, why did you say that was important?

Respondent: We particularly like the reds my friends and myself, and the flavour if your going to be tasting a few different wines, have cheese and what have you with it, it's nice to try the different flavours so pick something a little different each time.

Interviewer: Now the strongness of it, were you talking about 'alcohol' content?

Respondent: Yes I was. Its the warming feeling and improves the sociability, gets peoples tongues loosened up, tend to enjoy it a lot more.

Interviewer: The last factor being price, why would that be important?

Respondent: For pretty obvious reasons, wines can get pretty expensive, around \$25-\$30 a bottle, so tend to drink a larger amount and enjoy the result of it.

Interview 186

Interviewer: What factors influenced you in choosing the wine for this occasion?

Respondent: I wanted something that had a nice taste that was not too expensive I mainly go for Chardonnays, this is due to enjoying the taste of dry whites. Surprisingly it was quite good. Actually Chardonnay it was very pleasant.

Interviewer: Why was it important that it was not too expensive?

Respondent: We were just having a drink together, if I didn't spend too much on a drink it meant that I could buy more.

Interviewer: Why did you want to buy more?

Respondent: I like my friends' company, we get together to enjoy ourselves and to be happy, the wine helps. There were five or six people drinking the wine, and everyone was happy with the choice. It was reasonably priced, and also, I'd drunk it before and a few other people had too.

1.5 Business Interviews

Interview 33

Interviewer: What were the factors that influenced you to buy wine at the business function?

Respondent: I'd be extremely careful about what I chose in front of my colleagues. It would be part of my image amongst them to be seen to know something about what to choose from a wine list. To be honest it enhances my professional standing to at least make out that I know something about choosing a bottle of wine. I must say the red wine labeling, the reputation, the verbal representation of it lined up with the quality image we wanted to present. I respected the fellow who gave us the recommendation and as it turned out the red wine drinkers were most impressed and most of them had not drunk that particular wine before and they all liked it, liked it very much. At a business function you generally have to choose a wine that suits the taste of a number of people, not just one individual, and if you can get a good quality wine most people who are reasonably senior in business are wine drinkers and drink a variety of wines from around the world, so you need to get something that's got a nice flavour that suits most palates. I wouldn't have ordered anything cheaper. I wanted to impress them with a nice bottle of wine Price didn't really come into this one because it was an evening where we were trying to impress our clients and we were trying to make sure that the meal, the surroundings and the wines really complemented each other and were going to be enjoyed by all.

Interviewer: And why is it important to please the other wine drinkers?

Respondent: Obviously if its at a business function then I need, I'm trying to do

business. I want to put the people I'm doing business with at ease, I want them to feel comfortable with what we're doing, and I want them to be impressed by everything we do, therefore I'm trying to get for them wines that are nicely flavoured and an impressive wine that they like and also foods and restaurants that put them at ease and also that they enjoy.

Interviewer: Why is it important to impress the clients?

Respondent: It's a large part of making any business deal that the customers or clients that you deal with are at ease and therefore more prepared to be open and spend time with you. Share a bit more information and that makes it a little easier to close deals.

Interview 36

Interviewer: What wine did you purchased?

Respondent: A bottle of Chardonnay.

Interviewer: Why was it important to have this particular wine for this occasion?

Respondent: Well it was important to have this wine the reason being the people I invited were people from work and one of them happens to be a manager of mine who I really wanted to impress. I thought it would be good quality because of the price I paid. I hadn't had that particular wine before.

Interviewer: Was there a particular reason why you wanted to impress them?

Respondent: Well she's my manager and she has a lot of style and class and I wouldn't like her coming to my house otherwise.

Interviewer: So you're saying that it will improve your image?

Respondent: Yeah I guess so.

Interviewer: So is your image important to you?

Respondent: Yeah image is.

Interviewer: Does it help improve self-esteem?

Respondent: Yes.

Interviewer: Does the packaging of the wine influence the type of wine you might purchase?

Respondent: The packaging of the wine does influence what I buy.

Interviewer: And what is it in particular do you find with the packaging?

