ISCTE Business School
University Institute of Lisbon

PARTNERS IN WINE: OCCASION INFLUENCERS OF PORTUGUESE MILLENNIALS' WINE PURCHASE BEHAVIOUR

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Dissertation submitted as partial requirement for the conferral of Master in Marketing

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Resumo

Propósito: Esta dissertação visa analisar como é que os Millennials portugueses escolhem atributos do vinho, que fontes de informação utilizam e que riscos percecionam em diferentes ocasiões de consumo de vinho. O propósito final é compreender melhor este segmento, neste país.

Design/metodologia/abordagem: Foram recolhidos dados quantitativos de uma amostra de Millennials portugueses (N = 477). O teste do Qui-quadrado e o teste V de Cramér foram os métodos utilizados na análise, com o apoio de tabelas de frequência e árvores de decisão (CHAID).

Resultados: Os inquiridos identificaram diferentes atributos e riscos do vinho em diferentes ocasiões de consumo de vinho. No entanto, não consideraram diferentes fontes de informação consoante a ocasião. Este estudo verificou que a segmentação baseada na ocasião é eficaz no estudo do comportamento do consumidor de vinho e que os Millennials portugueses não seguem a tendência de consumo dos jovens *Old-World*.

Implicações Práticas: Marketers e gestores do setor vinícola devem considerar esta segmentação com base nas ocasiões para desenvolverem os seus planos estratégicos. Desta forma, a experiência do consumidor irá revelar-se mais positiva assim como os resultados de vendas.

Originalidade/Valor: Esta investigação é valiosa para profissionais da indústria do vinho e investigadores, uma vez que analisa o comportamento de compra de vinho dos Millennials em várias ocasiões num país *Old-World*: Portugal. Esta será a próxima grande geração de consumidores de vinho, por isso o novo conhecimento é sempre relevante para o desenvolvimento de novas estratégias de mercado e, neste caso, relacionadas com as ocasiões.

Palavras-chave: Marketing; Millennials; Portugal; Consumo de Vinho

Códigos de classificação JEL:
L66 – Comida; Bebidas; Cosméticos; Tabaco; Vinho e Bebidas Espirituosas
M31 – Marketing

Abstract

Purpose: This dissertation aims to examine how the Portuguese Millennials chose wine attributes, which information sources they rely on and what are their perceived risks in different wine consumption occasions. The final purpose is to give a new understanding of this segment in this country.

Design/methodology/approach: Quantitative data were collected from a sample of Portuguese Millennials (N = 477). Chi-Square and Cramér's V methods were used in the analysis, with the support of frequency tables and CHAID decision trees.

Findings: Respondents identified different wine attributes and risks on different wine consumption occasions. However, different sources of information were not considered according to the occasion. This study verified that the occasion-based segmentation is effective when studying the wine consumer behavior and that the Portuguese Millennials do not follow the consumption trend of the other Old-World youths.

Practical implications: Wine marketers and managers should be aware of this occasion-based segmentation to develop their strategic plans. This way, the consumer experience will be more positive as well as the sales results.

Originality/Value: The present paper is valuable for wine industry practitioners and academic researchers since it analyses the Millennials wine purchasing behaviour in various occasions, in an “Old World” country: Portugal. This will be the next big generation of wine consumers so new knowledge is always relevant for the development of new market strategies, and in this case, occasion-related ones.

Keywords: Marketing; Millennials; Portugal; Wine Consumption

JEL Classification System:
L66 – Food; Beverages; Cosmetics; Tobacco; Wine and Spirits
M31 – Marketing

Acknowledgements

This research involved partners in many ways, therefore I would like to express a few words of genuine gratitude to the ones who truly made part of this discovering process. I was blind until…

Professor Doctor Ana Brochado and Professor Doctor Helena Rodrigues, inspired me with a vision, set me on the right track and keep holding my hand until we reach the final destination.

Professor Doctor Rute Roda taught me how to follow, collect and analyse the seeds that appeared along the way.

Mrs Miriam Santos Freire ironed out my wrinkled map turning it into legible braille.

My friends gave me sunglasses and encouraged me to complete this trail in style. Together we hand tested every occasion and they also helped by sharing the survey through their networks, therefore one must not forget to thank all the anonymous Portuguese referees who cheered me up on this journey.

My family comforted me and helped me realize that I wasn't blind. They were always available and reminded me that this investigation was just like a blind wine tasting: a moment where I must explore all senses while acquiring more knowledge in order to discover the most pleasant solution.

… I found you all, dear partners in wine.

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List of Abbreviations

Acronym	Description
ACIBEV	Association of Wines and Spirits of Portugal
BC	Before Christ
CHAID	Chi-squared Automatic Interaction Detector
GPS	Global Positioning System
IBM	International Business Machines Corporation
JEL	Journal of Economic Literature
NW	New World
NZ	New Zealand
OW	Old World
OIV	International Organization of Vine and Wine
QR	Quick Response
SM	Social Media
SPSS	Statistical Package for the Social Sciences
UCLA	University of California, Los Angeles
URL	Uniform Resource Locator
US or USA	United States of America
UK	United Kingdom

Chapter 1: Introduction

1.1. Problem Statement

The wine market is saturated. With increased diversity in styles, brands and prices, the wine purchase decision is extremely difficult and the consumer gets lost (Corduas, Cinquanta and Levoli, 2013).

A lot of single markets and cross-national research was done about the consumer wine behaviour aiming at understanding the unique characteristics of a specific wine market or at comparing different wine markets (Lockshin and Corsi, 2012). Continually updating this data is important because societies keep changing and it is necessary to understand how different segments act nowadays.

The existing gap in this literature, highlighted by the future research direction of many articles, is due to the influence that different occasions may have on the final wine purchase.

Many authors have selected specific consumption situations and designed models to test their theories regarding this subject but all of them recommended that the number and types of situations that influence the purchase behaviour should be expanded and more developed (Bruwer, Fong and Saliba, 2013; Carsana and Jolibert, 2017; Sandell, 1968) especially in different countries, so that the conclusions could be more valuable for the market players.

Using a particular segmentation helps marketers to identify specific needs, resulting on a better allocation of budget into effective marketing efforts (Barber, Dodd and Ghiselli, 2008).

Although the Millennials wine purchase behaviour regarding different consumption situations has already been documented in many different countries, little is known about their behaviours in Portugal, an Old-World wine culture.

This dissertation will look at the Portuguese wine consumers from Generation “Y” and collect new statistics about their wine purchase behaviour in different consumption occasions: at home, out in restaurants and when giving wine as a present (i.e. gift-giving situations); and with different people. Product attributes, perceived risks and information sources will also be measured to discover which are the most relevant for this segment in each occasion.

Observing how this purchase decision is made will give a new perspective to the wine market, since the current information about this subject on this segment in this country is underdeveloped and outdated.

1.2. Research Objectives

Tradition usually takes the form of gift-giving situations, dates and celebrations (Carsana and Jolibert, 2017). Most of the times, these moments lead consumers to search for more information, seek advice, consider other alternatives, spend more time shopping, request higher quality products and potentially spend more money (Bruwer *et al*., 2013).

Confirming these facts on the Portuguese Millennials wine consumers is very relevant for the wine market growth. Why? Because it is essential to learn about cultural differences and changes over time to interact with contemporary wine buyers.

Once Generation "Y" behaviour is clarified, both brands and retailers will be able to develop stronger marketing strategies and customized campaigns to support and improve the consumer experience in specific events, and eventually to increase sales. Hence, this dissertation aims at creating value in the wine market with the following objectives:

Objective 1: To provide an updated overview of the wine market by developing the following subjects in the existing literature on the problem identified:

- Wine consumer behaviour (i.e. the case of Portuguese Millennials)
- Wine consumption occasions
- The influence of wine attributes
- The influence of perceived risk
- The influence of information sources

Objective 2: To analyse the current landscape of the Portuguese Millennials wine relationship and to understand which are the wine attributes, perceived risks and information sources that they consider most influential in different wine occasions.

Objective 3: To reach relevant conclusions at the end of the research as a significant contribution to the wine market development, particularly, in Portugal.

Having these objectives in consideration, it is possible to formulate several hypotheses based on the assumption that occasions strongly influence Millennials consumers' wine purchase behaviour.

1.3. Structure of the Dissertation

This dissertation consists of six chapters, as follows:

Chapter 1: Introduction

This first chapter introduces the problematic that currently occurs in literature, the objectives of this further research on the subject and the structure of the dissertation.

Chapter 2: Study Context

Before exploring the literature, it is crucial to explain the wine market itself because it's not possible to do a proper research without proper context, especially when addressing a specific culture. The following issues will be clarified in this chapter: (1) The difference between Old World, New World and New Latitude Wines; (2) The global wine market growth in terms of production and consumption; (3) The current Portuguese wine market.

Chapter 3: Literature Review

This chapter explore the theories and concepts already investigated by several researchers over the years regarding five subjects: (1) wine consumer behaviour; (1.1.) Portuguese wine consumer behaviour; (1.2.) Millennials wine consumer behaviour; (2) wine consumption occasions; (3) the influence of wine attributes; (4) the influence of perceived risks and (5) the influence of information sources.

Chapter 4: Research Methodology

Having this previous learning developed, four hypotheses and a conceptual framework were created concerning the occasions, wine attributes, perceived risks and information sources that may affect the final wine purchase by the Portuguese Millennials.

After addressing these issues, a questionnaire was constructed and shared online to collect answers for the previously defined hypotheses.

The last part of this chapter explains the means used to collect and treat the data gathered.

Chapter 5: Results & Discussion

In this chapter, Microsoft Excel and IBM SPSS Statistics 20 were used to do a descriptive statistical analysis and nonparametric testing on the answers gathered to properly explain and clarify the overall findings.

Chapter 6: Conclusions, Limitations & Future Research

This last chapter points out the main conclusions of this dissertation, as well as the limitations that occurred during the investigation process and any future research suggestions. All of these elements were established after a deep examination and comparison between the literature review and the results of the survey.

Chapter 2: Study Context

Before starting the analysis, it is necessary to clarify the wine sector framework. Why? Because it is only possible to understand the market context and consumer behaviour after observing the market background, evolution and current situation.

It is well-known that wine exists since the beginning of mankind. Currently, the oldest reports date back to 3100 BC, revealing that pharaohs used wine in ceremonies due to its resemblance to blood. After that, the wine quickly began to spread around the world. Many years later, researchers discovered the oldest winery in ancient Armenia, dating back to 4100 BC![1]

First, wine was traded to the Middle East through the Mediterranean, and then North Africa, Greece and Italy. Back in 143 BC, the Romans took wine as their own, making wine a central part of their culture, copying the Greek cultivation methods. As their troops expanded across Europe, they planted grapevines in modern day France, Germany, Hungary, Italy, Portugal, Spain, as well in several Central European nations. That is why these countries are referred to "Old World" (OW) in the wine industry.

Between 1492 and 1600, wine travelled to the "New World" (NW) countries: South America, the US and Canada with their conquerors and missionaries. By that time, the Portuguese Jesuits arrived in Japan and Saint Francis Xavier gave wine as a present to the feudal lords, introducing imported European wine to the population.

UK sailors also planted vines overseas (e.g. in India and South Africa). They travelled to Australia carrying wine to that continent and, forty-nine years later, James Busby (the so-called father of the Australian wine industry), a British resident, travelled from Australia to New Zealand with grape cuttings, creating the first vineyard there.

The most recent country to adopt wine as part of their culture was China, in 1980. The most remarkable fact is that this nation has just become the world's largest producer and consumer of wine, especially the younger generation.

Due to global warming, many vineyards in Argentine and New Zealand are currently starting to dry up. Antarctica, on the other hand, is becoming an ice wine region. James Pope oversees this new vineyard practice using penguin excrement as a fertilizer.

[1] VinePair. (2014) *How Wine Colonized The World*. Retrieved in December 4, 2017, from VINEPAIR: https://vinepair.com/wine-colonized-world-wine-history/#0

2.1. Old World, New World and New Latitude Wines

Throughout history, the wine industry has created two categories regarding production countries: Old World countries and New World countries. Both groups have different characteristics because of their specific winemaking practices and regional climate (Fountain, Seccia, Velikova and Wilson, 2013; Groot and Gracia, 2011).

Old World wines are produced in countries where wine has first originated from, such as France, Italy, Hungary, Austria, Spain, Portugal, Greece, Germany, Turkey, Georgia, Armenia, Moldova, North Africa and the Middle East. Wine drinkers usually look for Old World wines because they are traditional, classic and reliable (Alsop, 2010).

New World wines come from countries where wine production has been exported from the Old World, and they correspond to the most recent producers, mainly Argentina, Chile, Brazil, the United States, South Africa, Australia, New Zealand, Japan, India and China. These wines are more flavoured (with higher alcohol content) because of their warmer climates and people usually buy them because they are new and fresh (Puckette, 2012).

Some Old World winemakers like France are capable of producing a New World style wine or vice-versa, meaning that there are plenty of exceptions to the rule. This happens because producers have control when it comes to affecting how a wine will taste. Table 1 reflects the main differences between them:

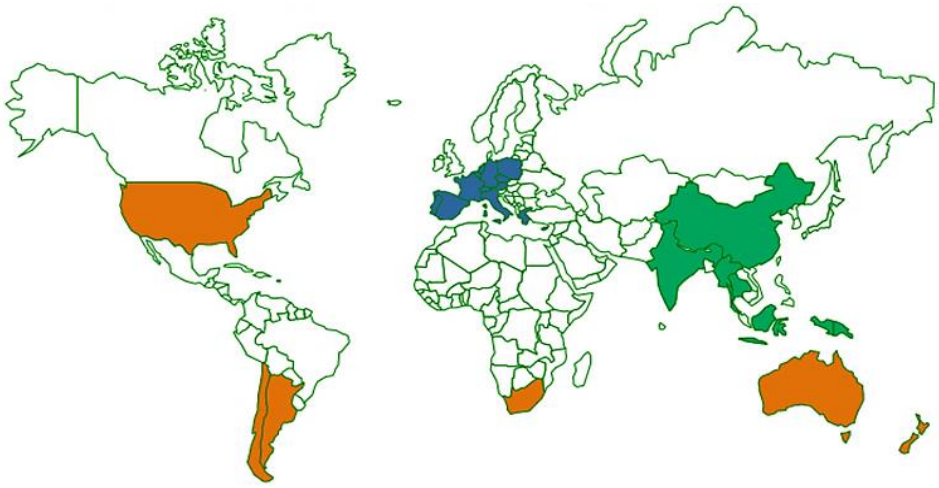
Table 1: Old World vs. New World Wines

	Old World	New World
Name	Name of the place it was made	Name of the grape that was used
Region	France, Moldova, Hungary, Austria, Spain, Portugal, Greece, Germany, Turkey, Georgia, Armenia, Italy, North Africa and the Middle East	Argentina, Chile, Brazil, the United States, South Africa, Australia, New Zealand, Japan, India and China
Style	Traditional, based on past and "*Terroir*" knowledge; Usually high production cost	Modern, based on scientific research and new experiments; Usually low production cost
Characteristics	Lighter Higher acidity Less fruity, more herbal Less alcohol	Riper Less acidity Fruitier, less herbal Higher alcohol

Source: Dissertation Author, compilation of different information.

A new and growing wine category has recently appeared due to climate change, technological and vinicultural advances. The "New Latitude" wines (Figure 1).

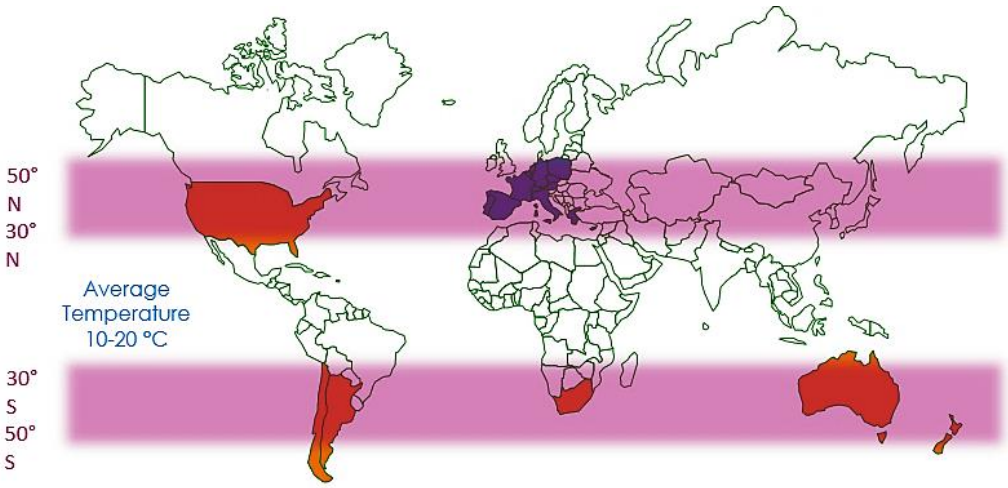
Figure 1: Old World, New World & New Latitude Wine



Description: Old World Wine = Blue; New World Wine = Orange; New Latitude Wine = Green
Source: Arora (2016)

Old World and New World wines are located within the latitude band of 30º and 50º, both North and South (Figure 2) but there are several countries outside this limit. New Latitude wines refer to the wines made from grapes that grow outside the traditional latitude producers. These countries have usually tropical or very specific climates and each one has its own vinicultural solutions for their unusual weather (Arora, 2016).

Figure 2: Old World & New World - Wine Belt



Source: Arora (2016)

New Latitude is a combination of the New and Old World wines with an exotic touch (Puff, 2017). Robinson (2015) suggested in her research that the New Latitudes can be split in two parts: Low Latitude wines and High Latitude wines.

The Low Latitude wines focus on countries between 30°N and 30°S: China, Indonesia, Bali, India, Thailand, Tahiti, Brazil, Vietnam, Taiwan, Sri Lanka, Cambodia, Myanmar, Ethiopia, Kenya, Peru, Bolivia, Namibia, and Costa Rica.

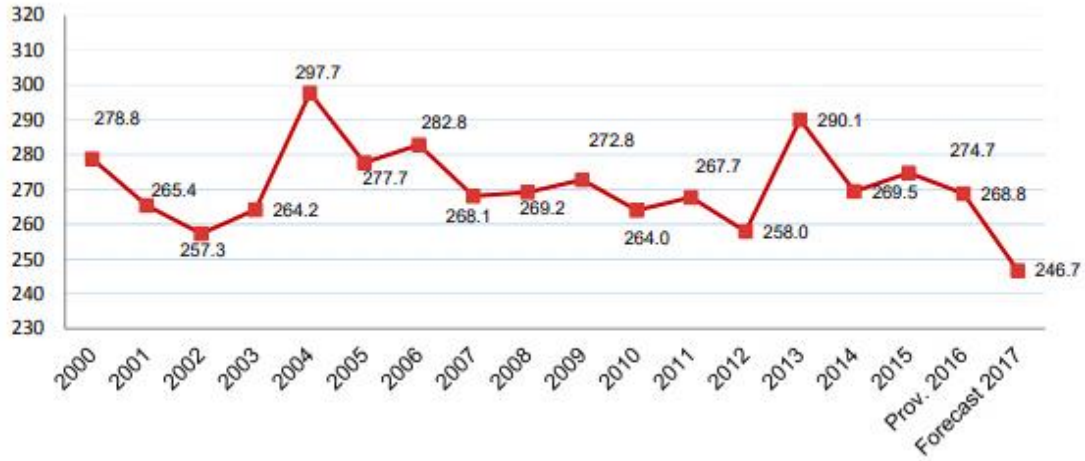
On the other hand, High Latitude wines focus on latitudes above 50°, both North and South. Many of the successful countries are Scandinavian, namely: Norway, Sweden, Denmark, England, Scotland, Poland and Siberia.

Every winemaking region has its challenges, culture and strategies but the key to success is to understand their product and their consumer.

2.2. Global wine market

In the 21st century, the world wine production changed drastically. The International Organization of Vine and Wine (OIV) (2017) claimed that Europe's main producing countries are almost reaching the same levels of production of the 1950s and early 1960s (Chart 1). Heatwaves and severe frosts are the main causes of this crisis and there is a concern about the financial stability of producers in some regions (Mercer, 2017).

Chart 1: World Wine Production



Source: OIV (2017)

The global wine-producing ranking (Table 2) shows that the OW countries: Italy, France and Spain were the most affected by vine losses. Moreover, it also shows that most of New World nations are stable, except for Argentina and Chile, which were also affected by climate change (hurricane "El Niño").

Lastly, Table 3 reveals that OW countries produced 56% of the world wine in 2017 against 34% for the NW. The overall results are really bad for the global wine market revealing that there is a 15% decrease when compared to the previous year.

Table 2: World Wine Production 2017 (Volume in thousands of hectolitres)

Country	2013	2014	2015	2016	2017	World Total %	Change % 2017/2013
Italy	**54,000**	**44,200**	**50,000**	**50,900**	**39,300**	15.9%	- 27.2%
France	42,100	46,500	47,000	45,200	36,700	14.9%	- 12.8%
Spain	45,300	39,500	37,700	39,300	33,500	13.6%	- 26.0%
United States	24,400	23,100	21,700	23,600	23,300	9.4%	- 4.5%
Australia	12,300	11,900	11,900	13,100	13,900	5.6%	13.0%
Argentina	15,000	15,200	13,400	9,400	11,800	4.8%	- 21.3%
China	11,800	11,600	11,500	11,400	11,400	4.6%	-3.4%
South Africa	11,000	11,500	11,200	10,500	10,800	4.4%	- 1.8%
Chile	12,800	9,900	12,900	10,100	9,500	3.9%	- 25.8%
Germany	8,400	9,200	8,900	9,000	8,100	3.3%	- 3.6%
Portugal	6,200	6,200	7,000	6,000	6,600	2.7%	6.5%
Russia	5,300	4,900	5,600	5,600	5,600	2.3%	5.7%
Romania	5,100	3,700	3,600	3,300	5,300	2.1%	3.9%
Brazil	2,700	2,600	2,700	1,300	3,400	1.4%	25.9%
Hungary	2,600	2,400	2,800	2,800	2,900	1.2%	11.5%
Rest of World	31,000	27,100	26,800	27,300	24,600	10.0%	- 20.6%
World	**290,100**	**269,500**	**274,700**	**268,800**	**246,700**	**100%**	**- 15.0%**

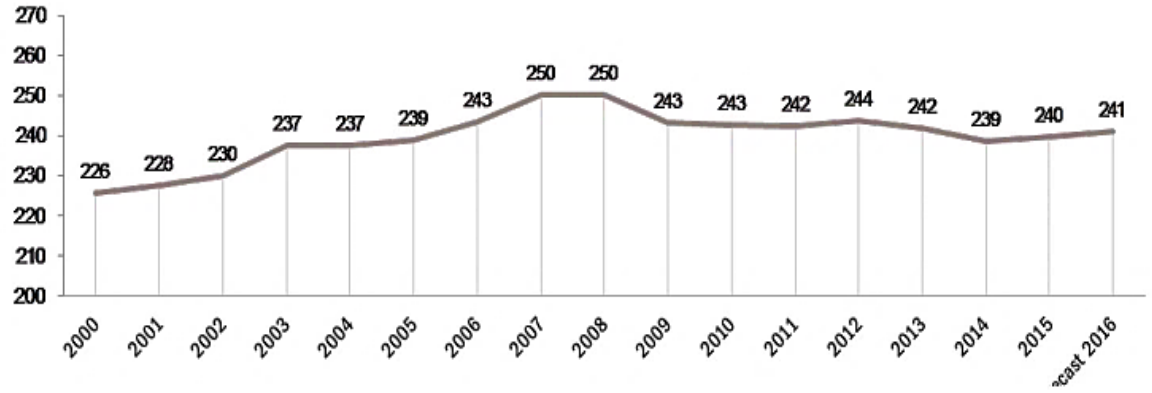
Source: OIV (2017)

Viticulturists are worried about the long-term effects these catastrophes could have on production in terms of recognition, taste alterations and price changes. They see themselves

facing a revolution due to these unexpected environment events. Leeuwen and Darriet (2016) suggest that they need to update their strategies to continue the production of high-quality wines (e.g. adaptation to plant based material because it has the advantage of being environmentally friendly and cost effective).