Respondent: Most people that drink wine a lot of the packaging wouldn't count. But in my case I'm not a wine drinker, so packaging helps me more or less.

Interviewer: What is it in the packaging?

Respondent: The style. The styles of writing.

Interviewer: So it's a bit of an image thing? If it doesn't look good it doesn't get bought.

Respondent: Yeah that's right.

Interviewer: Is there a particular taste in wine that you look for?

Respondent: A sweet and fruity wine.

Interviewer: Is there a particular reason for having a sweet and fruity wine?

Respondent: I like a wine that makes you tingle and makes your taste buds run wild.

1.6 Barbecue/Picnic/Outdoor Functions Interviews

Interview 3

Interviewer: What things were important in influencing you to choose the wine for this occasion?

Respondent: I think that we come back to price, taste and something that perhaps is going to go well with the food at a BBQ.

Interviewer: Why would price be of importance?

Respondent: 'value for money', the taste, when you buy a bottle of wine, you want to know that what your buying is going to be enjoyed and something that goes well with the type of meal you would expect to have at a BBQ. I drink Lambrusco with any meat, I like the taste. This all comes down to the type of wine you're after, the taste you prefer and the event in which the barbecue is held for.

Interview 61

Interviewer: Joe when going out on a 'picnic' what things were important in influencing you to choose the wine you did?

Respondent: Well the most important factor was, who will I be sharing it with.

Interviewer: Why is this important?

Respondent: This is important because knowing these people for a long time you get to know what they like to drink and what their favourite drinks are.

Interviewer: Why is this important?

Respondent: Pleasure, happiness and enjoyment in where every one has gathered together for the one reason of having a good time. Oh yes definitely, try to keep everybody together. You don't want people to be left out; half of the people at the party were women. It tied the whole group together when you drank the wine. They want to have fun and enjoy the wine

Interview 162

Interviewer: What things were important in influencing you to choose a wine for this occasion?

Respondent: Well I wanted a good wine to have with lunch, and probably because of the convenience I chose a cask again.

Interviewer: Why was it important to have a good wine with lunch?

Respondent: Well it adds to the enjoyment of my meal.

Interviewer: Is this a strong factor in your choice of wines?

Respondent: It is when I am drinking over a good meal.

Interviewer: And why was it important that you had the cask for convenience?

Respondent: Well the cask is easily accessed, easy to store, and the cleaner option.

Interviewer: Why are these things important: easy access and easy to store?

Respondent: Well, I don't know whether you've ever been out to the Rock, but in an outdoor situation, sitting on a rug with only an esky as storage, a bottle is simply not practical.

Interviewer: Why is that, why isn't it practical?

Respondent: Well I'd say it wouldn't be practical, because with a bottle you have to take it out, and put the cork in it and put it away, the amount of people walking past your 'picnic' rug, it could easily smash, roll in the dirt, whatever, it's just not convenient. With a cask you can slide it away, pull it out, pour your drink, that's it.

1.7 Dinner With Friends Interviews

Interview 2

Interviewer: Now thinking of the second occasion/situation which you purchased wine for, which was to take to a BYO restaurant, what things were important in influencing you to choose the wine for this occasion?

Respondent: Probably the type of restaurant we were going to, for arguments sake if we were going to Chinese restaurant, then we'd properly get something that would go

with Chinese food, if you were going out with a party of friends, then probably something that you could share with the group your going out with as well. I can't be selfish and not take a wine that anyone else will enjoy. Also you want a wine that goes well with eating, to compliment the taste. It makes the food taste better.

Interviewer: Why is it important to you to have a wine that is enjoyed by all?

Respondent: I think perhaps you can get something middle of the range, that you like and feel will be enjoyed by the rest of the group as well. We had a nice pasta so it is nice to have a glass of wine. It enhances a meal and makes it better. It gives an extra taste. It enhances what you eat and I think it is important that different kind of food is eaten with different sort of wine. So in this way it can complement what you are eating. For example if you have nice rich tomato pasta then red would be good. If you have a meat dish or something like that or a barbecue or nice steak or whatever red wine would fit that. And on the other hand if you are have something like a fish or something simple that is not too big in flavour you would probably drink different wine, something in a white variety.