Besides the reduction of wine production worldwide, wine consumption is growing globally (Chart 2). OIV (2017) data revealed that five countries consume almost half of the world wine production: US (13,2%), France (11,2%), Italy (9,4%), Germany (8,1%) and China (7,2%). Together they consume 49% while the rest of the world consumes 51%!

Chart 2: World Wine Consumption



Source: OIV (2017)

Global wine consumption was 241 million hectolitres in 2016, almost as many litres as 2017 production, which is frightening. Fortunately, OIV Statistical Report on World Vitiviniculture (2017) estimates that global wine consumption will grow by 2.2% to 245.7 million hectolitres when compared to the previous year.

It is a fact that there are cultural differences among young wine consumers across countries or even within a country (Ritchie, 2007). Surprisingly, data from the last decade indicate that wine consumption by the Millennials in the New World has increased in volume, contrary to the Old World (Fountain and Lamb, 2011).

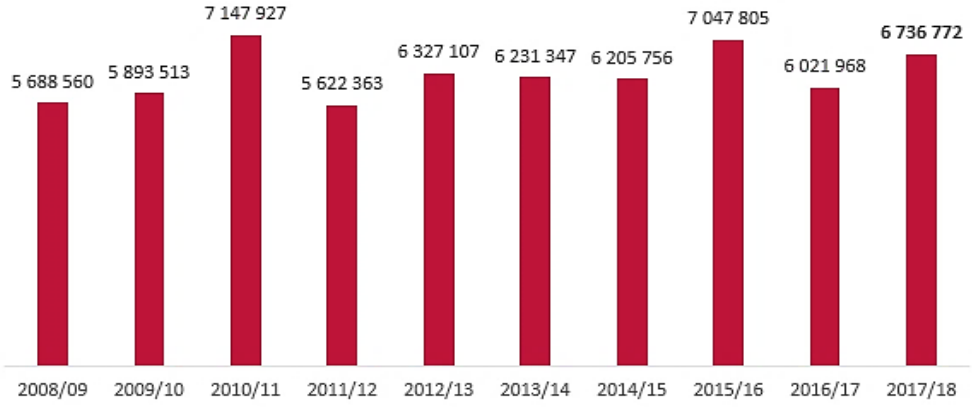
Fountain *et al*. (2013) have confirmed this tendency, commenting that Generation "Y" in the New World is consuming more wine than previous generations while in the Old World they are consuming less. Many studies explained this difference, suggesting that the Millennials from OW countries follow a cultural habit of pairing wine with food whereas the ones from the NW are now discovering that blend and starting to explore this market (Groot and Gracia, 2011).

2.3. Portuguese wine market

The Iberian Peninsula had its first vine planted about 2000 BC and the first reference specially to wine production in Portugal dates back to 989 BC, in the book "Datas do Convento de Fiães" which contains an explanation of the wine production in Douro region. After that, wine became a big part of this civilization's culture and even during the Golden age of Portuguese maritime discoveries, Portuguese navigators always carried wine to distant places.[2] Vine and wine were introduced in several places of the world throughout the Portuguese Empire and that is why this country is considered one of the oldest Old World winemakers.

Besides Portugal's rich wine history, Portuguese wine production keeps increasing over the years. According to OIV data (2018), from 2008 to date, production increased by 18.4% (Chart 3).

Chart 3: Evolution of Wine Production in Portugal



Source: OIV (2018)

OIV (2018) also shared that Portuguese wine companies exported approximately 777.9 million euros of wine in 2017 (almost 3 million hectolitres), resulting in a 7.5% growth in quantity and value when compared to last year.[3] The main foreigner clients are the French (14% market share), the Americans (10% market share) and the Germans (6% market share).

[2] Portugal, W. T. (2018). *About Portugal*. Retrieved in April 24, 2018, from Luxury Hotels, Wineries & Wines: https://www.winetourismportugal.com/en/about-portugal/

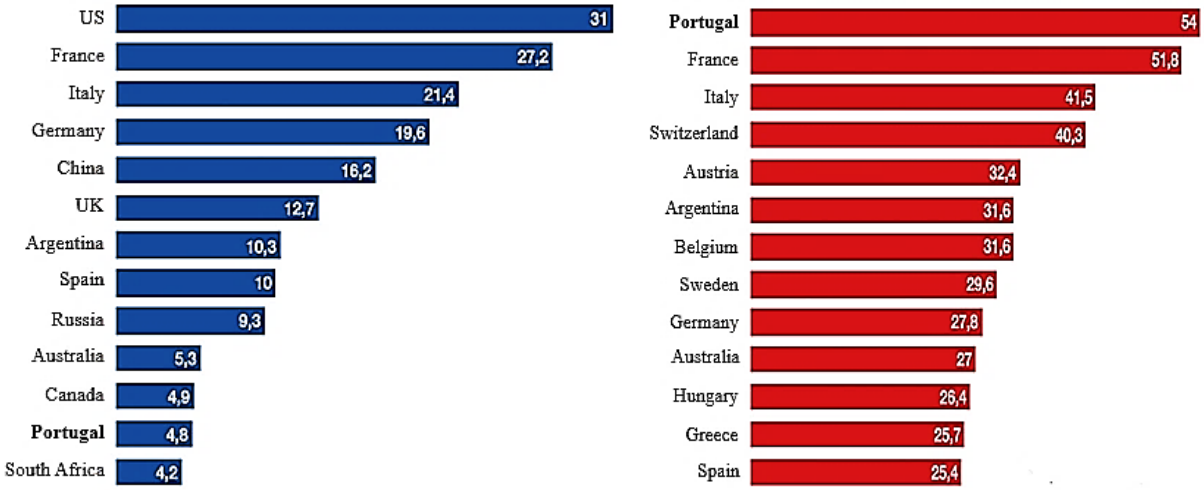
[3] Larguesa, A. (2018, February 22). *Vinhos portugueses voltam a "encher o copo" nas exportações*. Retrieved in April, 2018, from Jornal de Negócios: https://www.jornaldenegocios.pt/empresas/agricultura-e-pescas/vinho/detalhe/vinhos-portugueses-voltam-a-encher-o-copo-nas-exportacoes

Since 2017, Portugal is the Porto wine export leaders, with sales up to 312.2 million euros. However, this dissertation will not further analyse Porto wine because it is a very specific category that would require a much more detailed research.

Regarding imports, there was also a 21.6% increase and 133.8 million euros were spent in total with wine. Looking at the overall scenario, the trade balance remains broadly positive, strengthened by 5% facing the end of last year results, totalling 644 million euros. This is a very good outcome for this sector in Portugal.

According to the OIV study released in 2017[4] about worldwide wine consumption (Chart 4) Portugal is leading the wine consumption per capita, in more than 200 countries analysed. Data reflected that Portuguese consumers drink an average of 54 litres of wine per year which means that 480 million litres are consumed annually in this small country, representing 1,94% of the total worldwide wine consumption in 2017.

Chart 4: World Wine Consumption and World Wine Consumption per capita (litres)



Source: OIV (2017)

Nielsen (2017) latest report about wine consumption in Portugal[5] revealed a growth of 4% in volume in off trade channels (e.g. shop purchases) and 8% in volume in on trade channels (e.g. restaurants). These significant results are in line with the previously observed global wine consumption growth (Chart 4).

[4] OIV. (2017, July 28). *Portugal no topo do mundo no consumo de vinho per capita*. Retrieved in April 25, 2018, from Grandes Escolhas: https://grandesescolhas.com/portugal-no-topo-do-mundo-no-consumo-de-vinho-per-capita/

[5] Nielsen. (2017, December 19). *Press room: Wine consumption grows in Portugal*. Retrieved in April 25, 2018, from Nielsen: http://www.nielsen.com/pt/pt/press-room/2017/Wine-consumption-grows-in-portugal.html

The same study made by Nielsen (2017) also revealed other interesting conclusions:

- Regarding the package preferred by the Portuguese population, bag in box (39.6%) and bottle (42.5%) still have the biggest market share and both have grown by 5% in the last year. On the other hand, barrels only have 8% of the market share, but they have also grown by 25%, especially in on trade channels.
- Another interesting fact in this study was that 54% of the bottle sales in hypermarkets and supermarkets were purchased due to discount incentives.
- This report also revealed that the Portuguese population take advantage of opportunities like wine fairs at retail stores to taste and experiment more sophisticated wines with higher quality. That is why retail wine fairs have grown by 8% in volume, representing a 17% of the total department store revenue.

With these insights, it is possible to observe that the Portuguese have a strong relationship with wine. This dissertation will confirm if their Generation "Y" matches these findings.

Chapter 3: Literature Review

3.1. Wine consumer behaviour

An investigation made by Wine Intelligence (2017) proposed six types of wine consumers: (1) frugal occasionals (i.e. usually people with low wine engagement, who chose the product based on the price and drink it mainly at special occasions); (2) developing drinkers (i.e. usually people that are initiating the habit of drinking wine because they like the taste); (3) sociable newbies (i.e. usually younger people who are starting to learn about wine because they perceived it has a cool drink to hang-out); (4) health shippers (i.e. usually people who consume wine occasionally due to its perceived health benefits); (5) adventurous connoisseurs (i.e. usually people with high wine involvement, who are frequent wine buyers that enjoy experimenting new wines and usually have high spend per bottle); and (6) prestige-seeking traditionalists (i.e. usually people with high wine involvement, who have their preferences settled and mainly buy prestige wine because of what it represents for their social status).

These are consumer internal variables, such as motivation, perception, attitudes, personality, among others, but occasions and socio-cultural variables (i.e. culture, subculture, social groups, etc.) also must be taken into consideration (Santos and Ribeiro, 2012).

When studying wine consumer behaviour, cultural differences were immediately pointed out because every culture has its unique traditions and celebrations. Likewise, a multicultural study conducted by Hall, Shaw and Doole (1997) on wine consumers from Italy, Greece, Germany and Australia, regarding their views on wine in specific occasions, revealed significant differences that might happen due to their cultural background. For example, Italians see wine as a preferred beverage for celebrations, while Germans are more likely to use wine to relax alone and Greeks to use it for romantic occasions. Those are just a few of the occasions identified in the study, however they confirmed that wine consumption preferences differ in many cultures.

Many other cultural studies regarding this subject were conducted but most of the conclusions outlined that different occasions influence the wine purchase behaviour and its impact is perceived differently between cultures worldwide (Carsana and Jolibert, 2017). Thus, in order to understand and clarify the wine consumption behaviour by Portuguese Millennials, it is necessary to further develop research towards this country and segment behaviours.

3.1.1. Portuguese wine consumer behaviour

Portugal is one of the countries with the strongest wine tradition, but in terms of market segmentation, the Portuguese wine market hasn't been studied very precisely at an academic level (Brochado and Martins, 2008; Figueiredo, Afonso, Ramos, Santos and Hogg, 2003), especially regarding the Generation "Y" behaviour.

Duarte, Madeira and Barreira (2010) research on Portuguese wine consumers identified that males aged from 35 to 49 years (i.e. Generation "X") are the ones who consume more wine. Their research also concluded that price is a relevant factor, when observing that the most purchased wines in retail were low-priced. However, they also sustain that this segment is willing to pay more per bottle depending on the occasion, place and wine category (i.e. premium, reserve, limited edition, etc.).

Regarding the place for wine consumption, Portuguese consumers consider drinking at home as their favourite (Figueiredo *et al*., 2003) but for single individuals under the age of 24, the restaurant is their first option. According to Figueiredo *et al*. (2003) conclusions, 52% of the inquiries offer wine as a present mostly in special occasions followed by dinner with friends.

As for the place of purchase, Sanches (2013) identified hypermarkets, supermarkets and restaurants as the places of election when buying wine, in that specific order. Figueiredo *et al*. (2003) agreed that the price is the main reason for purchasing wine in these places, mainly due to the country economics but also due to the location of these establishments (e.g. near residential areas or workplaces).

Furthermore, wine clubs still have little expression in the Portuguese market and winery web sites are mostly used for information search, not for online purchasing (Figueiredo *et al*., 2003). Another interesting fact in this investigation was that direct purchase to the producer is very important to consumers; however, those locations are not always easily accessible (i.e. hard to reach or with reduced working hours).

About the Portuguese online wine buying behaviour, Santos and Ribeiro (2012) findings suggested that the typical consumer profile that uses this channel for wine purchasing is young, male and with high income. This research survey also revealed that the price, availability, wide selection, region of origin, brand, recommendation of the online shop and prior experience were the most considered factors of influence on their purchase decision.

3.1.2. Millennials wine consumer behaviour

According to Lancaster and Stillman (2003), Millennials designates the group of people born between the late 1980's and early 2000's. However, these years could vary according to the source, demographics and researchers. They are also known as Generation "Y", Generation Me, Global Generation, Lost Generation, Peter Pan Generation, Trophy Kids (Alsop, 2008), Nexters and Echo Boomers (Atkin and Thach, 2012).

Some investigators split this generation in two: the "Old Millennials", who were born before 1988 (meaning they're 28 and older today), and the "Young Millennials", who were born around 1989 or later (EY, 2016). It is true that a 33-year-old has a different lifestyle than a 23-year-old, who still hasn't defined drinking preferences, however, with this expanded age range, more relevant data will be available to understand the attitudes and preferences of this generation.

Wine consumption behaviour varies within each country because culture plays a crucial factor when shaping attitudes and manners through wine in different occasions (Olsen, Thach and Nowak, 2007; Ritchie, 2007; Fountain and Lamb, 2011).

Furthermore, the Millennials wine consumption behaviour is significantly different from previous generations (Loose and Lockshin, 2010). In the US and in Australia, this generation is building a wine culture that didn't exist, contrary to what happens in France and Italy. According to statistics, the Millennials in Old World countries like the UK are drinking less wine and more beer than their parents (Espejel, Fando and Flavián, 2011).

Many reasons could be the cause for this differentiation in the last years, such as changes in the economy, political adjustments, new family structures (e.g. growing number of multicultural / multiracial families, the rise of same sex marriage and the possibility of child adoption by gay couples, females becoming the main domestic breadwinner, cohabitation and non-marital childbearing), digital developments, climate change, etc. However, global trends are always happening, so the industry must be completely alert and responsive to anticipate the consumer's next step, especially when new generations like the Millennials aren't adopting the traditional wine culture of their forefathers (Fountain and Lamb, 2011; Olsen *et al*., 2007; Schewe and Meredith, 2004).

As previously explained, Duarte *et al*. (2010) revealed that males aged between 35 and 49 (Generation "X") are the ones who consume more wine in Portugal, so why develop a dissertation that focus on Generation "Y" if they aren't the main consumers? Because currently the wine industry is changing and it must adapt to align with the values and personal belief system of the new generations.

For example, the Millennials are more concerned about health issues, social responsibility and other ethic causes due to their quick and easy access to information (e.g. this generation wants the truth from manufacturers and if they detect exploitation and unsustainable practices, they will react to it immediately); therefore, the wine industry is innovating and producing sustainable-labelled wine (Sogari, Corbo, Maccobi, Menozzi and Mora, 2015), to become more transparent. Moreover, due to pressure created by the Millenials, the current main goal of the wine business is to end with the practice of pesticides / chemicals used in the vineyards.

It is known that this generation spends lots of time on the internet and social media daily because they are tech-dependent (Alsop, 2008; Pate and Adams, 2013): they resort to social networking every day, to communicate, expose, raise money, share insights and experiences. Those who are interested in wine will seek out wine groups on Facebook and other social networking websites (Thach, 2009). That is why wine marketeers are investing in social media pages (Fernández, Vriesekoop and Urbano, 2017), wine blogs (Beninger, Parent, Pitt and Chan, 2014) as well as wine apps (Higgins, Wolf M. and Wolf J., 2014). In an attempt to reach this target and simplify the wine purchase process companies invest in these tools to give them special information, more guidelines and some pairing suggestions.

However, Generation "Y" aren't tech-natives like Generation "Z" (i.e. born between 2000 and 2012 - these years could vary according to the source). Why? Generation "Y" grew up with slow computers and witnessed the birth of social networks, which made them more patient and used to discovering new things online, while Generation "Z" grew up with touch-screens and smartphones with immediate information, which transformed them in a very difficult generation to persuade (Nagy, 2017).

There are many studies that explain the differences between generations, therefore marketers should know how to differentiate them to provide the best experience for all.

3.3. Wine consumption occasions

There are wines for all seasons of the year nowadays, for every occasion, to pair with any kind of dish, for every taste and for every pocket. But what occasions are we talking about?

Belk (1974) was the first researcher to verify that costumers displayed different product preferences on different consumption occasions. Later, Nicholson (1990) extended the literature with a study made on the UK wine market, whereby three consumption occasions were identified based on informal and formal divisions: (1) wine with routine cooking; (2) special occasion meals and (3) wine in restaurants. The latter study also confirmed that the occasion impacted the choice of wine, revealing significant differences between genders (e.g. typically women choose wine for house meals while men select wine for special occasions).

Another early study about this subject was made by Dubow (1992) in the US, where five occasion clusters were identified based on wine consumption with others or alone. These included two introspective occasions: (1) to relax or (2) to help with sleep; and three social occasions: (1) to be friendly; (2) to be accepted or (3) to celebrate. He concluded that occasion-based segmentation is more relevant for wine positioning and promotion than demographic based segmentation.

Later in Australia, three distinct wine consumption occasions were identified by Quester and Smart (1998), namely: (1) wine purchased at a restaurant; (2) as a gift and (3) for home consumption. Its literature revealed that all three occasions influenced the attitude of the consumer in different ways. For instance, when the wine is intended for a gift or for business dining situations, people have more tendency to avoid new brands and choose brands they already know. This behaviour is the opposite for home consumption, where consumers are more likely to try new things.

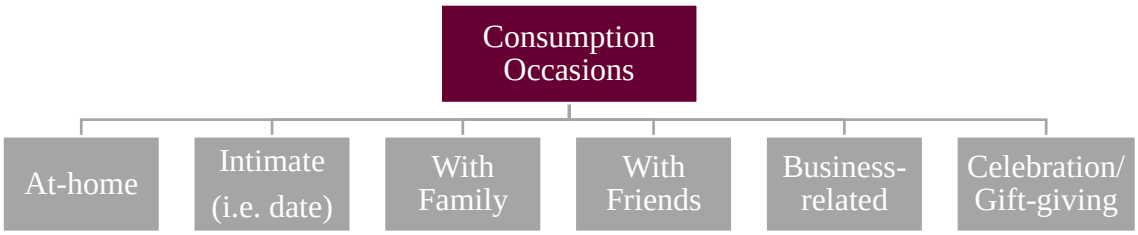
Despite the previous studies being quite revealing, Hall, Lockshin and O'Mahony (2001) considered that there is a lack of situations in those studies and identified six occasions in their research: (1) an intimate dinner; (2) dinner with friends; (3) dinner with family; (4) business-related; (5) outdoor consumption; (6) party / celebration. They analysed these occasions on a survey carried out in Australia and discovered that there are specific components impacting wine in certain occasions. For example, the level of relationship with others impacts the wine choice in dining situations; whereas impressing others, being respected and security needs were

pointed out for business-related occasions. Thus, their findings also validate how different occasions influence the consumer wine choice.

Berni, Begalli and Capitello (2005) made a survey on Denmark families regarding their wine choice in seven occasions: with meals (1) at home with family, (2) at friends' homes, (3) at the restaurant; and without meals (4) at bars, (5) at home, (6) with friends, (7) and at parties. Interestingly, they discovered that wine was the preferred drink in all occasions, except outside meals with friends and at bars (where beer was the preferred choice). More important, they found that the occasion determined the quality / price ratio (e.g. wine consumed at bars attracts younger consumers and that results in less expensive wine choices).

Bruwer *et al.* (2013), in Australia, made a combination of both Quester and Smart (1998) and Hall *et al*. (2001) occasion models to create a more representative sample of the reality. Seven consumption occasions were then identified: (1) intimate occasion (i.e. a date); (2) occasion with family; (3) occasion with friends; (4) business-related occasion; (5) gift-giving occasion; (6) celebration occasion and (7) at-home consumption. Their findings revealed that respondents considered business-related as the most important occasions for wine purchasing while at-home consumption was the least important occasion. Moreover, their sample viewed celebrations as a form of gift-giving situations since those occasions usually involve offering wine as a present. However, this study was made considering several age groups and it would be interesting to understand if these outcomes are specifically confirmed by the Millennials (Figure 3).

Figure 3: Directional Conceptual Framework – Occasions



Source: Adaptation of Bruwer *et al*. (2013)

Silva, Figueiredo, Hogg and Sottomayor (2014) research relatively to wine perceptions, attitudes and behaviours of the Portuguese young adults, revealed that special occasions and parties with friends are the main occasions where the Millennials consume wine. Other investigators like Chivu-Draghia and Antoce (2016) in Romania also confirmed that Generation "Y" prefer wine to other drinks because they like the taste, they consider it healthy and they

find it suitable for socializing and for romantic occasions. These authors and many others reinforce the fact that the Millennials mostly drink wine mostly on special occasions, proving the need to further investigate this occasion-based wine decision process on this generation.

Ritchie and Valentin (2011) settled that it is necessary to answer four questions to understand social drinking behaviour. Two of them are "where" and "with whom". Because there are so many possible occasions for wine consumption, the following table (Table 3) clarifies which articles this research based its development:

Table 3: Summary of articles reviewed for occasion selection

Occasions	Articles
Where	Quester and Smart (1998)
With Whom	Bruwer *et al*. (2013) Dodd *et al*. (2005)

Source: Dissertation Author, compilation of different information.

Where: Restaurants, Home & Gift-giving

The model of Quester and Smart (1998) was the model chosen for the development of this investigation. It is true that this previous research is very outdated but it is really fascinating to observe what changes occurred within the last twenty years. Also, those are the three most relevant consumption occasions to the wine industry: (1) Restaurants, (2) Home and (3) Gift-giving.

Olsen *et al*. (2007) reported in their research that all generations consider meals as the most popular moment of the day to consume wine, either at restaurants or at home.

Wine has always played a big role in dining experiences at restaurants (Berenguer, Gil and Ruiz, 2009). Most servers, chefs and sommeliers will explain that wine adds value to the meal but it also increases the restaurant credibility since most of dining places distinguish their offer from the competition through the wine list quality (Jaeger, Danaher and Brodie, 2010).

However, Thompson (2016) concluded that the menu is not relevant for Millennial's intention to purchase wine at restaurants. The respondents of this study simply enjoy drinking wine with their peers. Surprisingly, the main results also showed that wine is mostly consumed in fine dining restaurants at special occasions rather that casual dining restaurants where they usually

drink beer, because they don't consider these places a space for special occasions. This research was made in the United States, so knowing if this behaviour is similar or different from the Portuguese Millennials is very interesting.

Purchasing wine for home consumption is not the same as choosing wine at a dining venue. The main difference is that wine can only be assessed during consumption (Chaney, 2000) and that is easier to do at restaurants. When consumers choose wine to drink at home, they rely more on cues, perceptions and recommendations (Lockskin and Hall, 2003) besides their own personal preferences (Hammond, Velikova and Dodd, 2013).

Simonnet-Toussaint, Lecigne and Keller (2004) noticed that the daily consumption of wine among the youth has been decreasing in favour of a more occasional consumption of beer and high-alcohol drinks. To better understand this behaviour, they studied students of three different places in France: (1) Bordeaux, (2) Limoges and (3) oenology students. Their findings revealed that wine consumption habits vary according to the context in which these young people live: people from Bordeaux (i.e. amateurs that live in a region with vineyards) prefer consuming wine at home with their parents; oenology students (i.e. future experts) favour drinking wine at home with their friends; and people from Limoges (i.e. amateurs that live in a region with no-vineyards) don't have specific wine consumption habits. This study proves the importance of wine consumption at home for this generation.

On the other hand, Carsana and Jolibert (2017) support that consumers feel more involved when they purchase wine to give as a present since in those occasions they consider more alternatives, seek more advice and visit more shops (Belk, 1982; Orth, 2005). For example, high involvement gift-giving situations (e.g. weddings or birthdays) usually demand more expensive and high-quality gifts, which justify more time and shopping effort (Belk, 1982; Grönhaug, 1972).