Interview 5

Interviewer: What things were important in influencing you to choose the wine for this occasion?

Respondent: I wanted a wine that enhanced the flavour of the food we were having rather than take over the flavour of the food.

Interviewer: Something that compliments it?

Respondent: Yes.

Interviewer: Why would the compatibility of the wine with the food be important to you?

Respondent: Simply to make the meal more enjoyable.

Interviewer: Why would that be important to you?

Respondent: Really just to enjoy the food and wine equally. The major factor here would be something that goes well with the food, so the major factor here would be

what sort of food you are going to have. You have to select the right quality wine for the right food. The right flavour would also be a major factor.

Interview 14

Interviewer: What things were important in influencing you to choose the wine for this occasion?

Respondent: The price of the wine.

Interviewer: Why was this important to you?

Respondent: I think it's a waste to spend too much, it wasn't really a special occasion. I wanted a white wine that I like.

Interviewer: Any other factors that influenced your choice?

Respondent: I wanted something that was not too sweet that would go with the type of food.

Interviewer: Why is it important that the food and the wine go together?

Respondent: Everything tastes better if they go together and I enjoy the wine and the meal more.

Interviewer: Any other factors that influenced your choice?

Respondent: The age of the wine, I wanted something that hadn't just been bottled, I think a wine tastes better if it's been in the bottle for a couple of years.

Interviewer: Why is that important to you?

Respondent: It improves the quality.

Interviewer: Why is the quality important to you?

Respondent: Well it sort of looks good, others see that I have chosen with care, it's more likely to taste good.

Interview 15

Interviewer: What things were important in influencing you to choose the wine for this occasion?

Respondent: The type of wine was important, I wanted to get a red wine because I know that my friend enjoys red wine and so do I.

Interviewer: Any other factors that influenced your choice?

Respondent: I wanted something that looked good, that would be right for the night but wouldn't cost too much.

Interviewer: Why was it important to look good?

Respondent: I wanted something that was suitable, that didn't look cheap, that we'd all like.

Interviewer: Why was it important that you all liked it?

Respondent: It just helps us to be happy and enjoy the night more and I feel better if I've brought something suitable.

1.8 Dinner with Family Interviews

Interview 1

Interviewer: O.K. Thinking of the first time when you had your wine at home, can you think of things that were important to you or influenced you to choose this wine for this occasion?

Respondent: Wine that goes well with various types of cuisine, price, and taste.

Interviewer: O.K. Now thinking of the compatibility of wine with the various foods that you eat why is that important to you?

Respondent: I think it's probably because it's convenient that you can serve this type of wine with all types of meals.

Interviewer: For the price, which seemed to be important to you why would that be important to you?

Respondent: I think it's important because you need to feel you're getting 'value for money'. You work within a certain budget for your entertainment, and you want a good wine that is reasonably priced.

Interviewer: The last factor that was important to you was taste, why would you say that was important to you?

Respondent: I think that even if you feel your getting something that is reasonably priced, that you must also enjoy the wine, which we do.

Interview 6

Interviewer: The last occasion you purchased wine for was for a meal, what things were important in influencing you to choose this wine for this occasion?

Respondent: Just being in the mood, the price of it, I brought it in bulk on the way home from work and really just wanted something light to have with the meal. It was the Delatite Riesling... I thought I'd try something, which would cater to a wider group of people, and Rieslings are fairly good in terms of that. And also, given that it was a family meal and I was cooking and I was serving up chicken ...I thought a Riesling would probably be a fairly good choice with reference to that.

Interviewer: From that occasion it seems the things that would have been important to you would have been price, the fact that you got it on the way home from work, and you wanted something light with your meal, why would these have been important to you when making the choice?

Respondent: Guess I just knew I did not have any wine at home that particular night, I did not want to spend to much it was just what I had in my pocket and to relax at home over a meal and a light wine because I did not want to become intoxicated just wanted to enjoy the meal and flavour.

Interviewer: It was also convenient was it?

Respondent: Yeah it was convenient place to pick the wine up.