Further research took those facts in consideration and established that the involvement, perceptions and self-preferences in the purchase decision vary with the wine occasion, especially when this product is purchased to serve as a gift (DeVere, Scott and Shulby, 1983; Goodwin, Smith and Spiggle, 1990; Oude and Van, 1995).

With Whom: Alone, Friends, Family, Partner & Colleagues

Kotler and Bliemel (2001) defined the purchasing decision as a process that is mostly influenced by 5 stakeholders identified as: (1) initiator, (2) influencer, (3) decision-maker, (4) buyer and (5) user. In the wine case specifically, the initiator is the occasion, the influencers are usually the peers while the decision-maker and the buyer are the consumers. Also, drinking (i.e. the user) may be an individual or a shared experience.

Literature reported peers and family members as being the main influencers of the Millennials on their decision to purchase wine (Chivu-Draghia and Antoce, 2016; Silva *et al*., 2014). This happens due to the confidence level between peers but also because of the social events that traditionally demand wine.

Following the Bruwer *et al*. (2013) model, it is possible to verify that friends, family, partner and colleagues were considered the people who are more present in wine consumption occasions with the consumer, and this justifies their influence capability. Also, alone consumption should always be considered on a behaviour research, to understand the consumer needs and personal preferences (Dodd, Laverie and Wilcox, 2005).

3.4. The influence of wine attributes

> *"Although opportunities exist for wine tasting prior to purchase (…) such experiential knowledge is more likely to be the exception rather than the norm. Thus, when making purchase decisions, consumers primarily have to rely on the available cues offered"*
>
> (Hollebeek, Jaeger, Brodie and Balemi, 2007, p. 1033)

Many articles were written on diverse socio-demographic samples regarding wine attributes aiming at discovering their motivations when choosing wine (Corduas *et al*., 2013; Marques and Guia, 2015). Taste, type, alcohol content, colour, grape variety, design, age, brand, label, price, usability and region/country were the most referred product characteristics (Lockshin, Jarvis, d'Hauteville and Perrouty, 2006), but the truth is: the industry is aware of the consumer's main preferences and therefore have prepared a wide assortment. Having this in consideration, a more detailed investigation needs to be done, likewise, discovering what are the specific attributes that consumers prefer in certain occasions. This way, brands and retailers can organize their strategies and production more efficiently (Goodman, 2009).

Lockshin and Hall (2003) were part of the primary research on this subject. They claimed that the situation where the consumer intends to drink wine amplifies or mutes the importance of the different product attributes. According to them, when a consumer intends to impress a business associate or to celebrate something special, wines with high prices are the most considered while low-priced wines are usually for home consumption.

Several scenarios could be possible since different wine attributes have different importance and influence in different consumption situations. One of the purposes of this study is to identify what could be the attributes preferred by the Portuguese Millennials in specific occasions. Since the occasions were already settled in this literature, the following studies were the basis for the attribute selection in this quest (Table 4):

Table 4: Summary of articles reviewed for attribute selection

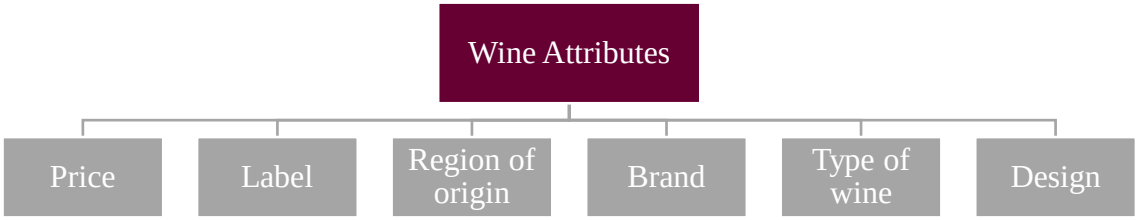
Attributes	Articles
Price Type of wine Grape variety Brand Bottle design	Hristov and Kuhar (2014)
Label	Elliot and Barth (2012)

Source: Dissertation Author, compilation of different information.

Hristov and Kuhar (2014) recent made a research in the Republic of Macedonia about young adults' preferences for wine attributes. They discovered that the interviewees give more importance to price, type of wine, grape variety and brand. Another interesting fact is that males tend to value the wine age while females usually consider more relevant the design and the origin.

This previous research didn't include the label attribute and many earlier investigations have showed that wine labels are considered the least important attribute when directly asked to consumers (Brochado and Martins, 2008; Goodman, 2009; Mueller, Remaud and Chabin, 2011; Orth and Malkewitz, 2008). However, in purchase situations where the value is measured indirectly, the label become essential since it communicates all the extrinsic characteristics of wine (e.g. age, region of origin, grape variety, medals and awards, etc.) (Elliot and Barth, 2012; Lockshin and Corsi, 2012; Mueller *et al.*, 2011) (Figure 4).

Figure 4: Directional Conceptual Framework – Attributes



Source: Dissertation Author, compilation of several authors.

The following explanation will focus on each of these attributes with a view to explore a little further their relevance for the consumer wine purchase:

- **Price**

Brochado and Martins (2008) identified "price" as the most valuable attribute for the Portuguese consumer when purchasing wine. Moreover, Silva *et al*. (2014) confirmed that "price" is considered the primary attribute that influence the wine choice of Portuguese young adults because it is perceived to have a direct association with quality.

Price is an important cue for quality when few other cues are available, when the product cannot be assessed or when the risk of making the wrong choice is high. For example, consumers may assume higher price and quality when they see wines marked as "reserve" (Hollebeek, Jaeger, Brodie and Balemi, 2007), and expect a lower price or price discounts to wines without those elements. Also, almost every study conducted regarding wine attributes, consider price as the major determinant for consumer purchase decisions (Batt and Dean, 2000; Brochado and Martins, 2008; Hollebeek *et al*., 2007; Hristov and Kuhar, 2014; Tustin and Lockshin, 2001).

Much research about price influence in the wine industry was conducted previously because it was one of the main factors that wineries used to distinguish themselves. Premium prices and price discounting are the main marketing strategies adopted in retail (Quester and Smart, 1998; Tustin and Lockshin, 2001), because that way wineries can reach both the consumer that is willing to pay higher prices (Trustin and Lockshin, 2001) and the consumer who purchase wine less frequently (Batt and Dean, 2000).

- **Label**

In the wine market, labels and bottle attributes are the first signals that consumers use to explain the unfamiliar, since they choose "with eyes" (Rocchi and Stefani, 2005). Labels are the only cues that purchasers have about what they will find inside the bottle (Corduas *et al*., 2013). Also, every person has a unique profile, which means that consumers could have different degrees of willingness to obtain information from labels (e.g. consumers who spend more money in wine usually demand more information).

Researchers Batt and Dean (2000) made an investigation related to the factors that could influence the consumer wine consumption decision. They discovered that labelling and packaging had great influence on their sample. Moreover, their findings revealed that innovative and modern labels were more attractive to the younger people in contrast to the older people, who favoured traditional packaging.

Elliot and Barth (2012) conducted a more specific research with the Millennials about the design and brand preferences on wine labels, where they challenged 400 students of Canada University to make an experimental design of a wine label. Their insights also revealed that this generation is looking for something different from the usual, non-traditional and engaging. Furthermore, they found that these people from Generation "Y" are more likely to select wine based on package features rather than based on product specific features. This could be happening due to lack of knowledge that young consumers have for wine in general (Hristov and Kuhar, 2014).

Regarding the content of the label itself, Barber, Ismail and Taylor (2007) found that consumers with low self-esteem mainly prefer classic label information and modern colours. Later, Jarvis, Mueller and Chiong (2010) conducted a specific experiment regarding this issue with the Millennials, asking them to choose between different wine labels for a dinner at home with friends. Their findings revealed that words and images that designate the product content are more efficient than metaphorical expressions.

Furthermore, previous literature has revealed that young, less experienced consumers tend to rely more on descriptions from labels rather than brands and wine origin cues, such as the winery name (Chaney, 2000). This mainly happens due to lack of knowledge of these new drinkers and due to the desire to learn more about the wine components and composition (Hammond *et al*., 2013; Hristov and Kuhar, 2014; Sogari *et al*., 2015).

- **Region of origin**

As it was explained in the study context, in Old World countries like Portugal, the region of origin is an important competitive advantage because many regions are known for producing fine wine (e.g. Bordeaux, Douro, etc.). Most of the times, this attribute increases the brand name's reputation and allows the application of premium prices (Rao and Monroe, 1996; Tustin and Lockshin, 2001).

Numerous studies were conducted in wine countries and regions of origin but they are very generic and only a few focus specifically on the Millennial's perceptions.

Heslop, Cray and Armenakyan (2010) went to a Canadian university campus and discovered that price perceptions are affected by the brand name, the country of origin and the congruency between both. That must be the reason why consumers with higher wine involvement put more weight on the region in the purchase situation than people with less wine involvement (Lockshin and Corsi, 2012; Tustin and Lockshin, 2001).

One of the main researches conducted in Portugal on young adults' wine purchase attributes (Duarte *et al*., 2010) clarified that region of origin, cork stopper and price are the main extrinsic attributes considered by this generation in wine purchase decision. Given the fact that Portugal is a wine producing country, this interest is very important for brands and wineries, and should be used as an advantage in their marketing strategies.

- **Brand**

The wine market is very crowded so brand personality cues are vital to make wines stand out (Brochado, Vinhas da Silva and LaPlaca, 2015). Hence, successful wine brand names have a huge advantage over hundreds of competing brands and that is why this is often considered a key attribute to a company's sustainable competitive advantage. In fact, the brand name has been recognized by consumers as one of the most significant attributes when making a wine purchase decision (Johnson and Bruwer, 2007; Lockshin *et al*., 2006).

Loureiro and Kaufmann (2012) defend that brand love is the main feature for loyalty and recommendation of a brand in the wine sector. In their research, they found that consumers who are passionate for a specific wine are the first ones to buy it again and recommend it to others. Taking this into consideration it is possible to classify the "brand" as one of the most relevant attributes in the wine sector.

- **Type of wine**

The favourite types of wines vary between studies made in different countries and generations, yet some consistency in the data was revealed. For instance, in the US and China, the Millennials purchase more red wine than white or sweeter wines (Olsen *et al*., 2007), while in other markets like Europe this generation mainly consume white and rosé wines (Mueller *et al*., 2011).

There are many types of wine (e.g. red, white, sparkling, "green", rosé and fortified) and varieties (e.g. Chardonnay, Riesling, Sauvignon Blanc, Merlot, Cabernet Sauvignon, Pinot Noir, Shiraz, Muller Thurgau, Champagne, Moet, Sweet, Sparkling and home-made traditional); however, each consumer has its individual characteristics, cultural background and taste (Fountain and Lamb, 2011).

- **Design**

Wine bottle design is yet very unexplored by wine companies. In this segment, spirit drinks and beers are years ahead with innovative and colourful bottles and cans. Bottle design includes features like shape, label, volume (i.e. size), colour and package overall technologies (Xie, 2013).

Xie (2013) recently investigated wine bottle preferences in the Netherlands. The author discovered that normal bottle shape has the highest possibility to be selected since it can be easily accepted by consumers. Another discovery was that consumers favoured bottles without picture on the product label. However, most of respondents of this study were elderly people and it is interesting to know if Generation "Y" specifically confirms these insights and what is the level of importance that they could give to this attribute in different scenarios with different audiences.

It is possible to confirm that this attribute is relevant to this generation when observing the Hristov and Kuhar (2014) research about the young adults' wine attributes preferences. Their conclusions revealed that young adult females give more importance to "bottle design" than young adult males, but both genders perceive this attribute relevance as significant.

Furthermore, with the increasing proliferation of social media platforms (i.e. Instagram), this external visual aspect (i.e. design) could be considered as one of the most relevant attributes for the Millennials on the final decision (Fernández *et al*., 2017; Pate and Adams, 2013).

3.5. The influence of perceived risk

At a restaurant, wine is the only product that can be smelled, tasted and properly presented before the costumer final decision. However, besides this intimate approach, customers still perceive uncertainty and a high degree of risk in most cases due to potential outcomes that cannot be anticipated (Bruwer *et al*., 2013; Bruwer and Cohen, 2017).

> *"Risk perceptions are the uncertainty that consumers face when they cannot foresee the consequences of their purchase decision"*
>
> (Schiffman, O'Cass, Paladino, D'Alessandro and Bednall, 2011, p. 186)

The concept of consumer-focused risk perception in domains such wine purchasing is yet very little explored in literature (Bruwer and Cohen, 2017; Bruwer, Lacey and Li, 2009). That is a big mistake since the wine purchase implies risk evaluation and the consumer usually pick up the product based on what has less risk perceived (Figueiredo *et al*., 2003).

One of the earliest studies on this subject was made by Cox (1967). He settled that the buying action is related to "Financial" or" Social-psychological" risks. His conclusions pointed out that individual buyers perceive different risks in the purchase of a given product. This perception may vary according to many factors, such as previews product experience, general self-confidence and self-involvement in buying (Mathews, Slocum and Woodside, 1971).

Later, Jacoby and Kaplan (1972) proposed five types of perceived risks: (1) functional or performance (i.e. taste); (2) social (i.e. family and friends); (3) financial (i.e. price); (4) psychological (i.e. doubts) and (5) physical (i.e. hangover or allergies).

Several authors also suggested risk-reduction strategies (Bruwer *et al*., 2013; Bruwer and Cohen, 2017; Dowling and Staelin, 1994) but each person has their own personal concerns and methods to avoid risks. Moreover, investigators Lockskin and Hall (2003) defend that consumers have different risk profiles, which cause some to make safe choices and others to be adventurous when choosing wine. For brands and retailers, it is more valuable to identify what are the consumer main perceived risks, to find and implement better solutions for them.

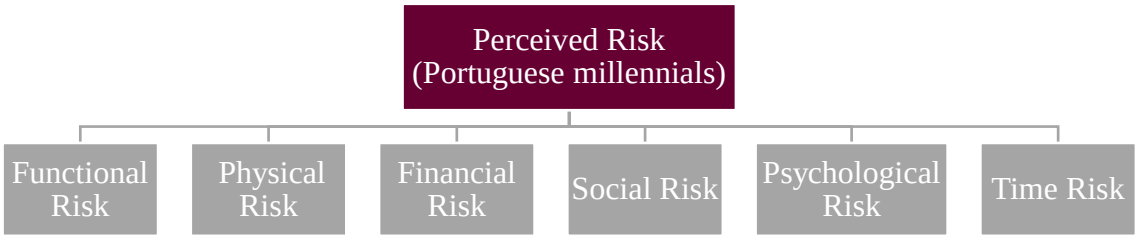
Schiffman *et al*. (2011) added time needs (i.e. search or displacement) to the previous research made, creating six generic risk types that served as a basis for the development of a

measurement scale created by Bruwer *et al*. (2013) about risk perceptions on the wine purchase decision in certain occasions:

- **Functional Risk:** the risk that the wine will not perform as expected (e.g. concern that the wine does not taste good or doesn't pair well with the meal; etc.)
- **Physical Risk:** the risk that the wine may pose (e.g. concern about the alcohol percentage, a potential hangover, allergies or stomach pain; etc.)
- **Financial Risk:** the risk that the wine will not be worth the cost (e.g. concern about the low / high investment made; etc.)
- **Social Risk:** the risk that the wine choice may result in social embarrassment (e.g. concern that others may not like the wine choice or may feel offended with that wine choice; concern about the level of excitement others will have with that wine choice; etc.)
- **Psychological Risk:** the risk that the wine choice will bruise the consumer's ego (e.g. concern that others may not get impressed with the wine choice or how others will judge that wine choice; concerned about being drunk; etc.)
- **Time Risk:** the risk that the wine will not be worth the time spent (e.g. concern about the time spent searching for the best wine choice; concerned about the displacement time; concerned about the time spent in the store; etc.)

This dissertation uses this last model to recognize the most influential perceived risks that the Portuguese Millennials may have in different wine consumption occasions (Figure 5).

Figure 5: Directional Conceptual Framework - Risk Perception



Source: Adaptation of Bruwer et. al (2013)

3.6. The influence of information sources

Millennials are the future of the wine business and knowing their behaviours is crucial. Marketing managers have been concerned with how to reach young consumers and share information with them most effectively (Atkin and Thach, 2012).

"If we can understand how consumers choose wine, then we have a much better framework to decide pricing, packaging, distribution, advertising and merchandising strategies"

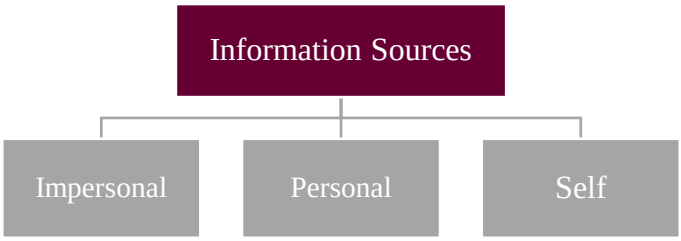
(Lockshin and Hall, 2003, p. 5)

The search for information is one of the means to alleviate perceived risks (Bruwer *et al*., 2013; Dowling and Staelin, 1994; Murray, 1991). Locander and Hermann (1979) recommended the need for risk reducing strategies since consumers tend to seek information from different sources when confronted with risky situations or indecision (Day, 1970), especially when they are shopping for wine, where they face a puzzling array of products bearing a wide range of information (Lockshin *et al*, 2006).

Murray (1991) suggested that consumers prefer specific types of information sources in different contexts of wine purchasing. According to this author, consumers use two types of information sources: internal (e.g. review of previous experience) and external (e.g. new information from personal or impersonal communication).

Later, Dodd *et al*. (2005) further investigated these previous deductions and proposed the existence of three types of sources of information that the consumers rely on when purchasing wine: impersonal (e.g. advertising, wine guides, etc.), personal (e.g. peers' recommendation, sales personnel advise, etc.) and self (e.g. one's own preferences) (Figure 6).

Figure 6: Directional Conceptual Framework - Information Sources



Source: Adaptation of Dodd *et al*. (2005)

Most of the research made on this subject had the following sets of sources defined by Andreasen (1968) as a basis:

- **Impersonal sources motivated by interest** (e.g. mass media advertising including reading magazines / newspaper ads, watching TV commercials, listening to radio commercials and looking at point-of-purchase displays);

- **Impersonal independent sources** (e.g. product specifications and information, consumers associations, etc.);

- **Personal sources motivated by self-interest** (e.g. asking for advice from shop assistants or store managers; asking for waiters, chef's or producers' advice; etc.);

- **Personal independent sources** (e.g. asking/receiving opinions of close friends, family members, next of kin, co-workers or neighbours);

- **Sources resulting from observation and direct experience** (e.g. having previously tasted the product, trying the product before buying and product demonstrations).

Besides these information sources, the following topic was added in this dissertation:

- **Sources resulting from observation and indirect experience (**e.g. websites, review websites/apps, social media, blogs and mobile apps).

Previous research hasn't contemplated the influence of this source of information (i.e. online communication) on wine purchase in different occasions, because it wasn't as developed as it is now. Nowadays it is mandatory to consider this source (Table 5), especially in this generation (i.e. the Millennials) where online media could possibly be the first contact with the brand/winery (Nowak and Newton, 2008).

Table 5: Summary of articles reviewed for information source selection

Information Sources (explained)	Articles
Mass media advertising; Information on the product; Staff and Producers advice; Family and Friends advice; Previous tasting	Andreasen (1968)
Online	Nowak and Newton (2008)

Source: Dissertation Author, compilation of different information.

Furthermore, satisfied customers are more likely to search for websites to look for more information or even to place orders online. However, the brand/winery website must be very well managed to create positive impressions, word-of-mouth and ultimately, repeat purchases

(Nowak and Newton, 2008). For that to happen, e-mails should be responded politely and quickly, the website should be continually updated with events and news, everything that is written must be grammatically correct with no spelling errors and intuitive design must be the key focus to inspire confidence and perceive higher quality to the consumer (Everard and Galleta, 2006; Nowak and Newton, 2008).

Besides this basic concern about website communication and its importance, wineries and brands should really adapt their websites for mobile devices (Neilson and Madill, 2012). Nowadays, almost every millennial has adopted a "smart" mobile device (i.e. smartphones, phablets, tablets, smartwatches, smart bands and smart key chains) and uses it every day. The opportunities are endless, not only in terms of communication in websites, blogs and social media, but also with the intensification of location-based marketing which takes advantage of satellite navigation devices (i.e. GPS).

Higgins *et al*. (2014) studied the role of QR codes (i.e. Quick Response codes) and wine mobile apps in consumer wine purchases in the US. Their conclusions revealed that only a small niche of wine consumers - those who are really interested in wine - are using this type of technology as an aid to their purchase decision, while the ones who are less involved find these sources useless. These insights are very useful for wineries and brands to know how or if they should use QR codes.

In addition to these sources of information that could be provided or influenced by wineries or wine brands, currently there are other media that the Millennials explore to seek recommendations: review websites/apps, blogs and social media.

Online reviews discuss value directly with personal judgments and are socially driven (e.g. normally people comment who they are dining with, what is the social nature of the event, what they ate and how was the overall experience). This transmits more reliability to the consumer since this information is usually transmitted by real people who have been through the moment, and not by advertisers.

Another factor extremely relevant in these reviews is the rating, since normally there's a scale from 1 (hate the experience) to 5 (love the experience) and people must vote. Since the voting appears publicly when people search for the place; brands, retailers, wineries and horeca channels usually invest in marketing campaigns such as promotions and vouchers to improve their image. The consumer is more willing to try if it has a good rating,

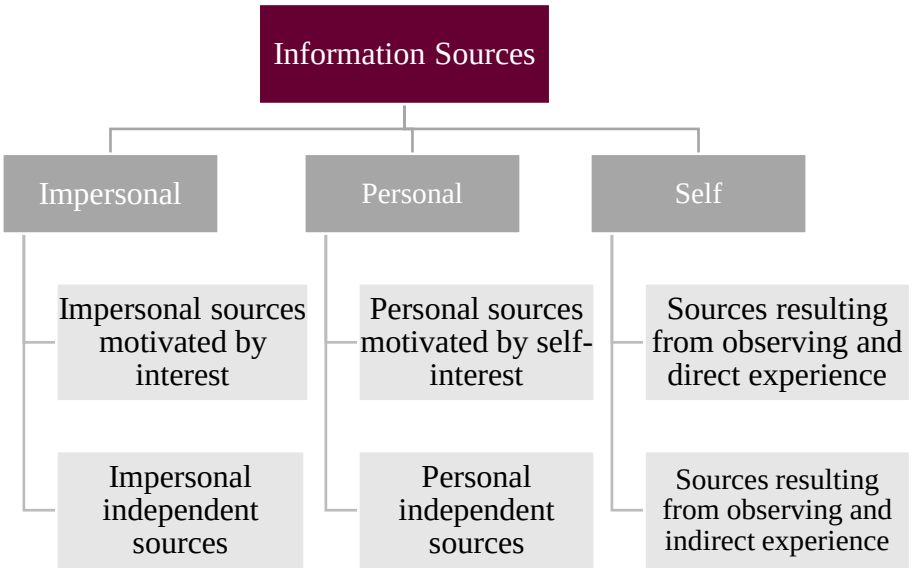
The information provided by blogs also meet the Millennials' psychological needs. This happens because blogs contain elements of storytelling besides the review itself and this increases the reliability level, especially if the wine blogger is nonprofessional (i.e. a normal person that simply loves the brand/place and not someone who was paid for forced or cheesy advertising) and sophisticated, at same time (Beninger *et al*., 2014). Thach and Lease (2014) estimated the existence of 1,300 wine blogs online. Four years later, this number must have certainly doubled.

When the subject is information sources, one must not forget the rise of social media channels, especially when the main audience is the Millennials, the generation that significantly accelerated this way of information sharing (Fernández *et al*., 2017)

Szolnoki, Taits, Nagel and Fortunato (2014) made an incredible research on this matter in Germany. They revealed that 75% SM (i.e. Social Media) users admitted that wine-associated SM interactions can influence their final purchase and increase the price value they are willing to spend. Moreover, their study also revealed that fans are 41% more likely to recommend those wines. If we confirm this behaviour in the Generation "Y" Portuguese consumers, it will be extremely important that brands and retailers invest on their SM.

Hence, Figure 7 contemplates the sources defined by Andreasen (1968) and an extra information method (i.e. online) recommended by Nowak and Newton (2008), to clarify which are the most relevant means of information that people rely on in their search.

Figure 7: Final Directional Conceptual Framework - Information Sources



Source: Source: Dissertation Author, compilation of different information.

Chapter 4: Research Methodology

This dissertation aims at encouraging the development of useful theory for the wine market that is currently changing. Therefore, it is essential to construct hypotheses and a conceptual framework to collect relevant facts and feedback. Moreover, to gather the answers to these hypotheses, it is necessary to develop a survey, to define how and where it will be shared and how data will be treated.

4.1. Hypotheses & Conceptual Framework

4.1.1. Hypotheses Formulation

The wine market is incredibly complex because it has numerous influencing factors and the customer is confronted with a wide range of product attributes (Lockshin *et al*., 2006). Additionally, researchers like Lockshin and Hall (2003) suggested that wine attributes may be associated with the situation in which the consumer intends to drink wine. Thus, the following hypothesis:

H_1: Different wine consumption occasions are associated with different wine attributes.

Additionally, there are risk perception factors that also play a significant role when making a purchase decision (Lockshin and Hall, 2003). In their investigation, Bruwer and Cohen (2017) recommended that further research should explore the different wine consumption occasions, in order to construct a more detailed segmentation about which are the most common risks perceived in each of those occasions. Hence, the following hypothesis:

H_2: Different wine consumption occasions are associated with different risks perceptions.

Moreover, Murray (1991) and Dodd *et al*. (2005) concluded that consumers rely on specific information sources in different contexts of wine purchasing. Discovering if this statement is in line with the answers given by the sample gathered, lead to the following hypothesis:

H_3: Different wine consumption occasions are associated with different sources of information

As it was elucidated in the literature, different occasions that require wine purchase (e.g. home meals, restaurant meals and gift-giving) influence the consumer attitudes and purchase behaviour in different ways (DeVere *et al*. 1983; Goodwin *et al*., 1990; Oude and Van, 1995; Quester and Smart, 1998). Furthermore, the level of relationship with others also impacts the wine choice (Hall *et al*., 2001). Having all these previous studies in consideration, the following hypothesis was formulated:

H_4: Who and where are effective segmentation variables in the wine market.

4.1.2. Conceptual Framework

The conceptual framework is the researcher's own constructed model that explains how the research problem should be explored. It is based on interconnected concepts that are the main variables of the study arranged in a logical visual display (Adom, Hussein and Joe, 2018).

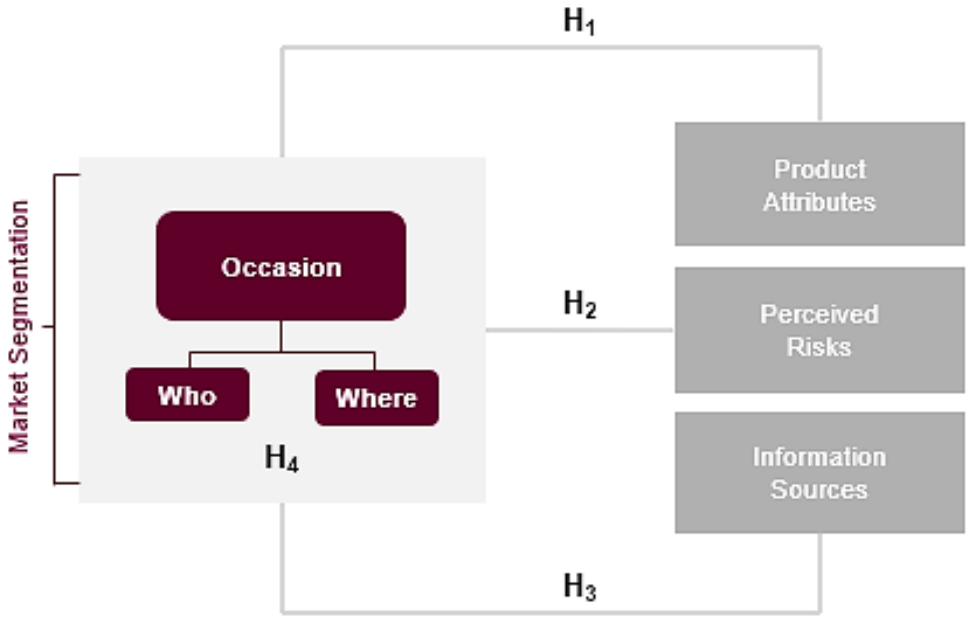
The following conceptual model (Figure 8) reflects the hypotheses previously defined and was designed with the support of the researches, models and concepts developed by (Table 6):

Table 6: Conceptual Framework Basis

Subject	Articles
Product Attributes (H_1)	Elliot and Barth (2012) Hristov and Kuhar (2014)
Perceived Risks (H_2)	Bruwer *et al*. (2013)
Information Sources (H_3)	Andreasen (1968) Nowak and Newton (2008)
Occasion (H_4) - Who - Where	Bruwer *et al*. (2013) Quester and Smart (1998) Dodd *et al*. (2005)

Source: Dissertation author

Figure 8: Proposed Conceptual Model



Source: Dissertation author

4.2. Questionnaire Design

Since this investigation aims at knowing more about the behaviour of the Portuguese Millennials', the questionnaire was written in Portuguese. The survey was created in "Google Forms" since it is an online free platform that allows unlimited answers for unlimited time, and because it is very dynamic, mobile friendly and intuitive. Appendix 1 includes the final survey for a more detailed observation.

Its design was divided into eight parts: (1) consent; (2) general information; (3) consumption profile; (4) attribute selection; (5) risk perception; (6) source selection; (7) socio-demographic profile; and (8) submission.

Part 1: Consent

Since this investigation has academic purposes and it is related to young people and wine, an alcoholic drink, consent questions were required.

The survey started with three mandatory checkmarks: (1) acceptance to answer voluntarily; (2) validation of the age group (i.e. checking if the person was more than 18 years-old (the minimum age required for drinking alcohol in Portugal) and less than 35 years-old (Lancaster and Stillman (2003)); (3) commitment to give honest insights through the whole inquiry.

Part 2: General Information

Following the compliance of the primary checkmarks, two main questions were made in this part (Table 7): one regarding the family background of the person and another one clarifying if the person drinks or not wine. Those who selected "I don't drink wine" were directed to "Part 7: Socio-demographic profile" of the survey, since they can't answer any questions about wine attitudes and preferences.

Both questions about the family background and the wine consumption were relevant to confirm if this generation is adopting the traditional wine culture of their forefathers or if it is indeed different from the generations before them (Olsen *et al.*, 2007; Loose and Lockshin, 2010).

Table 7: Scale for General Information

Questions	Items	Articles
Q1: While growing up, was wine regularly consumed by your family or was it consumed on special occasions?	a) Yes, wine was consumed regularly b) Only on special occasions c) Never	**Adapted from:** Olsen *et al.* (2007) Loose and Lockshin (2010)
Q2: Please select the option you most identify with:	a) I drink wine b) I don't drink wine	

Source: Dissertation Author, compilation of different information.

Part 3: Consumption Profile

In the third part, the respondents that previously selected "I drink wine" had to answer four general questions about consumption habits and preferences (Table 8): (1) a 5-point Likert scale question about frequency; (2) preferences regarding moments of consumption; the third and fourth questions were multiple-choice and related to (3) favourite places of consumption and (4) favourite places for purchase.

These questions were included in the survey to observe if the current behaviours match with the previous research (Duarte *et al*., 2010; Figueiredo *et al*, 2003; Olsen *et al*., 2007; Sanches, 2013; Silva *et al*., 2014) regarding Portuguese population and this generational segment.

Table 8: Scale for Consumption Profile

Questions	Items	Articles
Q3: Please complete this sentence with the option that you most identify with: "I drink wine…"	a) Daily b) Weekly c) Monthly d) Only on special occasions e) Rarely	**Adapted from:** Duarte *et al*. (2010) Silva *et al*. (2014)
Q4: At what time of day do you prefer to drink wine?	a) Meals b) Outside Meals	**Adapted from:** Olsen *et al.* (2007)
Q5: Where do you prefer to drink wine? (Multiple choice)	a) Home b) Restaurant c) Coffee Terrace d) Bar e) Events	**Adapted from:** Figueiredo *et al.* (2003)
Q6: Where do you prefer to buy wine? (Multiple choice)	a) Supermarket b) Liquor Store c) Online Store d) Restaurant e) Bar f) Hotel g) Wine Fairs h) Other	**Adapted from:** Figueiredo *et al.* (2003) Sanches (2013)

Source: Dissertation Author, compilation of different information.

Part 4: Attribute Selection

To answer H_1 and H_2, three tables where created (Table 9), one for each occasion considered: home, gift-giving and restaurant (Quester and Smart, 1998), respectively. It was possible to select more than one checkmark on every table, since the aim of this study is to understand the real preferences and not limit choices. At each table, six choices regarding favourite attributes were considered: (1) price; (2) label; (3) region of origin; (4) brand; (5) type of wine and (6) design (Elliot and Barth, 2012; Hristov and Kuhar, 2014).

The first and third tables (i.e. home and restaurant consumption) included five options each about different people influencing the situation: (1) alone (Dodd *et al*., 2005); (2) friends; (3) family; (4) colleagues and (5) partner (Bruwer *et al*., 2013). On the other hand, the second table (i.e. gift-giving) didn't include the option "alone" but have applied the remaining questions.

Table 9: Scale for Attributes

Dimensions	Questions	Items	Articles
D1: Please, select the attribute that you consider more important when you buy wine for **home consumption** (Multiple Choice)	Q7: When I buy wine for myself	a) Price b) Brand c) Type of wine d) Region of origin e) Label information f) Bottle design	**Adapted from:** Quester and Smart (1998) Dodd *et al*. (2005) Elliot and Barth (2012) Bruwer *et al*. (2013) Hristov and Kuhar (2014)
	Q8: When I buy wine for receiving friends		
	Q9: When I buy wine for receiving family		
	Q10: When I buy wine for receiving my partner		
	Q11: When I buy wine for receiving colleagues		
D2: Please, select the attribute that you consider more important when you buy wine **to give as a gift** to someone (Multiple Choice)	Q12: When I buy wine for my friends		
	Q13: When I buy wine for my family		
	Q14: When I buy wine for my partner		
	Q15: When I buy wine for my colleagues		
D3: Please, select the attribute that you consider more important when choosing wine **at a restaurant** (Multiple Choice)	Q16: When I choose wine for myself		
	Q17: When I choose wine for my friends		
	Q18: When I choose wine for my family		
	Q19: When I choose wine for my partner		
	Q20: When I choose wine for my colleagues		

Source: Dissertation Author, compilation of different information.

Part 5: Risk Perception

Using the same logic as in the previous part, but aiming at answering H_1 and H_3, three tables were generated in this fifth part of the survey (Table 10), one for each occasion considered: home, gift-giving and restaurant (Quester and Smart, 1998), respectively. It was also possible to select more than one checkmark on every table and each one had six choices regarding the risks perceived: (1) functional; (2) social; (3) financial; (4) physical; (5) psychological and (6) time (Bruwer *et al*., 2013).

Similar to the fourth part, the first and third tables (i.e. home and restaurant consumption) included five options each, about different people influencing the situation: (1) alone (Dodd *et al*., 2005); (2) friends; (3) family; (4) colleagues and (5) partner (Bruwer *et al*., 2013). The second table (i.e. gift-giving), applied all these people as well, except for the "alone" option.

Table 10: Scale for Risk Perception

Dimensions	Questions	Items	Articles
D4: Please, select the risk that you consider more important when you buy wine for **home consumption** (Multiple Choice)	Q21: When I buy wine for myself	a) Functional b) Social c) Financial d) Physical e) Psychological f) Time	**Adapted from:** Quester and Smart (1998) Dodd *et al*. (2005) Bruwer *et al*. (2013) Bruwer and Cohen (2017)
	Q22: When I buy wine for receiving friends		
	Q23: When I buy wine for receiving family		
	Q24: When I buy wine for receiving my partner		
	Q25: When I buy wine for receiving colleagues		
D5: Please, select the risk that you consider more important when you buy wine **to give as a gift** to someone (Multiple Choice)	Q26: When I buy wine for my friends		
	Q27: When I buy wine for my family		
	Q28: When I buy wine for my partner		
	Q29: When I buy wine for my colleagues		
D6: Please, select the risk that you consider more important when choosing wine **at a restaurant** (Multiple Choice)	Q30: When I choose wine for myself		
	Q31: When I choose wine for my friends		
	Q32: When I choose wine for my family		
	Q33: When I choose wine for my partner		
	Q34: When I choose wine for my colleagues		

Source: Dissertation Author, compilation of different information.

Part 6: Source Selection

Following the logic of the previous parts, but aiming at answering to H_1 and H_4, three tables were formed in this sixth part of the survey (Table 11), one for each occasion considered: home, gift-giving and restaurant (Quester and Smart, 1998), respectively. It was also allowed to select more than one checkmark on every table. Each table had six choices regarding the most important information sources considered: (1) advertising; (2) information on the product; (3) staff / producers' advice; (4) family / friends' advice; (5) tasted before and (6) online (Andreasen, 1968; Dodd *et al*., 2005; Nowak and Newton, 2008).

Copying the same structure as the fourth and fifth part of the questionnaire, the first and third tables (i.e. home and restaurant consumption) included five options each, about different people influencing the situation: (1) alone (Dodd *et al*., 2005); (2) friends; (3) family; (4) colleagues and (5) partner (Bruwer *et al*., 2013). Whereas the second table (i.e. gift-giving), applied all these influencers as well, except for the "alone" option.

Table 11: Scale for Source Selection

Dimensions	Questions	Items	Articles
D7: Please, select the risk that you consider more important when you buy wine for **home consumption** (Multiple Choice)	Q35: When I buy wine for myself	a) Advertising b) Information on the product c) Staff or Producers advice d) Relatives advice e) Tasted before f) Online	**Adapted from:** Andreasen (1968) Quester and Smart (1998) Dodd *et al*. (2005) Nowak and Newton (2008) Bruwer *et al*. (2013)
	Q36: When I buy wine for receiving friends		
	Q37: When I buy wine for receiving family		
	Q38: When I buy wine for receiving my partner		
	Q39: When I buy wine for receiving colleagues		
D8: Please, select the risk that you consider more important when you buy wine **to give as a gift** to someone (Multiple Choice)	Q40: When I buy wine for my friends		
	Q41: When I buy wine for my family		
	Q42: When I buy wine for my partner		
	Q43: When I buy wine for my colleagues		
D9: Please, select the risk that you consider more important when choosing wine **at a restaurant** (Multiple Choice)	Q44: When I choose wine for myself		
	Q45: When I choose wine for my friends		
	Q46: When I choose wine for my family		
	Q47: When I choose wine for my partner		
	Q48: When I choose wine for my colleagues		

Source: Dissertation Author, compilation of different information.

One thing that wasn't mentioned in this survey design: since all tables in parts 4, 5 and 6 included "partner" and "colleagues" as occasion influencers, and not everyone is on a relationship or has colleagues, the description of these tables contained a small note saying: "If you are not in a relationship or if you do not have colleagues, please imagine how would you behave in the following situations".

Part 7: Socio-demographic profile

This last part of the survey was necessary to collect basic socio-demographic profile information to support this study. Questions regarding gender, age, social-status, current living district, education level and current occupation were applied.

The gender question had two options: (1) male and (2) female. The age range only allowed numbers between 18 (minimum required age for drinking alcohol in Portugal) and 35 (Lancaster and Stillman, 2003). The social-status question had four options: (1) single, (2) in a relationship, (3) married and (4) divorced. The current district of living was a free form question. The education level had six options: (1) middle school, (2) high school, (3) bachelor's degree, (4) master's degree/post-graduation degree, (5) doctoral degree or (6) other. The current occupation also had six options: (1) student, (2) working-student, (3) self-employed, (4) employee, (5) unemployed or (6) other.

Part 8: Submission

After answering all these questions, the person had to click "submit survey" to send the information to the database. After submitting, a thank you message was displayed saying: "Thank you so much for your collaboration in this study. If you want to know more or if you have any question about this investigation, please send an email to Sara_Mendes@iscte-iul.pt".

4.3. Data Collection

This dissertation used a quantitative methodology to collect the necessary data to answer the hypotheses defined previously. For that matter, an online questionnaire was developed based on the literature review and then shared online. Why? Firstly, because people are more willing to respond and give honest opinions online due to the subject privacy and confidentiality (Andrews, Nonnecke and Preece, 2003). Secondly, it is easier to gather a representative sample of the whole population using this approach (i.e. having an online questionnaire allows for responses from the entire country, from the most rural parts to the archipelagos). And thirdly, as it was mentioned in the literature, this generation is tech-dependent (Alsop, 2008; Pate and Adams, 2013) so logically this is one of the means where there is a higher chance of reaching the desired target audience (Fernández *et al*., 2017; Szolnoki *et al*. 2014).

"Google Forms" was the chosen data collection method, and the URL https://docs.google.com/forms/d/e/1FAIpQLScOxGQNUh27wTkbFPrcTWerDOwDYzM8AH-f3UftGIN8psCyTQ/viewform was promoted online from 5 March until 9 June in many Portuguese universities.

Within the same period and with the aim of not excluding anyone from the target and to reach people from different areas, backgrounds and preferences, the survey was also shared in several Portuguese online groups. These groups were identified after an intensive search for Portuguese regional groups as well as for Portuguese expat groups, to gather a wider and more realistic perspective.

One must not forget that the main subject of this investigation is wine so the link was also shared in several Portuguese private and public wine lovers' groups, in the same time range. This was a smart move since these individuals have greater interest to answer questions where they have the opportunity to share their knowledge and passion (Lockshin and Corsi, 2012).

In the same data collection period mentioned above, word-of-mouth and some private messages with the link were sent directly to some Portuguese Millennials, leading to a total of 477 valid responses and insights for analysis.

4.4. Data Treatment

Both Microsoft Excel and the IBM SPSS 20 statistics software were used for the analysis of the collected data.

Excel is great to reduce data redundancy, so it was used in the survey closed questions. Also, it was used to clear the database, transforming its values into a numerical form, which could easily be exported SPSS. SPSS is a more powerful computer program which was lectured in one of the courses of the Master's in Marketing. It allows for the transformation of variables among other complex analytics (e.g. cluster analysis, factor analysis, etc.). Excel does not treat columns and rows as one only variable like SPSS and that's why SPSS was the chosen software to examine the survey multiple choice questions.

The first proposed model used to analyse the following data in SPSS was the Pearson Chi-Square test because this dissertation aims at understanding if there is a significant a relationship between the expected values and the values that were actually collected. This way it is possible to affirm statistically whether there is a significant difference or association between them.

How does this statistical tool solve this type of research problems? A Chi-Square statistic represents the relationship between two categorical variables such "Occasions" {Alone, Friends, Family, Partner, Colleagues} or "Attributes" {Price, Type of wine, Grape variety, Brand, Label, Design}. After applying this non-parametric test, one single number appears and reveals how much difference exists between the observed counts and the counts expected if there was no relationship (Pandis, 2016). Hence, to reject the null hypothesis (i.e. the variables are independent) a value of $\mathbf{p < 0.05}$ is needed.

Here is the Chi-Square formula according to Pandis (2016):

$$\mathbf{X^2} = \sum \frac{(\boldsymbol{O}-\boldsymbol{E})^2}{\boldsymbol{E}}$$

$\mathbf{X^2}$ = Test Statistic (i.e. Chi-Square)

$\boldsymbol{O}$ = Observed (actual) values

$\boldsymbol{E}$ = Expected values

Σ = Sum of all cells in the table

Another measure of association between two categorical variables is the Cramér's V and it was also used in the data analysis of this dissertation. Why? Chi-Squared tests are usually hard to interpret in big samples because the larger the table, the larger becomes its final value. On the other hand, Cramé's V is a better measure of association across tables since it allows the comparison of association across them. That is why Cramér's V is used for tables larger than 2x2.

The Cramér's V formula according to Cramér (1946):

$$V = \sqrt{\frac{X^2}{N(\min(r-1,c-1))}}$$

V = Test Statistic (i.e. Cramér's V)

$\mathbf{X^2}$ = Chi-Square

N = Sample size

min = minimum value

r = Rows

c = Columns

Just to make it simple, while Chi-Square tests the association between two categorical variables, Cramér's V quantifies the strength of that association (based on the Chi-Square statistic) on a scale from 0 to 1, with 0 meaning "no association" and 1 meaning "perfect association".

There could be lots of possible outcomes from the sample gathered, so a tree classification method called "Chi-Squared Automatic Interaction Detection" (i.e. CHAID) was applied to graphically simplify the visualization of the interaction between variables (Kass, 1980).

CHAID decision trees are based upon adjusted significance testing and are often used in the marketing context to evaluate the consumer's behaviour. They generally predict how consumers' responses to some variables affect other variables and that is why this method fits perfectly in this dissertation. Cross-validation technique followed to check the end results.

Furthermore, frequency tables were practiced through the entire survey to clearly express the measures of position for each variable since this way it's easier to detect the largest / smaller value and their overall weight.

Chapter 5: Results & Discussion

5.1. Socio-Demographic Profiles

By looking at Table 12, it is possible to observe that of the original 477 responses only 147 (31%) of the respondents are "Male" while 330 (69%) are "Female". Despite this discrepancy, it is interesting to have the opportunity to know more about this segment behaviour since it's not representative of the main Portuguese wine consumer (Duarte *et al*., 2010).

Furthermore, most of the respondents (12%) were 23 years old. However, considering that the survey was shared in many university groups, these results aren't strange. Regardless of this fact, the survey was able to reach every Millennials age range, from "Old Millennials" to "Young Millennials" (EY, 2016), in a well-distributed way.

Since there isn't much literature about the Generation "Y" behaviour in the Portuguese wine market (Brochado and Martins, 2008; Figueiredo *et al*., 2003) the survey was shared through several Portuguese regional groups, including the archipelagos (i.e. Azores and Madeira). That is why this survey includes responses from every district, although most of the respondents answered "Lisbon" (39%), the country capital.

Another relevant conclusion of this table is that most of the respondents are "In a relationship" (48%), 10% more than "Single" people (39%). This fact is interesting, because the survey included questions about occasions with partners and having this relationship status will provide more realistic answers to clarify if partners and family members are indeed influencers on Millennials wine purchase decision (Chivu-Draghia and Antoce, 2016; Silva *et al*., 2014).

Moreover, looking at the educational background of the person, the most common answers were "Bachelor's Degree" with 208 responses (44%) and "Master's Degree/Postgraduate" with 165 replies (35%). Again, these results are not shocking since the survey was shared online in many Portuguese universities groups.

Lastly, concerning the current occupation of the respondents, the most popular response was "Employed" with 199 answers (42%) and this is a very good sign for this Portuguese generation, especially when only 29 are "Unemployed" (6%) in a sample of 477 people.

Table 12: Socio-demographic profile of respondents

		Count	Column N %
Gender	Feminine	330	69.18%
	Masculine	147	30.82%
Age	Young Millennials [18;27]	288	52.81%
	Old Millennials [28;35]	189	47.19%
Relationship Status	Single	184	38.57%
	In a relationship	229	48.01%
	Married	59	12.37%
	Divorced	5	1.05%
Current District	Lisbon	188	39.41%
	Porto	42	8.81%
	Braga	30	6.29%
	Emigrant	30	6.29%
	Setúbal	30	6.29%
	Others*	157	32.91%
Educational Background	Less than High School	10	2.10%
	High School or equivalent	79	16.56%
	Specialization Course	5	1.05%
	Bachelor's Degree	208	43.61%
	Master's Degree/Post-Graduate	165	34.59%
	Doctor's Degree/ Postdoc	10	2.10%
Current Occupation	Student	139	29.14%
	Working - Student	60	12.58%
	Employee	199	41.72%
	Self – employed	42	8.81%
	Unemployed	29	6.08%
	Other	8	1.68%
Total		**477**	**100%**

Note: * "Others" include: Aveiro (21;4.40%), Leiria (21;4.40%), Coimbra (17;3.56%), Azores (15;3.14%), Santarém (15;3.14%), Évora (14;2.94%), Beja (11;2.31%), Faro (9;1.89%), Vila Real (7;1.47%), Viseu (7;1.47%), Viana do Castelo (6;1.26%), Castelo Branco (5;1.05%), Guarda (3;0.63%), Portalegre (3;0.63%) Bragança (2;0.42%) and Madeira (1;0.21%).