Interview 13

Interviewer: What things were important in influencing you to choose the wine for this occasion?

Respondent: The alcohol content.

Interviewer: Why was that?

Respondent: I wasn't going to be driving, so it didn't matter if it was strong.

Interviewer: Were there any other factors that influenced the choice?

Respondent: The flavour of the wine.

Interviewer: Why was the flavour of the wine important?

Respondent: Because I wanted something that would go with the food and something that others would enjoy.

Interviewer: Why is that important to you?

Respondent: It helps me relax and enjoy the time with my family.

Interview 16

Interviewer: What things were important in influencing you to choose the wine for this occasion?

Respondent: I wasn't feeling that great it had been a bit of a tough day at work and I felt that a nice wine would make me feel better. I was at home, I didn't have to drive so I could sit back with a nice wine and forget about things and relax.

Interviewer: Any other factors that influenced your choice?

Respondent: I didn't really care that much about the price, it was expensive but good quality.

Interviewer: Why was the quality important?

Respondent: I wanted something that I would enjoy, that would make me feel better, and help me feel happy. A good wine was what I wanted.

Interviews Relating to Brand Choice

This appendix provides insights into the influence that brand has on the purchase of wine for different occasions.

Intimate Dinner Interviews

Interview 9

Interviewer: What type of wine was it?

Respondent: Tarawarra moselle

Interviewer: Why did you choose that brand?

Respondent: I went out to dinner one night with my girlfriend at the time, I had it there and I loved it. Price was not as important because I was willing to spend that little bit more as opposed to other occasions in order to get better quality. You can usually tell by the price as to the quality of the wine. It was more important to share an enjoyable evening with someone close and compliment a fine meal.

Interviewer: Would the taste be the most important factor to why you purchased this wine?

Respondent: I think that it is one of the reasons.

It is difficult to explain but I like a wine with a fruity taste but light, it's just smooth, you know, it can't leave a bad after taste, I usually like a sweet, after taste, a tangy after taste. And it can't be too dry. It's got to be smooth, go down nicely. The sweet taste that it has and it doesn't really affect me too much when I consume a few glasses. It's popular and has a high image.

Interview 35

Basically I knew it would go with the seafood. Also I knew the person with whom I was having the seafood with liked that particular Champagne... It was my boyfriend's

birthday, we were going to an exclusive restaurant, and therefore I thought it was appropriate to purchase an expensive wine. I chose for this occasion the Moet Chandon Chardonnay, which was priced at around \$90 per bottle. It's a French fine wine and because I've had this wine I know it's of good quality and I will be getting my 'value for money' and it is also his favourite wine so he would be quite impressed...price was not as important because I was willing to spend that little bit more in order to get better quality.... as opposed to other occasions in order to get better quality.

Party/Celebration/Function Interviews

Interview 19

Female 32

Interviewer: What about when you went out to the theatre?

Respondent: I purchased a Brown Brothers Chardonnay

Interviewer: Why did you purchase that wine?

Respondent I was out, it was a special night, I wanted to drink something a little bit better than I knew would be nice but wouldn't cost me too

Interviewer: Why was drinking something special important to you?

Respondent: I wanted something nice but also I was with others and I wanted something that looked good also, it seemed to fit the bill.

Interview 71

Interviewer: Well at the farewell party, what wine did you purchase?

Respondent: Ah, I think it was a Chardonnay.

Interviewer: Why did you purchase Chardonnay?

Respondent: Ah, because I basically like white wines and Chardonnay, was a white wine that appeals to me.

Interviewer: Why white wine?

Respondent: Am, I generally prefer whites over reds, so I went for white wine, red tends to disagree with me sometimes so I generally avoid it.

Interviewer: In what way does it disagree with you?

Respondent: Oh, it just doesn't make me feel too well, it seems to go to my head, so just generally reds don't agree with me.

Interviewer: What brand was the white wine?

Respondent: It was a Brown Brothers wine.

Interviewer: Can you tell me anything about Brown Brothers wineries at all?