Source: Dissertation Author, output from the collected data inserted in Excel

5.2. General Information & Consumption Profiles

Besides the basic socio-demographic inquiry, some initial questions were made with the purpose of having more detailed and personal information for a better segmentation of the Portuguese Millennial wine consumer.

Asking about the family consumption background (Table 13) was interesting to verify that the Portuguese culture is indeed very much related to wine, with 288 answers (60%) confirming that wine was "consumed regularly".

Table 13: Family wine consumption background of respondents

		Count	Column N %
Q1	Yes, wine was consumed regularly	288	60.4%
	Only on special occasions	158	33.1%
	Never	31	6.5%
Total		**477**	**100%**

Source: Dissertation Author, output from the collected data inserted in Excel

Moreover, besides the statistical confirmation that the Millennials in Old World countries are drinking less wine than their parents (Espejel *et al*, 2011), surprisingly, 285 people (60%) answered "I drink wine" while 192 respondents (40%) claimed "I don't drink wine" (Table 14). Only a comparative study between generations would reveal the significant differences, however, 60% is a clear sign that the Millennials in Portugal still value this type of drink.

Table 14: Wine consumption of the respondents

		Count	Column N %
Q2	I drink wine	285	59.70%
	I don't drink wine	192	42.30%
Total		**477**	**100%**

Source: Dissertation Author, output from the collected data inserted in Excel

After the initial consent, Q1 and Q2 were the only questions allowed for the entire sample. The person was only able to continue the inquiry if the selection on Q2 was "I drink wine". If the answer was "I don't drink wine", there was no the need to proceed; therefore, the person was directed to the final part of the survey: demographic information. Thus, the results of the

following tables mean that only 285 people out of the 477 respondents answered the subsequent questions (i.e. Q3, Q4, Q5, Q6, etc.).

When measuring the wine consumption behaviour, knowing the frequency is key to understand the consumer's relationship. In this case (Table 15), it is possible to detect that most of the respondents either drink "Weekly" (40%) or "Only on special occasions" (30%). This feedback is very interesting since reinforces the importance of the occasions and special events for this generation.

Q4 was constructed based on the Olsen *et al*. (2007) research, whereby all generations prefer to drink wine at meals, either at home or at restaurants. This sample (Table 15) proves them right because of the remaining 285 people who drink wine; 236 respondents (83%) selected "At Meals" as their favourite time for wine consumption, while only 49 inquiries (17%) selected "Outside Meals".

Table 15: Wine consumption habits of the respondents

		Count	Column N %
Q3	Only on special occasions	86	30.18%
	Daily	32	11.23%
	Monthly	43	15.09%
	Rarely	10	3.51%
	Weekly	114	40.00%
Q4	Outside Meals	49	17.19%
	At Meals	236	82.81%
		285	**59.75%**

Source: Dissertation Author, output from the collected data inserted in Excel

Another two questions about wine related habits were measured to observe if the responses of this new sample match with the previous studies regarding the favourite place for wine consumption (Q5) (Figueiredo *et al*., 2003) and the favourite place for wine purchase (Q6) (Figueiredo *et al*., 2003; Sanches 2013).

Both were multiple-choice questions (Table 16) because they were not a frequency scale or a two-alternative choice like the questions before. That is why Q5 had 602 responses and Q6 had 531. Also, given the dimension of these results and considering the sample of 285 respondents, it is possible to speculate that the majority selected more than one favourite place in both questions.

Table 16: Wine favorite places of the respondents

		Count	Column N %
Q5	Home	228	38%
	Restaurant	198	33%
	Bar	59	10%
	Events	117	19%
Total		**602**	**100%**
Q6	Hyper/Supermarket	246	46%
	Restaurant	92	17%
	Liquor Stores	75	14%
	Bar	29	5%
	Wine Fairs	64	12%
	Online	15	3%
	Other	10	2%
Total		**531**	**100%**

Source: Dissertation Author, output from the collected data inserted in SPSS.

These results are in concordance with the previous findings by Figueiredo *et al*. (2003) about the Portuguese favourite place for wine consumptions. According to Table 16, this segment prefers to drink wine at "Home" (38%), however they also like to consume wine at "Restaurants" (33%) and that also match with the Figueiredo *et al*. (2003) considerations about the people under the age of 24 preferring to drink wine at restaurants.

Also, in agreement with the earlier studies regarding the favourite place of wine purchase, Table 16 reveals the same outcomes as Sanches (2013) when identifying "Hyper/Supermarkets" (46%) followed by "Restaurants" (17%) as the election places for wine purchasing.

Figueiredo *et al*. (2003) findings about the Portuguese population not buying online were also verified since almost fifteen years later and despite the fact that now were focusing only on the Millennials, this sample proves that this population segment doesn't consider this channel as their favourite place to buy wine, not even in their Top5. Having this into consideration, it will be interesting to discover if the Portuguese Millennials choose this channel (i.e. Online) at least as an information source.

5.3. Hypothesis' Testing

5.3.1. Attribute Selection vs Wine Occasion

The first hypothesis aims at identifying different wine attributes which are related to different wine consumption occasions. "Price", "Brand", "Type of Wine", "Region of Origin", "Label"

and “Design” were the six attribute values while “Myself”, “Friends”, “Family”, “Partner” and “Colleagues” were the five values for the variable “Who”. Also, three values were given to the variable “Where”: (1) Home, (2) Restaurant and (3) Offer.

Just by looking at the frequency table average (Appendix B) some conclusions are easy to perceive, such as: The attributes most mentioned by the respondents were “Type of Wine” (73%) and “Price” (58%) while “Label” (9%) and “Design” (7%) were the least mentioned. However, when the same table (Appendix B) is observed closely, and after applying the Chi-Square plus Cramér’s V methods to understand the most important attributes considered by the respondents in each occasion, it is possible to verify some alterations.

The Chi-square test (Table 17) confirmed that there’s no significant statistical difference between “Type of Wine” and “Who” ($\chi2=8,625$; $p=0.071$), “Label” and “Who” ($\chi2=3,726$; $p=0.444$) or “Region of Origin” and “Where ($\chi2=4,974$; $p=0.082$). This means that the respondents did not consider “Type of Wine” and “Label” as important attributes when having wine with different people (“Who”), and they did not choose the wine’s “Region of Origin” according to the place (“Where”) either.

Besides the fact that there’s no significant statistical difference between the data previously identified, the following table (Table 17) and Appendix B reveal significant statistical differences through most of the occasions studied. Hence, it is possible to conclude that **we accept H_1: Different wine consumption occasions are associated with different wine attributes.**

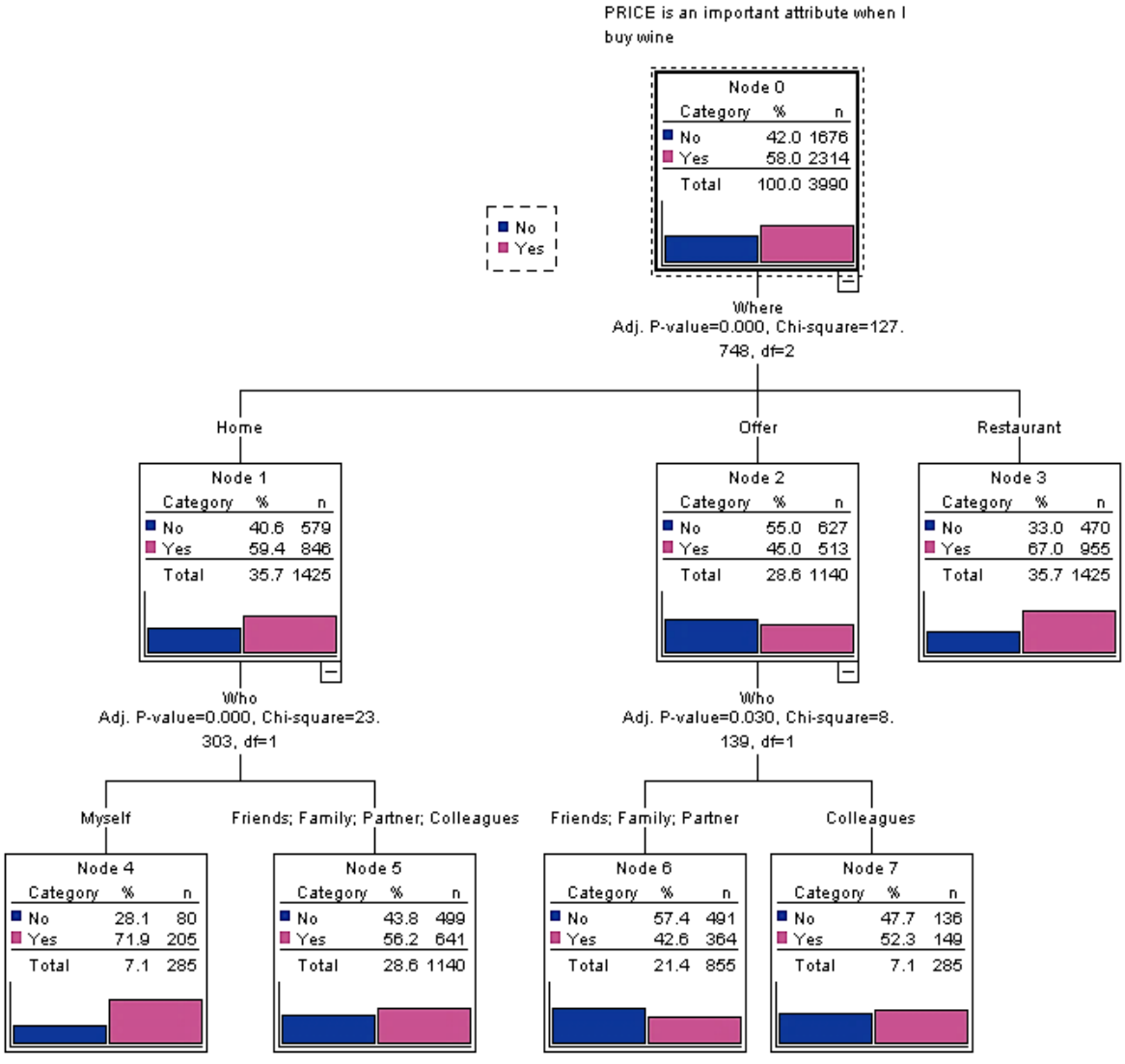
Table 17: Attributes and Wine Occasion Chi-Square Test & Cramér's V

Variable	Values	Occasion			
		Where		Who	
		χ^2 test	Cramér's V	χ^2 test	Cramér's V
Attributes	Price	$\chi2=127,748$ p=0.000	0,179	$\chi2=70,812$ p=0.000	0.133
	Brand	$\chi2=79,230$ p=0.000	0,141	$\chi2=36,557$ p=0.000	0.096
	Type of wine	$\chi2=44,581$ p=0.000	0,106	$\chi2=8,625$ **p=0.071**	0.046
	Region of origin	$\chi2=4,974$ **p=0.082**	0,035	$\chi2=14,179$ p=0.007	0.060
	Label	$\chi2=63,542$ p=0.000	0,126	$\chi2=3,726$ **p=0.444**	0.031
	Design	$\chi2=131,071$ p = 0.000	0,181	$\chi2=23,633$ p = 0.000	0.077

Source: Dissertation Author, output from the collected data inserted in SPSS

Likewise, “Price” (Figure 9) has significant statistical differences to “Where” ($\chi2$=127,748; p=0.000) and “Who” ($\chi2$=70,812; p=0.000). After observing Appendix E, there are two obvious conclusions that must be pointed out: (1) When wine is consumed at “Home”, there are significant differences in the consideration of the “Price” as an important attribute, depending on the "Who" of the occasion ($\chi2$=23,303; p=0.000). Moreover, while at “Home” by “Myself”, “Price” plays a more important role rather than with other people (Appendix B); (2) When wine is purchased to “Offer”, there are also significant differences in the consideration of the “Price” as an important attribute, depending on the "Who" of the occasion ($\chi2$=8,139; p=0.030). Additionally, when wine is “Offer” to “Colleagues”, “Price” plays an important role rather than with other people. According to the cross-validation 61% of these predictions are classified correctly and the risk is .398 (Appendix C14).

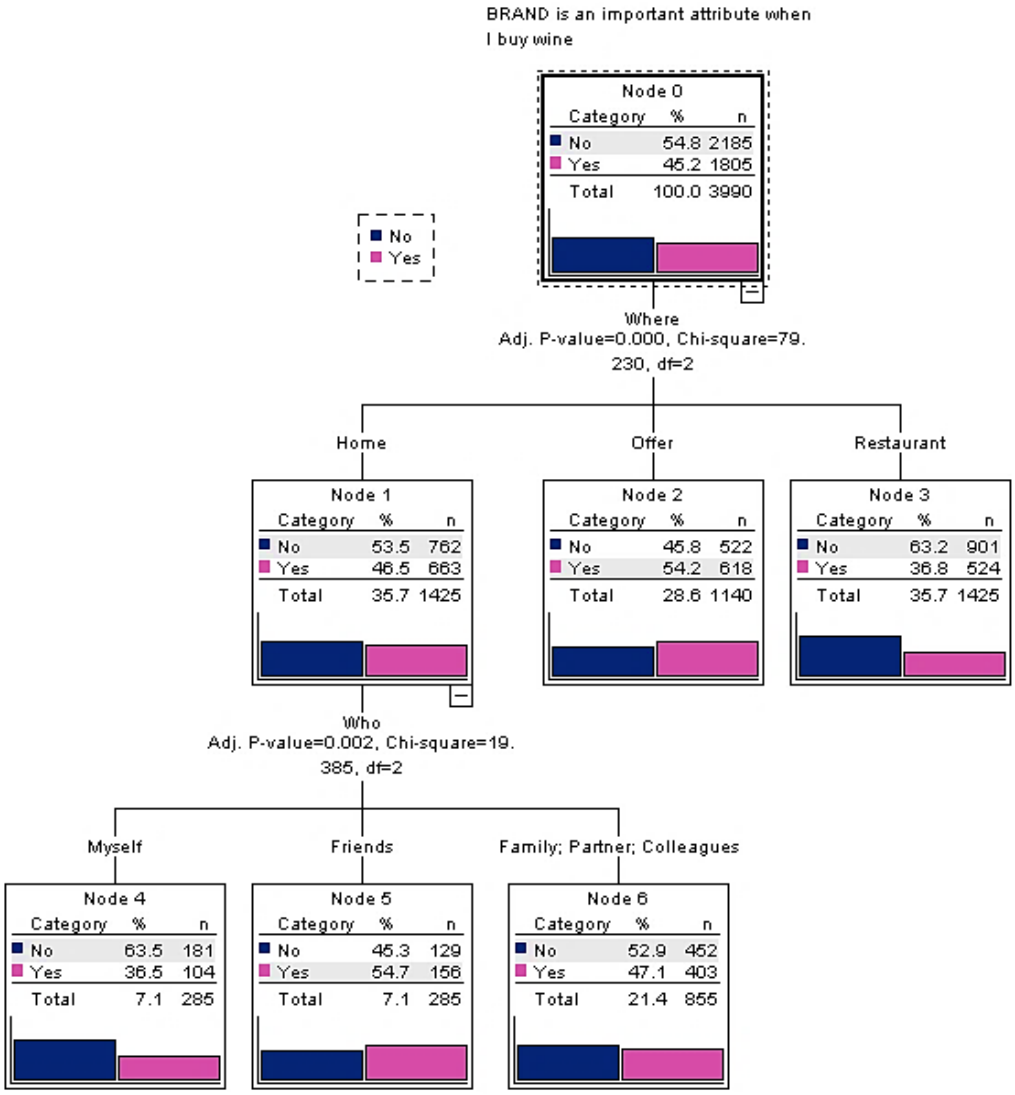
Figure 9: Price Classification Tree



Source: Dissertation Author, output from the collected data inserted in SPSS.

Similarly, “Brand” (Figure 10) is another attribute that revealed significant statistical differences with both “Where” ($\chi2$=79,230; p=0.000) and “Who” ($\chi2$=36,557; p=0.000). When observing Appendix I, the “Home” occasion reveals significant differences in the selection of the “Brand” as an important attribute, depending on the "Who" of the occasion ($\chi2$=19,385; p=0.021). Furthermore, respondents considered the “Brand” attribute to be more important when receiving “Friends” at “Home” (54.7%) than when selecting “Myself” at “Home” (36.5%) as a relevant occasion for this attribute. According to the cross-validation 57.8% of these predictions are classified correctly and the risk is .428 (Appendix C13).

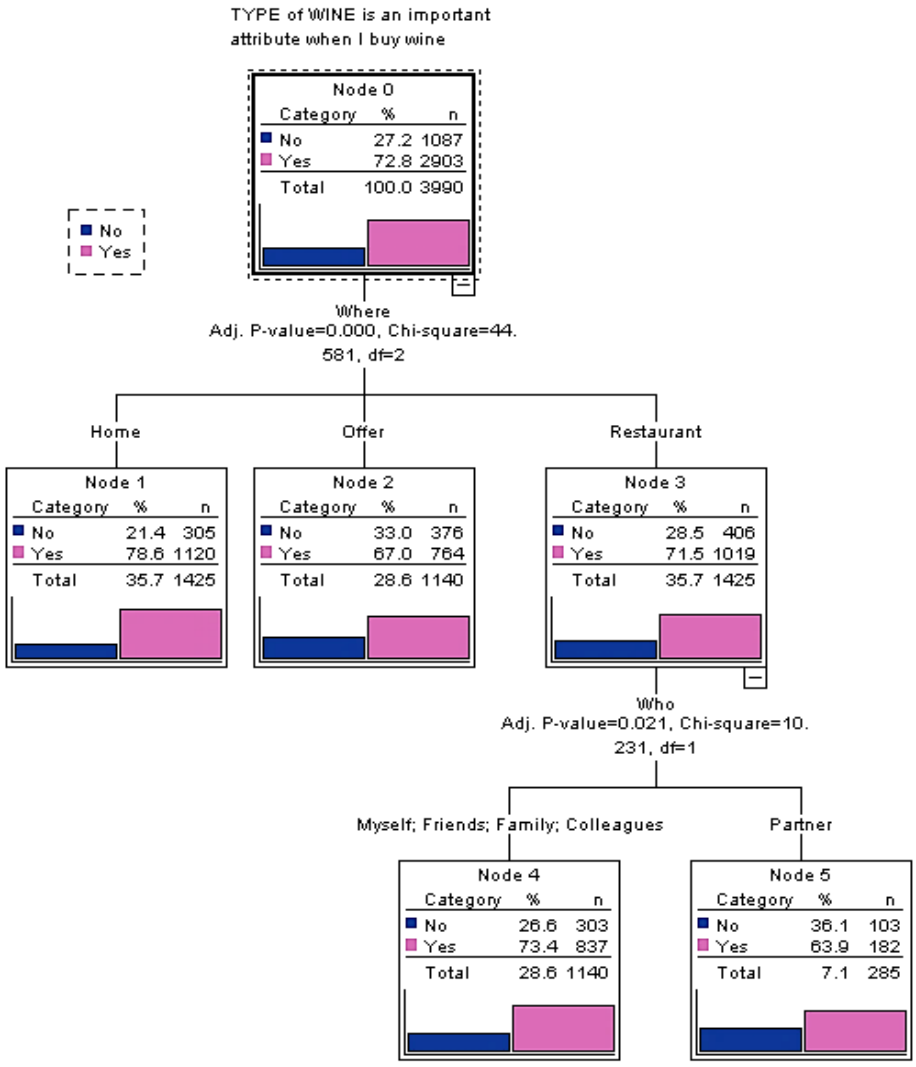
Figure 10: Brand Classification Tree



Source: Dissertation Author, output from the collected data inserted in SPSS.

Significant statistical differences are also verified among “Type of Wine” and “Where” ($\chi2$=44,581; p=0.000). The following classification tree (Figure 11) shows that when wine is consumed at “Restaurants” there are significant differences in the consideration of the “Type of Wine” as an important attribute, depending on the "Who" of the occasion ($\chi2$=10,231; p=0.021). Furthermore, in “Restaurants”, “Myself”, “Friends”, “Family” and “Colleagues” are the people for whom “Type of Wine” had more importance (73.4%). According to the cross-validation 72.8% of these predictions are classified correctly and the risk is .272 (Appendix C15). This can also be seen at the frequency table (Appendix B), where “Type of Wine” in “Restaurants” was more selected with “Family” (77%) and less selected for consumption with “Partner” (64%).

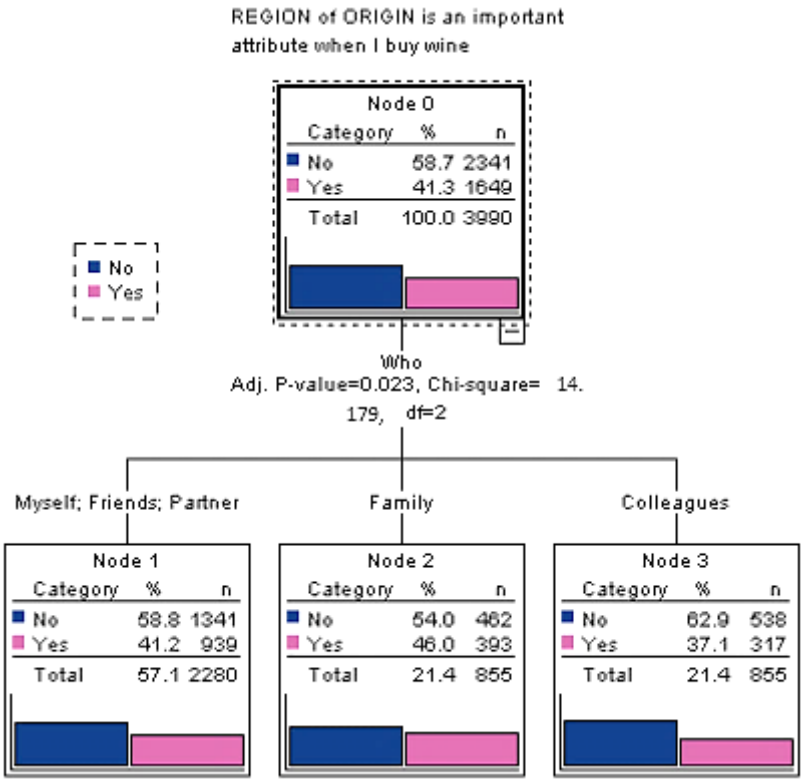
Figure 11: Type of Wine Classification Tree



Source: Dissertation Author, output from the collected data inserted in SPSS.

The attribute "Region of Origin" also reveals significant statistical differences with the "Who" variable ($\chi2$=14,179; p=0.000). This difference is clear when observing the Figure 12, where "Family" are the people for whom "Region of Origin" has more importance (46.0%) while "Colleagues" are the people for whom this attribute has less importance (37.1%). According to the cross-validation 58.7% of these predictions are classified correctly and the risk is .413 (Appendix C16).

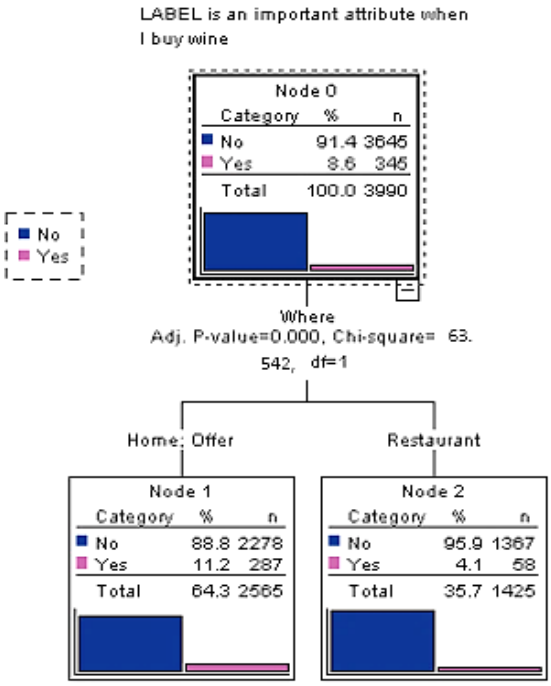
Figure 12: Region of Origin Classification Tree



Source: Dissertation Author, output from the collected data inserted in SPSS.

Regarding the wine "Label", results also shown significant statistical differences within this value and the "Where" variable ($\chi2$=63,542; p=0.000). Figure 13 demonstrates that at "Home" and to "Offer" were the occasions selected where "Label" had more importance (11.2%), unlike the "Restaurant" occasions where "Label" only counted as important to 4.1%. According to the cross-validation 91.4% of these predictions are classified correctly and the risk is .086 (Appendix C17).

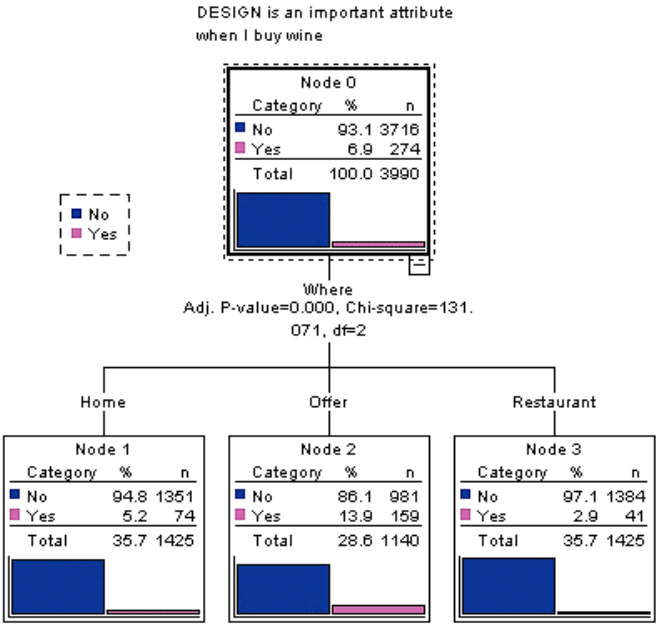
Figure 13: Label Classification Tree



Source: Dissertation Author, output from the collected data inserted in SPSS.

Ultimately, "Design" reveals significant statistical differences with both variables "Where" ($\chi2$=131,071; p=0.000) and "Who" ($\chi2$=23,633; p=0.000). Considering Figure 14, it is possible to recognize that to "Offer" was the occasion where "Design" had more importance (13.9%). According to the cross-validation 93.1% of these predictions are classified correctly and the risk is .069 (Appendix C18). In addition, the frequency table (Appendix B) demonstrates that this attribute was mainly selected has important when the occasions involved "Friends".

Figure 14: Design Classification Tree



Source: Dissertation Author, output from the collected data inserted in SPSS.

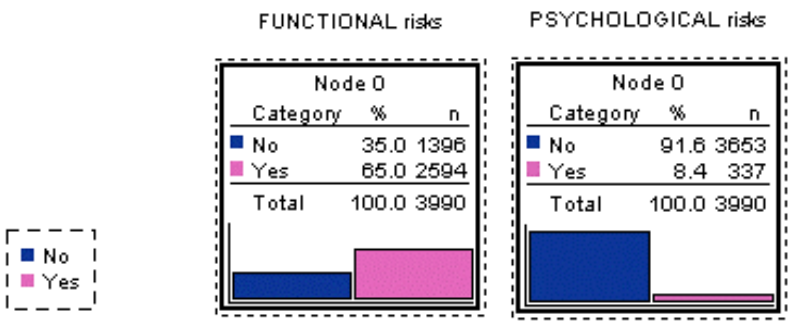
5.3.2. Perceived Risks vs Wine Occasion

The second hypothesis aims at identifying if different risks are perceived in different wine consumption occasions. “Functional”, “Social”, “Financial”, “Physical”, “Psychological” and “Time” were the six risk values while “Myself”, “Friends”, “Family”, “Partner” and “Colleagues” were the five values for the “Who” variable. Moreover, the same three values for the variable “Where”, used in the previous hypothesis analysis, were given: (1) Home, (2) Restaurant and (3) Offer.

The frequency table average (Appendix D) provides the general data description. Likewise, the risks mentioned the most by the respondents were “Functional” (65%) and “Financial” (55%) while “Time” (11%) and “Psychological” (8%) were the least mentioned.

After applying the Chi-square test and Cramér’s V, it is possible to verify that two types of risks do not reveal any significant statistical difference between any of the occasions: “Functional” and “Psychological” (Table 18). Similarly, “Physical” and “Who” ($\chi2$=3,130; p=0.536) plus “Time” and “Who” ($\chi2$=1,163; p=0.884) do not reveal significant statistical differences either.

Figure 15: Functional and Psychological Risk Classification Trees



Source: Dissertation Author, output from the collected data inserted in SPSS.

Although these cases do not reveal significant statistical differences, the following table (Table 18) prove that most of the occasions revealed statistically significant differences. Hence, the final conclusion: **we accept H_2: Different wine consumption occasions are associated with different risks.**

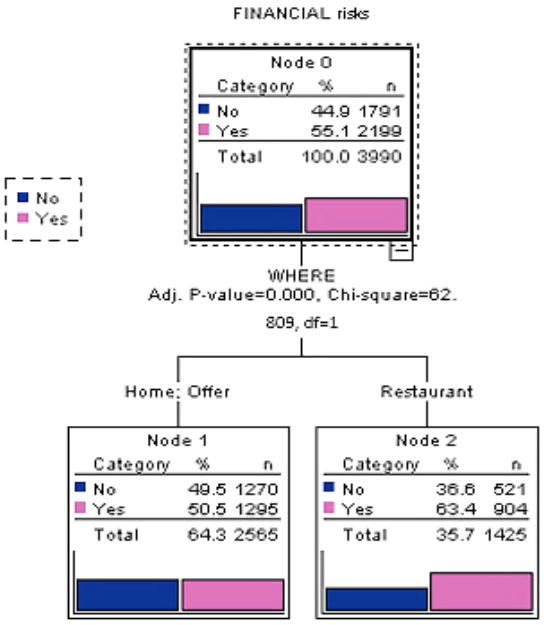
Table 18: Perceived Risks and Wine Occasion Chi-Square Test & Cramér's V

Variable	Values	Occasion			
		Where		Who	
		χ2 test	Cramér's V	χ2 test	Cramér's V
Perceived Risks	Functional	χ^2=2,003 **p=0.367**	0.022	χ^2=3,060 **p=0.548**	0.028
	Social	χ^2=10,285 p=0.006	0.051	χ^2=93,740 p=0.000	0.153
	Financial	χ^2=62,809 p=0.000	0.125	χ^2=18,414 p=0.001	0.068
	Physical	χ^2=19,384 p=0.000	0.070	χ^2=3,130 **p=0.536**	0.028
	Psychological	χ^2=2,041 **p=0.360**	0.023	χ^2=2,167 **p=0.705**	0.023
	Time	χ^2=111,634 p=0.000	0.167	χ^2=1,163 **p=0.884**	0.017

Source: Dissertation Author, output from the collected data inserted in SPSS

The "Financial" risk is the perfect example because it reveals a significant statistical difference between "Where" (χ^2=62,809; p=0.000) and "Who" (χ^2=18,414; p=0.001). These differences can be perceived when looking at Figure 16, where "Restaurant" is the place in which "Financial" risks have more importance (63.4%) while "Home" and "Offer" are the occasions where this attribute has less importance (50.5%). According to the cross-validation 55.1% of these predictions are classified correctly and the risk is .451 (Appendix E15). Moreover, when looking at the frequency table (Appendix D), data reveals that "Myself" is the value that considers this type of risk as the most important (63%), hence the significant difference noticed.

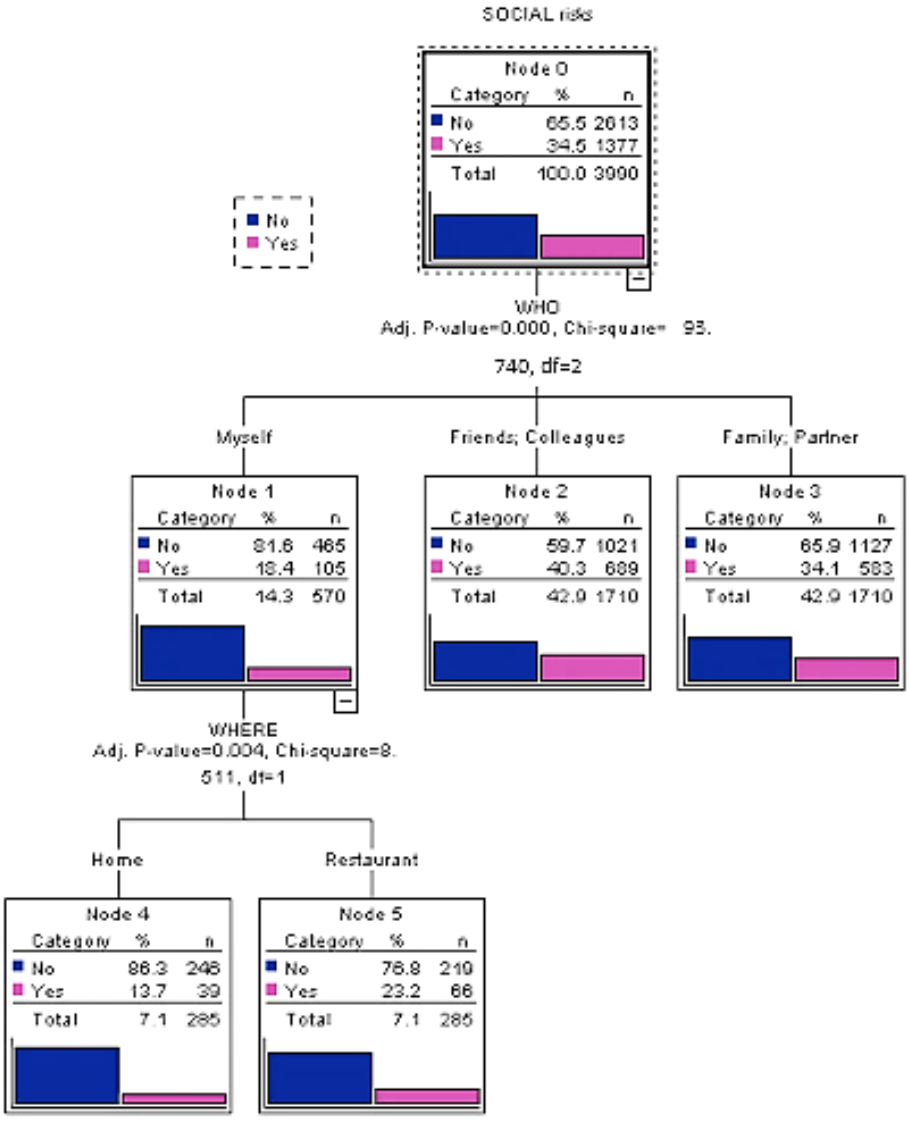
Figure 16: Financial Risk Classification Tree



Source: Dissertation Author, output from the collected data inserted in SPSS.

Likewise, “Social” risk also shows a significant statistical difference between “Where” ($\chi2$=10,285; p=0.006) and “Who” ($\chi2$=93,740; p=0.000) variables. By observing Figure 17 it is easy to verify that that when wine is consumed by “Myself”, there are significant differences in the consideration of the “Social” as an important risk, depending on "Where" the occasion takes place ($\chi2$=8,511; p=0.004). The results revealed that while by “Myself”, “Home” and “Restaurants” are the places in which “Social” risks have less importance and that can also be observed at the frequency table (Appendix D). Furthermore, “Social” risk is mainly perceived as important when wine is consumed with “Friends” and “Colleagues” (40.3%). According to the cross-validation 65.5% of these predictions are classified correctly and the risk is .345 (Appendix E14).

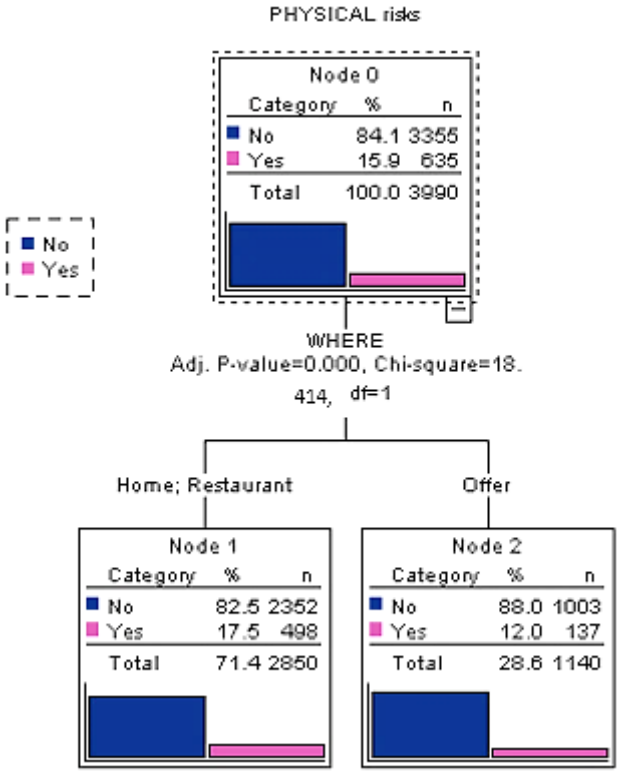
Figure 17: Social Risk Classification Tree



Source: Dissertation Author, output from the collected data inserted in SPSS.

On the other hand, "Physical" ($\chi 2$=19,384; p=0.000) only reveals significant statistical differences with the "Where" variable. Considering the physical risk classification tree (Figure 18), it is clear that at "Home" and at a "Restaurant" are the places where "Physical" risk have more importance (17.5%) while to "Offer" is the occasion where this risk has less importance (12.0%). According to the cross-validation 84.1% of these predictions are classified correctly and the risk is .159 (Appendix E17).

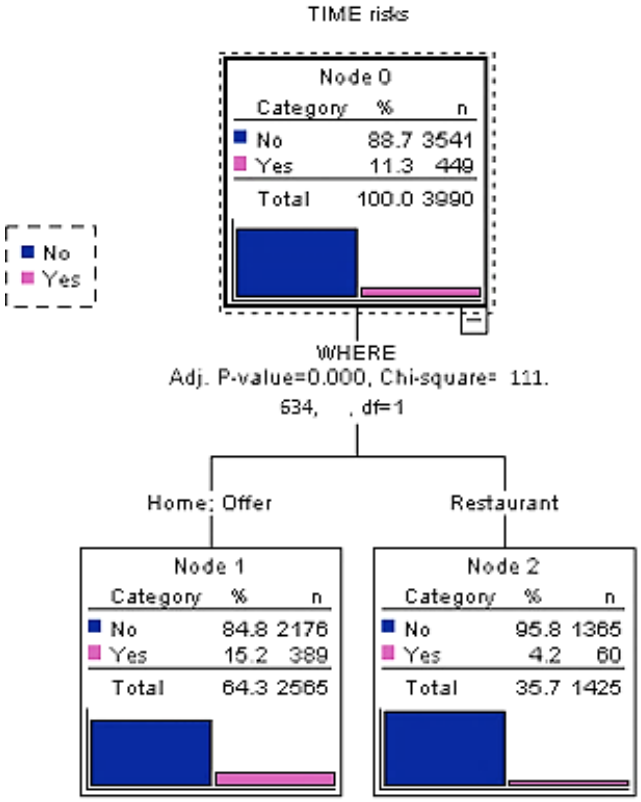
Figure 18: Physical Risk Classification Tree



Source: Dissertation Author, output from the collected data inserted in SPSS.

Regarding "Time" risks, they also just shown significant statistical differences with the "Where" variable ($\chi 2$=111,634; p=0.000). It is possible to confirm this fact by observing Figure 19, where at "Home" and to "Offer" are the places where the "Time" risk has more importance (15.2%) while at "Restaurant" is the place where this risk has less importance (4.2%). This significant difference can also be verified at the frequency table (Appendix D) where "Time" is important for only 4% on "Restaurant". According to the cross-validation 88.7% of these predictions are classified correctly and the risk is .005 (Appendix E18).

Figure 19: Time Risk Classification Tree



Source: Dissertation Author, output from the collected data inserted in SPSS.

5.3.3. Information Sources vs Wine Occasion

The third hypothesis intends to identify if different information sources are used in different wine consumption occasions. “Advertising”, “Product Information”, “Staff/Producers advice”, “Relatives advice”, “Tasted before” and “Online” were the six information sources values while “Myself”, “Friends”, “Family”, “Partner” and “Colleagues” were the five values for the “Who” variable. Nevertheless, the same three values for the variable “Where”, used in the previous hypotheses’ analysis, were given: (1) Home, (2) Restaurant and (3) Offer.

When looking at the frequency table average (Appendix F) it is possible to conclude that “Tasted before” (64%), “Relatives advice” (55%) and “Product Information” were the most mentioned information sources while “Advertising” (10%) and “Online” (10%) were the least mentioned. Taking into consideration that this survey was made to the Millennials, these results are very surprising since this generation is very tech-dependent (Pate and Adams, 2013) and is constantly impacted by advertising.

However, the results of the following table (Table 19) are even more surprising! The Chi-square test and Cramér's V demonstrate that there is no significant statistical difference between any information source value and the "Who" variable, meaning that the respondents of the survey didn't assign different importance to the different sources of information regarding the people they were drinking wine with.

Table 19: Information Sources and Wine Occasion Chi-Square Test & Cramér's V

Variable	Values	Occasion			
		Where		Who	
		χ2 test	Cramér's V	χ2 test	Cramér's V
Information Sources	Advertising	χ2=14,271 p=0.001	0.060	χ2=2,379 **p=0.666**	0.024
	Product involvement	χ2=61,184 p=0.000	0.124	χ2=2,517 **p=0.642**	0.025
	Staff/ Producers advice	χ2=184,039 p=0.000	0.215	χ2=4,782 **p=0.310**	0.035
	Relatives advice	χ2=45,497 p=0.000	0.107	χ2=3,095 **p=0.542**	0.028
	Tasted before	χ2=20,341 p=0.000	0.071	χ2=2,910 **p=0.573**	0.027
	Online	χ2=42,914 p=0.000	0.104	χ2=1,755 **p=0.781**	0.021

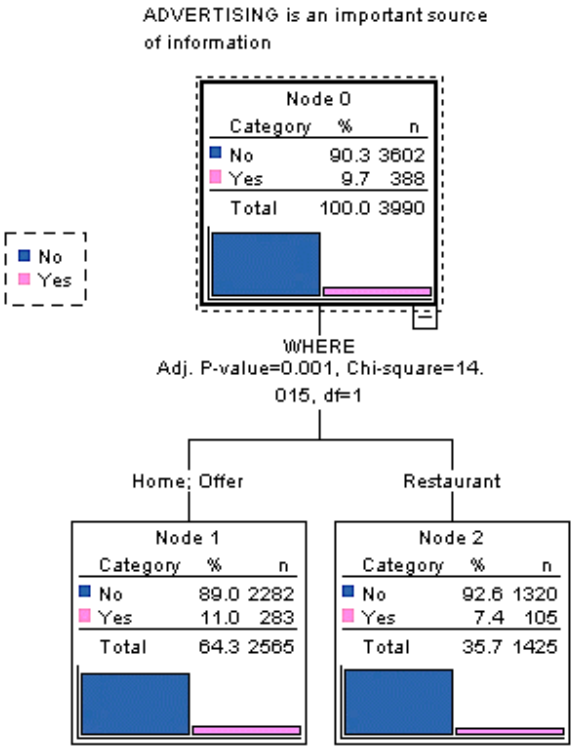
Source: Dissertation Author, output from the collected data inserted in SPSS

Besides the statistically significant differences shown in every value within the "Where" variable, the following hypothesis would not be partially correct since the overall outcome reveals 50/50 association. Therefore, **we reject H_3: Different wine consumption occasions are not associated with different information sources.**

Starting with the most curious results: "Advertising" has a significant statistical difference with "Where" (χ2=14,271; p=0.001) and by looking at Figure 20, "Home" and "Offer" are the occasions where "Advertising" has more importance (11.0%) while "Restaurant" is the place where this information source has less importance (7.4%). According to the cross-validation 90.3% of these predictions are classified correctly and the risk is .005 (Appendix G13). Additionally, "Online" also reveals a significant statistical difference with "Where" (χ2=42,914; p=0.001) with the same outcome but, this information source is even less important. Thus, Figure 21 validates that "Home" and "Offer" are the occasions where "Online" has more importance (11.8%) while "Restaurant" is considered the place where this information

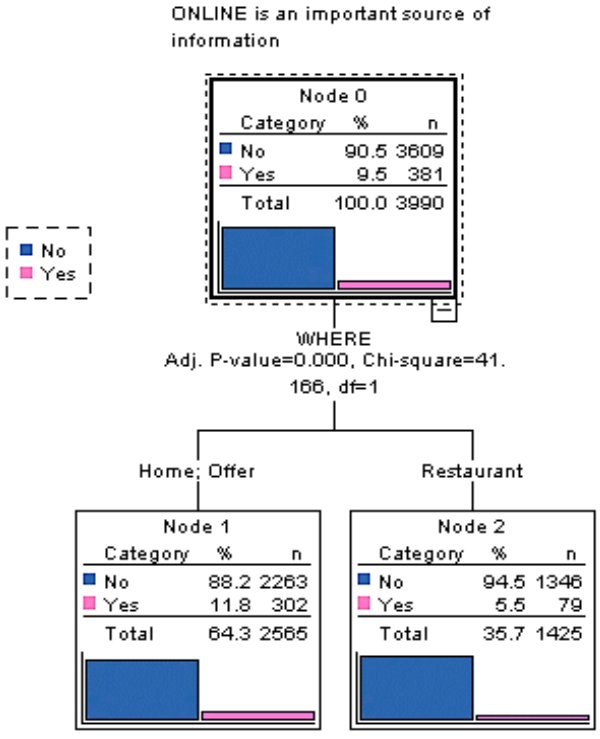
source has less importance (5.5%). According to the cross-validation 90.5% of these predictions are classified correctly and the risk is .005 (Appendix G18).

Figure 20: Advertising Classification Tree



Source: Dissertation Author, output from the collected data inserted in SPSS.

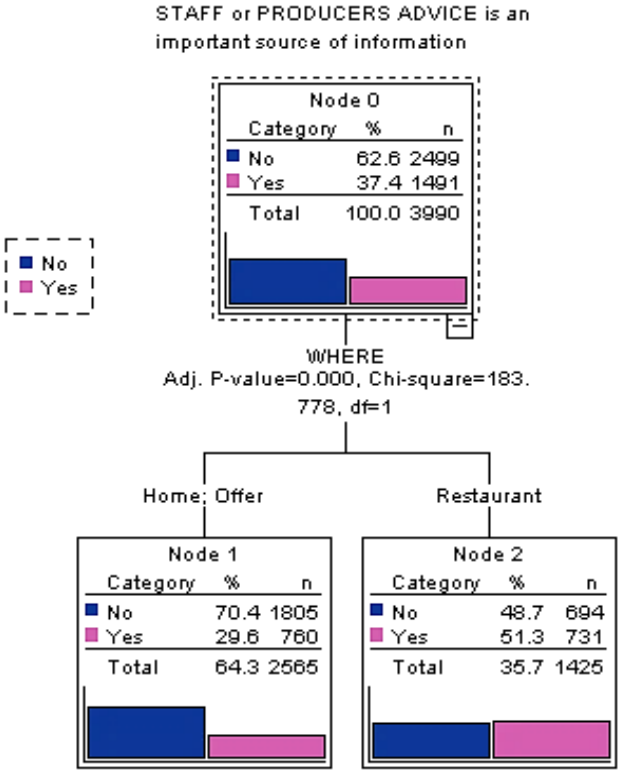
Figure 21: Online Classification Tree



Source: Dissertation Author, output from the collected data inserted in SPSS.