Respondent: I do not have a brand preference, but I do like the selection from the Brown Brothers range. Am, basically there a Victoria, a winery, am, and they are renowned for constantly producing quality wines.

Interviewer: Did you purchase this wine because of the price?

Respondent: No.

Interviewer: So, is it a quality wine?

Respondent: Yes it is.

Interviewer: So are you saying that price doesn't matter?

Respondent: A, yes it does matter, but not overly all that much. Well price was a consideration but our primary objective was that we just wanted to make sure our friends and family had a great time.

Interviewer: Right, did you buy the wine for yourself or to share with others at the farewell party?

Respondent: It was a bit of both actually, for myself and to share with others at the party.

Interviewer: Did the others at the party have an influence, with the choice that you made of Brown Brothers?

Respondent: Ah, no, not on this occasion, but I, but I did choose the wine because it's a good quality wine, and I would expect others not to dislike it.

Interviewer: Was this particular wine an award winning wine?

Respondent: No I don't think so, I don't think this particular one was.

Interviewer: Then, how do you know this particular wine is a good quality wine?

Respondent: It generally tastes good, but I believe, well I know Brown Brothers are renowned for award winning quality wines.

Interviewer: Right, how do you know this?

Respondent: Am, well I've seen many of there other wines, with am award medals on there label, am I've seen stories in magazines with reference to what awards they've won and so on.

Self

Interview 53

Respondent: I always have one after work, which is five days a week?

Interviewer: Why is it important for you to have a glass or two of wine every after work?

Respondent: I think wine is...to me it's more relaxing, it makes me feel good and it's enjoyable. After a stressful day at work, it eases you up. It makes you feel more comfortable at home and the next day, you start fresh again, and it helps you to achieve your daily goal. I suppose it improves your self-esteem a little bit.

Interviewer: Why is it important for you to be relaxed, feel good and to enjoy?

Respondent: That's what you need after a day's work.

Interviewer: So, price does not really influence you in this situation.

Respondent: Not really. If I see a wine that I like, I'll buy it regardless of what price it is. I might ask the person in the wine shop which particular wine is good for a particular price. I might say what are some of your good wines at fifteen dollars, or what are some of your good wines at ten dollars, depending on how much I want to spend. I like Brown Brothers, Wolf Blass that have medium prices. Then there are also expensive ones like Jamieson's Run, I like that too which is priced around \$17.00 a bottle, but I go to that then I buy cheaper ones also.

Respondent: I usually purchase a bottle of wine like Jamieson's Run, something like that or Brown Brothers I have a limitation of wine, I would drink maybe 3 to 4 glasses than I'll stop drinking it, because the alcohol content is really high makes you tipsy. The most important thing really with wine is its taste and what you like, you know. But wine is really very enjoyable because there are a lot of different 'types' to choose from.

Interviewer: Are there any other factors that you consider?

Respondent: No, basically the taste. I like the tannin taste, the after taste of the tannin. It needs to be smooth. The smoother the taste the better. it's very easy drinking. I enjoy the taste, purely and simply.

Interviewer: What is your aim in consuming wine at home?

Respondent: The aim is not to get drunk. It's to enjoy the wine at home. But to enjoy the flavour, it's a bit of a hobby. Wine can be considered as a hobby to experience the flavour. I like to experience the flavour, the taste, and enhance my knowledge as well. I just want to sit down and enjoy it I drink half a bottle and put the rest in the fridge and leave until tomorrow. It helps me relax and enjoy the occasion, to contemplate. I like to drink. I consider it a luxury.

Interview 81

Respondent: I normally always have a bottle of wine in the fridge or at least in the house, there are quite a few which consist of a few different ranges and a few different price ranges. I sometimes also get the urge to have a bottle and sit down and have my meal and I'll drink the bottle. I limit myself to price, because I feel you don't

have to pay a lot of money for an Australian wine to get a good one. Everybody is different, everybody's palate's are different, but I find today that the market seems to be tending towards with my experience anyway, with the lighter whites and the lighter fruitier whites, as they are so much easier on the palate and they are not so heavy and you can tend to probably consume more which is not a great thing. I enjoy light wine that can relax me; I can 'treat' myself to something that is really nice.

As far as labels are concerned I'm not really concerned about looking at labels although in a couple of selections that I do choose myself I do go back to the same labels each time, it's not just the same label it's the same style of wine i.e., Brown Brothers, Spatlese and Jacob's Creek, I definitely tend to go towards those. I like to get 'value for money'. I like to get a wine that I like to drink at a reasonable price. The fact that I would enjoy the wine, the price was right and that it was an Australian wine.

Casual Drink With Friends Interviews

Interview 18

Interviewer: What about when your friends came around for a drink, what things influenced you to choose the wine for that occasion?

Respondent: Something that had a relatively cheap price.

Interviewer: Why was a cheap price important to you?

Respondent: Because I don't want to pay too much for wine, and this is important because my financial well being comes first I didn't want to pay too much when just having a quiet drink in the company of friends. I had a Queen Adelaide, because it tastes OK but doesn't cost too much. It's just a presentable type of wine in this sort of situation.

Interview 66

Interviewer: What about when you were socialising with friends, what bottle of wine did you choose on that occasion?

Respondent: I bought a bottle of Queen Adelaide, quite a cheaper wine because we probably consume more than we should on these occasions it's just a cheap wine

that's easy to drink.

Interviewer: What were the main reasons that influenced you to purchase that particular bottle of wine for the occasion?

Respondent: Price fairly inexpensive this fitted the occasion it wasn't anything really special.

Business Interviews

Interview 84

Interviewer: Why did you take that particular bottle of wine?

Respondent: We were eating Italian and I chose a bottle of red that I thought we would all like. Well, last time I went to this couple's place they really enjoyed it, and it is a lovely tasting wine and although I am not big on the knowledge of wine brands but Penfolds does seem to have a good image

Interviewer: So you say Penfolds has a good image. Why is this important when you purchase wine?

Respondent: You don't want to take a bottle of something that is unheard of or terrible tasting to someone's place. I know these people do drink some trendy label wines, which I haven't heard of and I don't know which ones are popular so I would usually stick to the tried and true labels like Penfolds.

Interview 98

Respondent: I was invited to a boss's house to a dinner party. So I had to make a good impression. I bought a bottle of wine. I did not look at the price this time generally, quality is related to price. It's as simple as that; you just don't buy a good wine cheap.

Interviewer: Price was not important?

Respondent: No

Interviewer: Which type of wine did you choose?

Respondent: I choose a bottle of Jamiesons Run Chardonnay.

Interviewer: What influenced you to choose this particular bottle of wine.

Respondent: I wanted something that wouldn't look cheap and everybody knew the brand.

Interviewer: So you wanted good quality? Why is that?

Respondent: Well I wanted to make a really good impression. The boss and his wife are wealthy people, so I didn't want to look stingy. It is an occasion that doesn't really come up every day. Maybe once a year or not even that. So whenever it comes up I want to make a good impression.

Barbecue/Picnic/Outdoor Functions Interviews

Interview 21

Interviewer: What about the family picnic?

Respondent: For the family picnic I buy my favourite cause I'll be drinking it and flavour or taste is important to me.

Interviewer: Why do you do that?

Respondent: Because I'll be drinking it.

Interviewer: Why is this wine your favourite?

Respondent: Because I really like the flavour and the taste. A Wolf Blass is very nice, reliable, is reasonably priced, and goes well with 'barbecue' food.

Interviewer: Why do you have your favourite wine for this occasion?

Respondent: It's a nice atmosphere, I'm out relaxing and enjoying myself, I feel good and a nice wine sort of caps it off.

Interview 79

Interviewer: What influenced you to purchase the wine?

Respondent: The type of food, the quality and 'value for money' of the wine and on what the other people would like. Brand loyalty was not an influential factor because I like to experiment with different brands of wines. I bought the wine because of the food. It suited the occasion; it was the taste and flavour that suited the 'barbecue'.

Interviewer: Why were these things influencing you?