"Staff or Producers advice" was also not considered has an important source of information by the majority of the respondents, however, this value also reveals a significant statistical difference with "Where" ($\chi 2$=184,039; p=0.001) and the highest Cramér's V value so far at the overall analysis (V=0.215). The outcomes of Figure 22 are the opposite of the previous two values, because in this case "Restaurant" is the place where this information source has more importance (51.3%) while "Home" and "Offer" are the places where "Staff or Producers advice" has less importance (29.6%). According to the cross-validation 63.6% of these predictions are classified correctly and the risk is .364 (Appendix G15).

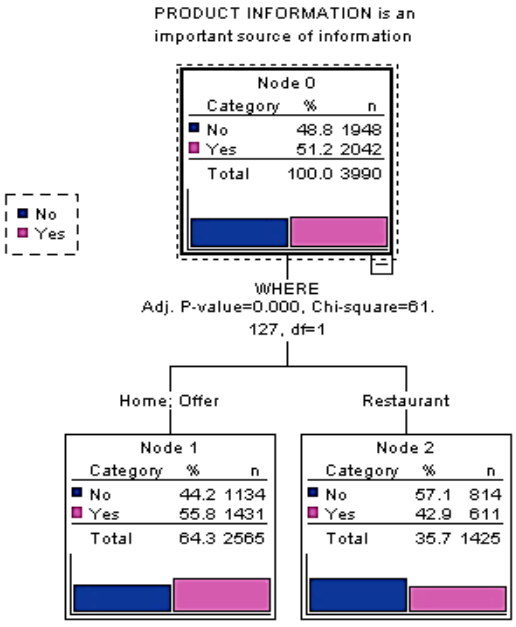
Figure 22: Staff/Producers Advice Classification Tree



Source: Dissertation Author, output from the collected data inserted in SPSS.

Regarding the "Product Information", a significant statistical difference with "Where" ($\chi 2$=61,184; p=0.001) is also pointed out. Considering Figure 23, "Home" and "Offer" are the places where "Product Information" has more importance (55.8%) while "Restaurant" is the place with less importance (42.9%). According to the cross-validation 56.3% of these predictions are classified correctly and the risk is .437 (Appendix G14).

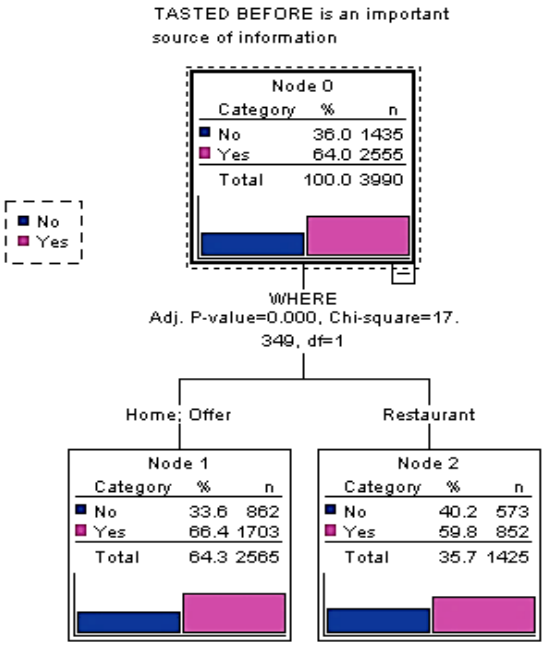
Figure 23: Product Information Classification Tree



Source: Dissertation Author, output from the collected data inserted in SPSS.

The preferred information source according to the frequency table (Appendix F): "Tasted before", also shows a significant statistical difference with "Where" ($\chi 2$=20,341; p=0.001). By observing its decision tree (Figure 24) it is clear that "Home" and "Offer" are the occasions where "Tasted before" has more importance (66.4%) while "Restaurant" was considered the place where this source has less importance (59.8%). According to the cross-validation 64.0% of these predictions are classified correctly and the risk is .008 (Appendix G17).

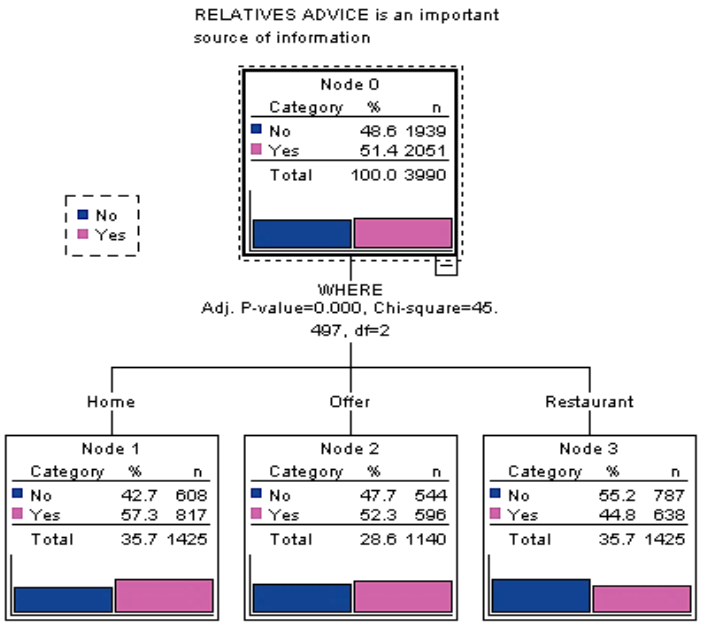
Figure 24: Tasted before Classification Tree



Source: Dissertation Author, output from the collected data inserted in SPSS.

At last, and like all the information sources analysed before, “Relatives advice” has also revealed significant statistical difference with “Where” ($\chi 2$=45,497; p=0.000). These results can be verified when observing Figure 25, where “Home” is considered the place where “Relatives advice” has more importance (57.3%), unlike “Restaurant”, which is the place where this information source has less importance (44.8%). Nevertheless, it is also interesting to expose that respondents also considered “Relatives advice” has an important information source (52.4%) when wine is bought to “Offer” to someone. According to the cross-validation 55.1% of these predictions are classified correctly and the risk is .008 (Appendix G16).

Figure 25: Relatives Advice Classification Tree



Source: Dissertation Author, output from the collected data inserted in SPSS.

5.3.4. Overall Occasions

The fourth and ultimate hypothesis sought to determine whether "Who" and "Where" would be effective segmentation variables in the wine market. Although there were no specific questions in the survey to evaluate this hypothesis statistically, the insights provided by the previous hypotheses were pretty clear to reach a solid conclusion.

Considering that 18 values are presented in this analysis (Table 20) and that out of that number, 15 values revealed a significant difference, it is possible to assume that “Where” would be an effective segmentation variable for the wine market. However, when observing the “Who” outcomes, only 6 out of the 18 values displayed significant differences, and that means that “Who” would not be an effective segmentation variable for the wine market.

Having these thoughts into consideration, the answer for this fourth hypothesis is delicate since the most accurate responses would be: (1) "Where" is an effective segmentation variable in the wine market; (2) "Who" is not an effective segmentation variable in the wine market". But, that was not the hypothesis previously settled. To give a truthful answer it was necessary to compare both variables: "Who" and "Where" (Table 20). The final conclusion is that **we accept H_4: "Where" and "Who" are effective segmentation variables in the wine market**, since significant differences were verified in the most part of the overall occasions.

Table 20: Overall Occasions Statistical Outcomes

Variables	Values	Occasion					
		Where			Who		
		χ2 test	Cramér's V	Accept H1	χ2 test	Cramér's V	Accept H1
Attributes	Price	χ^2=127,748 p=0.000	0.179	X	χ^2=70,812 p=0.000	0.133	X
	Brand	χ^2=79,230 p=0.000	0.141	X	χ^2=36,557 p=0.000	0.096	X
	Type of wine	χ^2=44,581 p=0.000	0.106	X	χ^2=8,625 **p=0.071**	0.046	
	Region of origin	χ^2=4,974 **p=0.083**	0.035		χ^2=14,179 p=0.007	0.060	X
	Label	χ^2=63,542 p=0.000	0.126	X	χ^2=3,726 **p=0.447**	0.031	
	Design	χ^2=131,071 p=0.000	0.181	X	χ^2=23,633 p=0.000	0.077	X
Perceived Risks	Functional	χ^2=2,003 **p=0.366**	0.022		χ^2=3,060 **p=0.548**	0.028	
	Social	χ^2=10,285 p=0.006	0.051	X	χ^2=93,740 p=0.000	0.153	X
	Financial	χ^2=62,809 p=0.000	0.125	X	χ^2=18,414 p=0.001	0.068	X
	Physical	χ^2=19,384 p=0.000	0.070	X	χ^2=3,130 **p=0.536**	0.028	
	Psychological	χ^2=2,041 **p=0.366**	0.023		χ^2=2,167 **p=0.706**	0.023	
	Time	χ^2=111,634 p=0.000	0.167	X	χ^2=1,163 **p=0.884**	0.017	
Information Sources	Advertising	χ^2=14,271 p=0.001	0.060	X	χ^2=2,379 **p=0.666**	0.024	
	Product involvement	χ^2=61,184 p=0.000	0.124	X	χ^2=2,517 **p=0.642**	0.025	
	Staff/ Producers advice	χ^2=184,039 p=0000	0.215	X	χ^2=4,782 **p=0.310**	0.035	
	Relatives advice	χ^2=45,497 p=0.000	0.107	X	χ^2=3,095 **p=0.542**	0.028	
	Tasted before	χ^2=20,341 p=0.000	0.071	X	χ^2=2,910 **p=0.573**	0.027	
	Online	χ^2=42,914 p=0.000	0.104	X	χ^2=1,755 **p=0.781**	0.021	
Total	**18**			**15**			**6**

Source: Dissertation Author, output from the collected data inserted in SPSS

Chapter 6: Conclusion

The objectives of this dissertation were: (1) to provide an updated overview of the wine market by exploring wine occasion-based segmentation with some potential factors of influence in the existing literature; (2) to analyse the current wine relationship of the Portuguese Millennials and to understand which are their most influential factors in different wine purchase occasions (within the previously defined variables); and (3) to add value to the wine market with any relevant conclusions and a new perspective.

All of these were accomplished throughout this study, because its overall findings provide an updated overview of the wine market regarding the Portuguese Millennials with relevant outcomes and perspectives that could not be achieved without a previous proper analysis within this specific segment.

6.1. Main Conclusions

The findings show that the Portuguese culture is very much related to wine. Besides the existing literature, according to the sample 60% of the respondents confirmed that their families consumed wine regularly and about as the same answered "I drink wine". This is a major insight since previous studies regarding Old-World Millennials had verified that this generation is consuming less wine (Espejel *et al*., 2011) and apparently the Portuguese Millennials are not following that trend.

Portuguese Millennials prefer to drink wine at home and at restaurants, they consume it preferably at meals, weekly or on special occasions and they prefer to buy it at hyper/supermarkets followed by restaurants. It is also interesting to the study to discover that this sample doesn't consider online as an important place to buy wine (Figueiredo *et al*., 2003). They only perceive this channel as important when searching for information to buy wine for home consumption of to give to someone as a gift.

The results reflect that the Portuguese Millennials give much importance to the "Type of Wine" and "Price" (hence their main concerns about risks being "Functional" and "Financial") and that is why they consider "Tasted before" as the most reliable source of information. This reveals an openness to wine tastings and to experience new things. The "Price" and "Financial" selections were also understandable since this generation is starting to build up a career (mainly

with low salaries) and make a living in a country with a low economic value that recently has been through a severe financial crisis.

They also reflected that this generation gives less importance to the "Design" of the bottle than to "Psychological" risks and wine "Advertising". This reveals that Portuguese Millennials are very practical and value the experience more than aesthetics or concerns. In Portugal, the "Design" and wine "Advertising" are still very conventional and these results might reflect it.

Other findings of this study indicate that the Portuguese Millennials confer different importance to wine attributes and risks perceived within different occasions, especially when they are purchasing wine for "Home" consumption with "Friends". Having this insight, it is possible to conclude that wine consumption at home with friends is the most treasured occasion for the Portuguese Millennials.

Contrarily to these results, the Portuguese Millennials only change the source of information according to the circumstance, not the person. However, this still means that this segment relies on different sources when choosing wine for certain occasions; therefore, both brands and retailers need to be aware of what their preferences are. In this study, besides "Tasted Before", "Relatives Advice" and "Product Information" were also pointed out and this is an opportunity for market players to invest in more wine events and group tastings with encouragement tactics for such a unique experience in the winery, as well as in more daring and exciting information in the packaging to reduce "Social" risks, improve the consumer's knowledge and to stand out from the competition.

Ultimately, the main conclusion of this investigation was unexpected because the person ("Who") has proven not to be an efficient segmentation variable in the wine market for the Portuguese Millennials. On the other hand, the circumstance "Where" has proven to be a very effective variable since it influences their behaviour within the most part of the occasions addressed. Nevertheless, it is possible to conclude that both these variables are effective segmentation measures for the wine market because they were eye-openers for this market literature and they provide new understandings and perspectives.

6.2. Research Implications

There is much to be gained for researchers, wine marketeers and managers from the results presented, with the adoption of this occasion-based segmentation in the wine marketing area, to better allocate the budget to positive marketing strategies (Barber *et al.*, 2008), from

consumer understanding to more efficient trade marketing campaigns. For example, since it is known that wine consumption at home with friends is the favourite occasion considered by the Portuguese Millennials and that most of them buy wine at hyper/supermarkets, brands should strongly consider special offerings (e.g. original wineglasses, decanters, corkscrews, among other wine sets useful for groups), promotions (to avoid financial risks) and product demonstrations with trained staff (to avoid functional and social risks).

Although these are just generical measures that many managers already adopt, what is fascinating using this approach, and the main reason why this dissertation is so relevant for the current landscape of the wine market, is to deeply understand how to best take the advantage of the tools available (i.e. product attributes), how to best reduce risks and how to best support wine information search within different occasions. Occasion-based segmentation allows the creation of detailed and more focused marketing efforts. For instance, one of the occasions that witnessed the highest perceived functional risk included to give wine as an "Offer" so giving small wine samples after subscribing a winery website or before ordering a wine gift basket would help to reduce this risk while improving the online experience since the Portuguese Millennials aren't using this channel as they are supposed to.

6.3. Limitations

As many other investigations, this study entails certain limitations that need to be addressed.

Firstly, the sample size is small (N=477) and does not represent the entire Generation "Y" of Portugal. Moreover, the final outcomes might have been different if there was a similar number of females and males; the same for the educational background (mainly with Bachelor's Degree) and for the current District (mainly from Lisbon). Also, one must not forget that the survey was shared in several Portuguese private and public wine lovers' groups online and that may have influenced the results tendency. The final conclusions were accurate within the sample obtained, however, they can´t be generalized and should be interpret with caution.

Secondly, this research focused on wine consumption and purchase behaviour in a specific country environment, so caution is needed when generalizing the conclusions to other contexts.

Thirdly and besides the sample characteristics, this research quantitatively explored the findings of previous studies because that's the best way to uncover measurable data to formulate theories and patterns, however, since this is a consumer behaviour study, a qualitative approach would

also be extremely relevant to understand the population underlying reasons, motivations and personal opinions about the subject.

6.4. Future Research

Further research should collect a larger sample and the follow-up work must be more qualitative and operational (i.e. applying the survey in person at different retail channels; adding in-depth interviews to a representative sample) to verify and develop the avenues opened by this study.

Moreover, it might be useful to analyse more specific wine purchase situations (e.g. friend's house, family's house, fancy restaurant, casual restaurant, etc.) relations with more detailed socio-demographic variables (e.g. different age groups, different incomes, different educational levels, different countries, etc.) in a proper measurement scale because they may lead to different conclusions and to new directions. Future studies regarding this topic are crucial to enhance the findings of this study and to increase the reliability of occasion-based segmentation.

Further research is also needed to examine the deeper needs identified in this study, namely: the "Online" channel. Considering a sample of Millennials, the non-online usage on seeking for information or for purchasing was surprising. More profound investigation to find what is wrong or what kind of additional information must be included to increase the reliability of this channel within this segment, would be extremely valuable for the wine market players.

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APPENDICES

List of Appendices

Appendix A: Applied Survey

Introdução do questionário

Caro/a Participante,

Gostaria de começar por agradecer a sua participação neste questionário.

Este estudo tem como objetivo analisar o comportamento do consumidor de vinho da Geração Y (18 - 38 anos) e, como tal, serão medidas as suas preferências e hábitos de consumo.

A sua participação é voluntária e pode desistir de responder a qualquer momento. Saiba que em acordo com a Comissão Nacional de Proteção de Dados e o Comité de Ética do ISCTE-IUL, as respostas a este questionário são estritamente confidenciais e anónimas.

Antes de começar, por favor confirme as seguintes informações:

Aceito participar voluntariamente neste estudo.	
Tenho mais de 18 anos e menos de 38 anos.	
Irei responder a todas as questões de forma adequada, uma vez que estas irão determinar a validade deste estudo.	

Pág. I Informação Geral sobre preferências de vinho

Durante o seu crescimento, o seu meio familiar consumia regularmente vinho ou era apenas uma bebida para ocasiões especiais?

Sim, era consumido regularmente	
Apenas em ocasiões especiais	
Nunca	

Por favor, selecione a opção com que mais se identifica:

Eu bebo vinho	
Eu não bebo vinho*	

*** Quem responde "Eu não bebo vinho" é direcionado para a "Página Final".**

Por favor, selecione a opção com que mais se identifica:

	Diariamente	Semanalmente	Mensalmente	Apenas em ocasiões especiais	Raramente
Eu bebo vinho					

Em que momento do dia prefere beber vinho?

Refeições	
Fora das refeições	

Onde prefere beber vinho? (Escolha múltipla)

Casa	
Restaurante	
Esplanada	
Bar	
Eventos	

Onde prefere comprar vinho? (Escolha múltipla)

Supermercado	
Loja especializada em vinhos	
Online	
Restaurante	
Bar	
Hotel	
Feiras de vinhos	
Outro	

>>

Pág. II Seleção de atributos

Por favor, coloque (X) nos atributos que considera mais importantes quando compra vinho **para casa** (Escolha Múltipla):

	Preço	Marca	Tipo de Vinho	Região de Origem	Rótulo	Design
Quando compro vinho para mim mesmo						
Quando compro vinho para receber amigos						
Quando compro vinho para receber família						
Quando compro vinho para receber o/a parceiro/a						
Quando compro vinho para receber colegas						

>>

Por favor, coloque (X) nos atributos que considera mais importantes quando compra vinho **para oferecer a alguém** (Escolha Múltipla):

	Preço	Marca	Tipo de Vinho	Região de Origem	Rótulo	Design
Quando compro vinho para amigos						
Quando compro vinho para família						
Quando compro vinho para o/a parceiro/a						
Quando compro vinho para colegas						

>>

Por favor, coloque (X) nos atributos que considera mais importantes quando escolhe vinho **num restaurante** (Escolha Múltipla):

	Preço	Marca	Tipo de Vinho	Região de Origem	Rótulo	Design
Quando escolho vinho para mim (num restaurante)						
Quando escolho vinho para amigos (num restaurante)						
Quando escolho vinho para família (num restaurante)						
Quando escolho vinho para parceiro/a (num restaurante)						
Quando escolho vinho para colegas (num restaurante)						

>>

Pág. III Seleção de riscos

A maioria das decisões de compra de vinho são feitas com base em sugestões e perceções de risco (Hollebeek et al, 2007). **Estes riscos podem ser: Funcionais** (sabor e características do vinho), **sociais** (relação com os outros e perceções externas), **financeiros** (preço), **físicos** (ressaca ou alergias), **psicológicos** (dúvidas ou mau estar) **e de tempo** (procura e deslocações).

Por favor, coloque (X) nos riscos que considera mais importantes quando compra **vinho para casa** (Escolha Múltipla):

	Funcionais	Sociais	Financeiros	Físicos	Psicológicos	Tempo
Quando compro vinho para mim (em casa)						
Quando compro vinho para receber amigos						
Quando compro vinho para receber família						
Quando compro vinho para beber com parceiro/a (em casa)						
Quando compro vinho para receber colegas						

>>

Por favor, coloque (X) nos riscos que considera mais importantes quando compra vinho **para oferecer a alguém** (Escolha Múltipla):

	Funcionais	Sociais	Financeiros	Físicos	Psicológicos	Tempo
Quando compro vinho para amigos						
Quando compro vinho para família						
Quando compro vinho para o/a parceiro/a						
Quando compro vinho para colegas						

>>

Por favor, coloque (X) nos atributos que considera mais importantes quando escolhe vinho **num restaurante** (Escolha Múltipla):

	Funcionais	Sociais	Financeiros	Físicos	Psicológicos	Tempo
Quando escolho vinho para mim (num restaurante)						
Quando escolho vinho para amigos (num restaurante)						
Quando escolho vinho para família (num restaurante)						
Quando escolho vinho para parceiro/a (num restaurante)						
Quando escolho vinho para colegas (num restaurante)						

>>

Pág. IV Seleção de fontes de informação

Por favor, coloque (X) nas fontes de informação que considera mais importantes quando compra vinho **para casa** (Escolha Múltipla):

	Anúncios (TV, rádio, cartazes)	Informação no produto	Conselho de Staff ou produtores	Conselho de amigos / familiares	Provei antes	Online
Quando compro vinho para mim (em casa)						
Quando compro vinho para receber amigos						
Quando compro vinho para receber família						
Quando compro vinho para beber com parceiro/a (em casa)						
Quando compro vinho para receber colegas						

>>

Por favor, coloque (X) nas fontes de informação que considera mais importantes quando compra vinho **para oferecer a alguém** (Escolha Múltipla):

	Anúncios (TV, rádio, cartazes)	Informação no produto	Conselho de Staff ou produtores	Conselho de amigos / familiares	Provei antes	Online
Quando compro vinho para amigos						
Quando compro vinho para família						
Quando compro vinho para o/a parceiro/a						
Quando compro vinho para colegas						

>>

Por favor, coloque (X) nas fontes de informação que considera mais importantes quando escolhe vinho **num restaurante** (Escolha Múltipla):

	Anúncios (TV, rádio, cartazes)	Informação no produto	Conselho de Staff ou produtores	Conselho de amigos / familiares	Provei antes	Online
Quando escolho vinho para mim (num restaurante)						
Quando escolho vinho para amigos (num restaurante)						
Quando escolho vinho para família (num restaurante)						
Quando escolho vinho para parceiro/a (num restaurante)						
Quando escolho vinho para colegas (num restaurante)						

Página Final. Informação demográfica

Por fim, é necessária alguma informação pessoal sua de modo a caracterizar a amostra.

Sexo

Masculino	
Feminino	

Idade

Estado Civil

Solteiro(a)	
Numa relação	
Casado(a)	
Divorciado(a)	

Distrito onde reside

Escolaridade Atual

9º Ano	
12º Ano ou Equivalente	
Licenciatura	
Pós-Graduação / Mestrado	
Doutoramento	
Outro (por favor, especifique):	

Ocupação Atual

Estudante	
Trabalhador-Estudante	
Empregado por conta de outrem	
Empregado por conta própria	
Desempregado	

Fim do questionário

Muito obrigada pela sua participação neste estudo!

Se tem alguma questão, por favor envie email para **Sara_Mendes@iscte-iul.pt**

Source: Dissertation Author, output from the survey constructed in "Google Forms" platform.