Respondent: O.K., well, the factors were a well-known brand. Queen Adelaide Riesling is very nice fresh fruity wine. It is very reasonably priced, would go well with the barbecue food. It is very nice wine. It is very compatible with food not too overpowering, not too heavy. Nice fruity taste. Not too much acidity. Price is important because you have only so much to spend on wine, unless it's a special occasion or 'celebration' where a more expensive wine might be appropriate. Wine must suit occasion. Type of wine must be compatible with others tastes and the meal. It suited the occasion, it was the taste and flavour that suited the barbecue, and it suited both the women and the whole group. The cost was not a consideration; it cost about eight dollars, not too expensive.

Dinner With Friends Interviews

Interview 17

Interviewer: Thinking of the first occasion, the dinner occasion, what things were important in influencing you to choose the wine for this occasion?

Respondent: The important things were the price, the quality and brand and the type. I bought a Jamieson Run, because I don't want to pay too much for the wine, this is important because my financial well being comes first.

Interviewer: Why was the quality important to you?

Respondent: The quality is important to me because I don't want to drink vinegar, I want something that I enjoy.

Interviewer: Why was the type of wine important to you?

Respondent: Well the type of wine is important to me because I mainly go for Chardonnays, this is due to enjoying the taste of dry whites.

Interviewer: Why was the brand of wine important to you?

Respondent: The brand of wine is important to me because it portrays status as well as financial stability.

Interview 65

Interviewer: At your most recent occasion where you were having dinner on Saturday night, what wine did you choose on that occasion?

Respondent: I chose a bottle of red, medium priced bottle of Jacobs Creek.

Interviewer: What things were important in choosing this bottle of red wine?

Respondent: Probably mainly price and I liked the taste of it. It is a reasonably priced wine to drink.

Interviewer: Is price one of the main things you look for when purchasing a bottle wine to go out for dinner with?

Respondent: Because I am on a budget and I have to be extremely careful what I spend so price is important to me in a bottle of wine. I also feel that Jacobs Creek is not a bad tasting wine for the price.

Because you want something that everyone drinks, so you put up the question 'what should I get?' and you know, a few names go up and the majority of people pick Jacob's Creek. So, I think a lot of the people there, you know, not everyone's a wine drinker and because they're familiar with the name, probably heard it on telly, so automatically, they run with it.

Dinner with Family Interviews

Interviewer: The last occasion you purchased wine for was for a meal, what things were important in influencing you to choose this wine for this occasion?

Respondent: Just being in the mood, the price of it, I brought it in bulk on the way home from work and really just wanted something light to have with the meal. It was the Delatite Riesling... I thought I'd try something, which would cater to a wider group of people, and Rieslings are fairly good in terms of that. And also, given that it was a family meal and I was cooking and I was serving up chicken ...I thought a Riesling would probably be a fairly good choice with reference to that.

Interviewer: From that occasion it seems the things that would have been important to you would have been price, the fact that you got it on the way home from work, and you wanted something light with your meal, why would these have been important to you when making the choice?

Respondent: Guess I just knew I did not have any wine at home that particular night, I did not want to spend too much it was just what I had in my pocket and to relax at home over a meal and a light wine because I did not want to become intoxicated just wanted to enjoy the meal and flavour.

Interview 37

Interviewer: What things influenced you to purchase wine for the family dinner?

Respondent: Price is an important factor.

Interviewer: Why is price an important factor?

Respondent: I will not spend more than \$15 for a bottle of wine, I am not a wine connoisseur so I can not distinguish the different subtleties. Personally as a general consumer I will not spend \$40 or \$50 for wine, \$15 is all I will spend.

Interviewer: How much did the wine cost?

Respondent: \$12. Also if I buy a bottle of wine and enjoy it, I tend to stick to that one.

Interviewer: What type of wine was it?

Respondent: I only drink red wine.

Interviewer: Did you choose a particular brand?

Respondent: Yes it was Poet's Corner.

Interviewer: Why did you purchase this particular wine?

Respondent: I discovered it at a writing seminar where they were serving Poet's Corner, used for the pun of the word poet's because there were writers and poets there, ever since then I've drunk it. I liked it and thought I'd stick to a good thing.