Appendix B: Wine Attributes Frequency Table

Occasion		Wine Attributes											
		Price		Brand		Type of wine		Region of origin		Label		Design	
Where	**Who**	N	%	N	%	N	%	N	%	N	%	N	%
Home	Myself	**205**	72%	104	36%	214	75%	128	45%	30	11%	9	3%
Home	Friends	153	54%	**156**	55%	**236**	83%	120	42%	**32**	11%	**20**	7%
Home	Family	153	54%	142	50%	227	80%	**132**	46%	27	9%	10	4%
Home	Partner	163	57%	129	45%	229	80%	118	41%	28	10%	17	6%
Home	Colleagues	172	60%	132	46%	214	75%	113	40%	27	9%	18	6%
Offer	Friends	128	45%	**159**	56%	188	66%	120	42%	**41**	14%	**52**	18%
Offer	Family	121	42%	155	54%	194	68%	**140**	49%	30	11%	31	11%
Offer	Partner	115	40%	153	54%	**205**	72%	121	42%	38	13%	39	14%
Offer	Colleagues	**149**	52%	151	53%	177	62%	101	35%	34	12%	37	13%
Restaurant	Myself	**208**	73%	93	33%	208	73%	109	38%	12	4%	9	3%
Restaurant	Friends	190	67%	**116**	41%	209	73%	107	38%	10	4%	5	2%
Restaurant	Family	184	65%	105	37%	**219**	77%	**121**	42%	12	4%	5	2%
Restaurant	Partner	174	61%	106	37%	182	64%	116	41%	**15**	5%	**12**	4%
Restaurant	Colleagues	199	70%	104	36%	201	71%	103	36%	9	3%	10	4%
Home		169	59%	133	47%	**224**	79%	**122**	43%	29	10%	15	5%
Offer		128	45%	**155**	54%	191	67%	121	42%	**36**	13%	**40**	14%
Restaurant		**191**	67%	105	37%	204	72%	111	39%	12	4%	8	3%
	Myself	**207**	72%	99	35%	211	74%	119	42%	21	7%	9	3%
	Friends	157	55%	**144**	50%	211	74%	116	41%	**28**	10%	**26**	9%
	Family	153	54%	134	47%	**213**	75%	**131**	46%	23	8%	15	5%
	Partner	151	53%	129	45%	205	75%	118	42%	27	9%	23	5%
	Colleagues	173	56%	129	45%	197	72%	106	37%	27	8%	22	8%
Overall (average)		165	58%	129	45%	**207**	73%	118	41%	25	9%	20	7%

Source: Dissertation Author, output from the collected data inserted in Excel.

Appendix C: Attributes Statistical Outputs

Appendix C1: Price & Where

Crosstab

			PRICE is an important attribute when I buy wine		Total
			No	Yes	
WHERE	Home	Count	579	846	1425
		Expected Count	598,6	826,4	1425,0
		Adjusted Residual	-1,3	1,3	
	Offer	Count	627	513	1140
		Expected Count	478,9	661,1	1140,0
		Adjusted Residual	10,5	-10,5	
	Restaurant	Count	470	955	1425
		Expected Count	598,6	826,4	1425,0
		Adjusted Residual	-8,6	8,6	
Total		Count	1676	2314	3990
		Expected Count	1676,0	2314,0	3990,0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Monte Carlo Sig. (2-sided)			Monte Carlo Sig. (1-sided)		
				Sig.	99% Confidence Interval		Sig.	99% Confidence Interval	
					Lower Bound	Upper Bound		Lower Bound	Upper Bound
Pearson Chi-Square	127,748[a]	2	,000	,000[b]	,000	,000			
Likelihood Ratio	127,703	2	,000	,000[b]	,000	,000			
Fisher's Exact Test	127,613			,000[b]	,000	,000			
Linear-by-Linear Association	17,108[c]	1	,000	,000[b]	,000	,000	,000[b]	,000	,000
N of Valid Cases	3990								

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 478,86.
b. Based on 10000 sampled tables with starting seed 2000000.
c. The standardized statistic is 4,136.

Symmetric Measures

		Value	Approx. Sig.	Monte Carlo Sig.		
				Sig.	99% Confidence Interval	
					Lower Bound	Upper Bound
Nominal by Nominal	Phi	,179	,000	,000[c]	,000	,000
	Cramer's V	,179	,000	,000[c]	,000	,000
N of Valid Cases		3990				

a. Not assuming the null hypothesis.
b. Using the asymptotic standard error assuming the null hypothesis.
c. Based on 10000 sampled tables with starting seed 2000000.

Source: Dissertation Author, output from the collected data inserted in SPSS.

Appendix C2: Price & Who

Crosstab

			PRICE is an important attribute when I buy wine		Total
			No	Yes	
WHO	Myself	Count	157	413	570
		Expected Count	239,4	330,6	570,0
		Adjusted Residual	-7,6	7,6	
	Friends	Count	384	471	855
		Expected Count	359,1	495,9	855,0
		Adjusted Residual	1,9	-1,9	
	Family	Count	397	458	855
		Expected Count	359,1	495,9	855,0
		Adjusted Residual	3,0	-3,0	
	Partner	Count	403	452	855
		Expected Count	359,1	495,9	855,0
		Adjusted Residual	3,4	-3,4	
	Colleagues	Count	335	520	855
		Expected Count	359,1	495,9	855,0
		Adjusted Residual	-1,9	1,9	
Total		Count	1676	2314	3990
		Expected Count	1676,0	2314,0	3990,0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Monte Carlo Sig. (2-sided)			Monte Carlo Sig. (1-sided)		
				Sig.	99% Confidence Interval		Sig.	99% Confidence Interval	
					Lower Bound	Upper Bound		Lower Bound	Upper Bound
Pearson Chi-Square	70,812[a]	4	,000	,000[b]	,000	,000			
Likelihood Ratio	73,117	4	,000	,000[b]	,000	,000			
Fisher's Exact Test	72,958			,000[b]	,000	,000			
Linear-by-Linear Association	10,292[c]	1	,001	,002[b]	,001	,003	,001[b]	,000	,002
N of Valid Cases	3990								

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 239,43.
b. Based on 10000 sampled tables with starting seed 1585587178.
c. The standardized statistic is -3,208.

Symmetric Measures

		Value	Approx. Sig.	Monte Carlo Sig.		
				Sig.	99% Confidence Interval	
					Lower Bound	Upper Bound
Nominal by Nominal	Phi	,133	,000	,000[c]	,000	,000
	Cramer's V	,133	,000	,000[c]	,000	,000
N of Valid Cases		3990				

a. Not assuming the null hypothesis.
b. Using the asymptotic standard error assuming the null hypothesis.
c. Based on 10000 sampled tables with starting seed 1585587178.

Source: Dissertation Author, output from the collected data inserted in SPSS.

Appendix C3: Brand & Where

Crosstab

			BRAND is an important attribute when I buy wine		Total
			No	Yes	
WHERE	Home	Count	762	663	1425
		Expected Count	780,4	644,6	1425,0
		Adjusted Residual	-1,2	1,2	
	Offer	Count	522	618	1140
		Expected Count	624,3	515,7	1140,0
		Adjusted Residual	-7,2	7,2	
	Restaurant	Count	901	524	1425
		Expected Count	780,4	644,6	1425,0
		Adjusted Residual	8,0	-8,0	
Total		Count	2185	1805	3990
		Expected Count	2185,0	1805,0	3990,0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Monte Carlo Sig. (2-sided)			Monte Carlo Sig. (1-sided)		
				Sig.	99% Confidence Interval		Sig.	99% Confidence Interval	
					Lower Bound	Upper Bound		Lower Bound	Upper Bound
Pearson Chi-Square	79,230[a]	2	,000	,000[b]	,000	,000			
Likelihood Ratio	79,669	2	,000	,000[b]	,000	,000			
Fisher's Exact Test	79,613			,000[b]	,000	,000			
Linear-by-Linear Association	27,359[c]	1	,000	,000[b]	,000	,000	,000[b]	,000	,000
N of Valid Cases	3990								

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 515,71.
b. Based on 10000 sampled tables with starting seed 2000000.
c. The standardized statistic is -5,231.

Symmetric Measures

		Value	Approx. Sig.	Monte Carlo Sig.		
				Sig.	99% Confidence Interval	
					Lower Bound	Upper Bound
Nominal by Nominal	Phi	,141	,000	,000[c]	,000	,000
	Cramer's V	,141	,000	,000[c]	,000	,000
N of Valid Cases		3990				

a. Not assuming the null hypothesis.
b. Using the asymptotic standard error assuming the null hypothesis.
c. Based on 10000 sampled tables with starting seed 2000000.

Source: Dissertation Author, output from the collected data inserted in SPSS.

Appendix C4: Brand & Who

Crosstab

			BRAND is an important attribute when I buy wine		Total
			No	Yes	
WHO	Myself	Count	373	197	570
		Expected Count	312,1	257,9	570,0
		Adjusted Residual	5,5	-5,5	
	Friends	Count	424	431	855
		Expected Count	468,2	386,8	855,0
		Adjusted Residual	-3,4	3,4	
	Family	Count	453	402	855
		Expected Count	468,2	386,8	855,0
		Adjusted Residual	-1,2	1,2	
	Partner	Count	467	388	855
		Expected Count	468,2	386,8	855,0
		Adjusted Residual	-,1	,1	
	Colleagues	Count	468	387	855
		Expected Count	468,2	386,8	855,0
		Adjusted Residual	,0	,0	
Total		Count	2185	1805	3990
		Expected Count	2185,0	1805,0	3990,0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Monte Carlo Sig. (2-sided)			Monte Carlo Sig. (1-sided)		
				Sig.	99% Confidence Interval		Sig.	99% Confidence Interval	
					Lower Bound	Upper Bound		Lower Bound	Upper Bound
Pearson Chi-Square	36,557[a]	4	,000	,000[b]	,000	,000			
Likelihood Ratio	37,093	4	,000	,000[b]	,000	,000			
Fisher's Exact Test	37,020			,000[b]	,000	,000			
Linear-by-Linear Association	3,449[c]	1	,063	,057[b]	,051	,063	,031[b]	,026	,035
N of Valid Cases	3990								

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 257,86.
b. Based on 10000 sampled tables with starting seed 1585587178.
c. The standardized statistic is 1,857.

Symmetric Measures

		Value	Approx. Sig.	Monte Carlo Sig.		
				Sig.	99% Confidence Interval	
					Lower Bound	Upper Bound
Nominal by Nominal	Phi	,096	,000	,000[c]	,000	,000
	Cramer's V	,096	,000	,000[c]	,000	,000
N of Valid Cases		3990				

a. Not assuming the null hypothesis.
b. Using the asymptotic standard error assuming the null hypothesis.
c. Based on 10000 sampled tables with starting seed 1585587178.

Source: Dissertation Author, output from the collected data inserted in SPSS.

Appendix C5: Type of Wine & Where

Crosstab

			TYPE of WINE is an important attribute when I buy wine		Total
			No	Yes	
WHERE	Home	Count	305	1120	1425
		Expected Count	388,2	1036,8	1425,0
		Adjusted Residual	-6,2	6,2	
	Offer	Count	376	764	1140
		Expected Count	310,6	829,4	1140,0
		Adjusted Residual	5,2	-5,2	
	Restaurant	Count	406	1019	1425
		Expected Count	388,2	1036,8	1425,0
		Adjusted Residual	1,3	-1,3	
Total		Count	1087	2903	3990
		Expected Count	1087,0	2903,0	3990,0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Monte Carlo Sig. (2-sided)			Monte Carlo Sig. (1-sided)		
				Sig.	99% Confidence Interval		Sig.	99% Confidence Interval	
					Lower Bound	Upper Bound		Lower Bound	Upper Bound
Pearson Chi-Square	44,581[a]	2	,000	,000[b]	,000	,000			
Likelihood Ratio	45,095	2	,000	,000[b]	,000	,000			
Fisher's Exact Test	45,068			,000[b]	,000	,000			
Linear-by-Linear Association	18,053[c]	1	,000	,000[b]	,000	,000	,000[b]	,000	,000
N of Valid Cases	3990								

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 310,57.
b. Based on 10000 sampled tables with starting seed 2000000.
c. The standardized statistic is -4,249.

Symmetric Measures

		Value	Approx. Sig.	Monte Carlo Sig.		
				Sig.	99% Confidence Interval	
					Lower Bound	Upper Bound
Nominal by Nominal	Phi	,106	,000	,000[c]	,000	,000
	Cramer's V	,106	,000	,000[c]	,000	,000
N of Valid Cases		3990				

a. Not assuming the null hypothesis.
b. Using the asymptotic standard error assuming the null hypothesis.
c. Based on 10000 sampled tables with starting seed 2000000.

Source: Dissertation Author, output from the collected data inserted in SPSS.

Appendix C6: Type of Wine & Who

Crosstab

			TYPE of WINE is an important attribute when I buy wine		Total
			No	Yes	
WHO	Myself	Count	148	422	570
		Expected Count	155,3	414,7	570,0
		Adjusted Residual	-,7	,7	
	Friends	Count	222	633	855
		Expected Count	232,9	622,1	855,0
		Adjusted Residual	-,9	,9	
	Family	Count	215	640	855
		Expected Count	232,9	622,1	855,0
		Adjusted Residual	-1,6	1,6	
	Partner	Count	239	616	855
		Expected Count	232,9	622,1	855,0
		Adjusted Residual	,5	-,5	
	Colleagues	Count	263	592	855
		Expected Count	232,9	622,1	855,0
		Adjusted Residual	2,6	-2,6	
Total		Count	1087	2903	3990
		Expected Count	1087,0	2903,0	3990,0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Monte Carlo Sig. (2-sided)			Monte Carlo Sig. (1-sided)		
				Sig.	99% Confidence Interval		Sig.	99% Confidence Interval	
					Lower Bound	Upper Bound		Lower Bound	Upper Bound
Pearson Chi-Square	8,625[a]	4	,071	,066[b]	,059	,072			
Likelihood Ratio	8,534	4	,074	,070[b]	,063	,076			
Fisher's Exact Test	8,513			,070[b]	,063	,076			
Linear-by-Linear Association	5,789[c]	1	,016	,016[b]	,013	,019	,008[b]	,006	,010
N of Valid Cases	3990								

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 155,29.
b. Based on 10000 sampled tables with starting seed 1585587178.
c. The standardized statistic is -2,406.

Symmetric Measures

		Value	Approx. Sig.	Monte Carlo Sig.		
				Sig.	99% Confidence Interval	
					Lower Bound	Upper Bound
Nominal by Nominal	Phi	,046	,071	,066[c]	,059	,072
	Cramer's V	,046	,071	,066[c]	,059	,072
N of Valid Cases		3990				

a. Not assuming the null hypothesis.
b. Using the asymptotic standard error assuming the null hypothesis.
c. Based on 10000 sampled tables with starting seed 1585587178.

Source: Dissertation Author, output from the collected data inserted in SPSS.

Appendix C7: Region of Origin & Where

Crosstab

			REGION of ORIGIN is an important attribute when I buy wine		Total
			No	Yes	
WHERE	Home	Count	814	611	1425
		Expected Count	836,1	588,9	1425,0
		Adjusted Residual	-1,5	1,5	
	Offer	Count	658	482	1140
		Expected Count	668,9	471,1	1140,0
		Adjusted Residual	-,8	,8	
	Restaurant	Count	869	556	1425
		Expected Count	836,1	588,9	1425,0
		Adjusted Residual	2,2	-2,2	
Total		Count	2341	1649	3990
		Expected Count	2341,0	1649,0	3990,0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Monte Carlo Sig. (2-sided)			Monte Carlo Sig. (1-sided)		
				Sig.	99% Confidence Interval		Sig.	99% Confidence Interval	
					Lower Bound	Upper Bound		Lower Bound	Upper Bound
Pearson Chi-Square	4,974[a]	2	,083	,082[b]	,075	,089			
Likelihood Ratio	4,987	2	,083	,082[b]	,075	,089			
Fisher's Exact Test	4,986			,082[b]	,075	,089			
Linear-by-Linear Association	4,376[c]	1	,036	,040[b]	,035	,045	,020[b]	,016	,023
N of Valid Cases	3990								

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 471,14.
b. Based on 10000 sampled tables with starting seed 2000000.
c. The standardized statistic is -2,092.

Symmetric Measures

		Value	Approx. Sig.	Monte Carlo Sig.		
				Sig.	99% Confidence Interval	
					Lower Bound	Upper Bound
Nominal by Nominal	Phi	,035	,083	,082[c]	,075	,089
	Cramer's V	,035	,083	,082[c]	,075	,089
N of Valid Cases		3990				

a. Not assuming the null hypothesis.
b. Using the asymptotic standard error assuming the null hypothesis.
c. Based on 10000 sampled tables with starting seed 2000000.

Source: Dissertation Author, output from the collected data inserted in SPSS.

Appendix C8: Region of Origin & Who

Crosstab

			REGION of ORIGIN is an important attribute when I buy wine		Total
			No	Yes	
WHO	Myself	Count	333	237	570
		Expected Count	334,4	235,6	570,0
		Adjusted Residual	-,1	,1	
	Friends	Count	508	347	855
		Expected Count	501,6	353,4	855,0
		Adjusted Residual	,5	-,5	
	Family	Count	462	393	855
		Expected Count	501,6	353,4	855,0
		Adjusted Residual	-3,1	3,1	
	Partner	Count	500	355	855
		Expected Count	501,6	353,4	855,0
		Adjusted Residual	-,1	,1	
	Colleagues	Count	538	317	855
		Expected Count	501,6	353,4	855,0
		Adjusted Residual	2,8	-2,8	
Total		Count	2341	1649	3990
		Expected Count	2341,0	1649,0	3990,0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Monte Carlo Sig. (2-sided)			Monte Carlo Sig. (1-sided)		
				Sig.	99% Confidence Interval		Sig.	99% Confidence Interval	
					Lower Bound	Upper Bound		Lower Bound	Upper Bound
Pearson Chi-Square	14,179[a]	4	,007	,006[b]	,004	,008			
Likelihood Ratio	14,181	4	,007	,006[b]	,004	,008			
Fisher's Exact Test	14,168			,006[b]	,004	,008			
Linear-by-Linear Association	2,569[c]	1	,109	,104[b]	,096	,112	,054[b]	,048	,060
N of Valid Cases	3990								

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 235,57.
b. Based on 10000 sampled tables with starting seed 1585587178.
c. The standardized statistic is -1,603.

Symmetric Measures

		Value	Approx. Sig.	Monte Carlo Sig.		
				Sig.	99% Confidence Interval	
					Lower Bound	Upper Bound
Nominal by Nominal	Phi	,060	,007	,006[c]	,004	,008
	Cramer's V	,060	,007	,006[c]	,004	,008
N of Valid Cases		3990				

a. Not assuming the null hypothesis.
b. Using the asymptotic standard error assuming the null hypothesis.
c. Based on 10000 sampled tables with starting seed 1585587178.

Source: Dissertation Author, output from the collected data inserted in SPSS.

Appendix C9: Label & Where

Crosstab

			LABEL is an important attribute when I buy wine		Total
			No	Yes	
WHERE	Home	Count	1281	144	1425
		Expected Count	1301,8	123,2	1425,0
		Adjusted Residual	-2,4	2,4	
	Offer	Count	997	143	1140
		Expected Count	1041,4	98,6	1140,0
		Adjusted Residual	-5,5	5,5	
	Restaurant	Count	1367	58	1425
		Expected Count	1301,8	123,2	1425,0
		Adjusted Residual	7,7	-7,7	
Total		Count	3645	345	3990
		Expected Count	3645,0	345,0	3990,0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Monte Carlo Sig. (2-sided)			Monte Carlo Sig. (1-sided)		
				Sig.	99% Confidence Interval		Sig.	99% Confidence Interval	
					Lower Bound	Upper Bound		Lower Bound	Upper Bound
Pearson Chi-Square	63,542[a]	2	,000	,000[b]	,000	,000			
Likelihood Ratio	69,372	2	,000	,000[b]	,000	,000			
Fisher's Exact Test	69,141			,000[b]	,000	,000			
Linear-by-Linear Association	32,845[c]	1	,000	,000[b]	,000	,000	,000[b]	,000	,000
N of Valid Cases	3990								

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 98,57.
b. Based on 10000 sampled tables with starting seed 2000000.
c. The standardized statistic is -5,731.

Symmetric Measures

		Value	Approx. Sig.	Monte Carlo Sig.		
				Sig.	99% Confidence Interval	
					Lower Bound	Upper Bound
Nominal by Nominal	Phi	,126	,000	,000[c]	,000	,000
	Cramer's V	,126	,000	,000[c]	,000	,000
N of Valid Cases		3990				

a. Not assuming the null hypothesis.
b. Using the asymptotic standard error assuming the null hypothesis.
c. Based on 10000 sampled tables with starting seed 2000000.

Source: Dissertation Author, output from the collected data inserted in SPSS.

Appendix C10: Label & Who

Crosstab

			LABEL is an important attribute when I buy wine		Total
			No	Yes	
WHO	Myself	Count	528	42	570
		Expected Count	520,7	49,3	570,0
		Adjusted Residual	1,2	-1,2	
	Friends	Count	772	83	855
		Expected Count	781,1	73,9	855,0
		Adjusted Residual	-1,2	1,2	
	Family	Count	786	69	855
		Expected Count	781,1	73,9	855,0
		Adjusted Residual	,7	-,7	
	Partner	Count	774	81	855
		Expected Count	781,1	73,9	855,0
		Adjusted Residual	-1,0	1,0	
	Colleagues	Count	785	70	855
		Expected Count	781,1	73,9	855,0
		Adjusted Residual	,5	-,5	
Total		Count	3645	345	3990
		Expected Count	3645,0	345,0	3990,0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Monte Carlo Sig. (2-sided)			Monte Carlo Sig. (1-sided)		
				Sig.	99% Confidence Interval		Sig.	99% Confidence Interval	
					Lower Bound	Upper Bound		Lower Bound	Upper Bound
Pearson Chi-Square	3,726[a]	4	,444	,443[b]	,430	,456			
Likelihood Ratio	3,731	4	,444	,442[b]	,430	,455			
Fisher's Exact Test	3,672			,448[b]	,435	,461			
Linear-by-Linear Association	,038[c]	1	,845	,853[b]	,844	,863	,437[b]	,424	,450
N of Valid Cases	3990								

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 49,29.
b. Based on 10000 sampled tables with starting seed 1585587178.
c. The standardized statistic is ,196.

Symmetric Measures

		Value	Approx. Sig.	Monte Carlo Sig.		
				Sig.	99% Confidence Interval	
					Lower Bound	Upper Bound
Nominal by Nominal	Phi	,031	,444	,443[c]	,430	,456
	Cramer's V	,031	,444	,443[c]	,430	,456
N of Valid Cases		3990				

a. Not assuming the null hypothesis.
b. Using the asymptotic standard error assuming the null hypothesis.
c. Based on 10000 sampled tables with starting seed 1585587178.

Source: Dissertation Author, output from the collected data inserted in SPSS.

Appendix C11: Design & Where

Crosstab

			DESIGN is an important attribute when I buy wine		Total
			No	Yes	
WHERE	Home	Count	1351	74	1425
		Expected Count	1327,1	97,9	1425,0
		Adjusted Residual	3,1	-3,1	
	Offer	Count	981	159	1140
		Expected Count	1061,7	78,3	1140,0
		Adjusted Residual	-11,2	11,2	
	Restaurant	Count	1384	41	1425
		Expected Count	1327,1	97,9	1425,0
		Adjusted Residual	7,4	-7,4	
Total		Count	3716	274	3990
		Expected Count	3716,0	274,0	3990,0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Monte Carlo Sig. (2-sided)			Monte Carlo Sig. (1-sided)		
				Sig.	99% Confidence Interval		Sig.	99% Confidence Interval	
					Lower Bound	Upper Bound		Lower Bound	Upper Bound
Pearson Chi-Square	131,071[a]	2	,000	,000[b]	,000	,000			
Likelihood Ratio	121,749	2	,000	,000[b]	,000	,000			
Fisher's Exact Test	121,296			,000[b]	,000	,000			
Linear-by-Linear Association	5,973[c]	1	,015	,017[b]	,014	,021	,009[b]	,006	,011
N of Valid Cases	3990								

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 78,29.
b. Based on 10000 sampled tables with starting seed 2000000.
c. The standardized statistic is -2,444.

Symmetric Measures

		Value	Approx. Sig.	Monte Carlo Sig.		
				Sig.	99% Confidence Interval	
					Lower Bound	Upper Bound
Nominal by Nominal	Phi	,181	,000	,000[c]	,000	,000
	Cramer's V	,181	,000	,000[c]	,000	,000
N of Valid Cases		3990				

a. Not assuming the null hypothesis.
b. Using the asymptotic standard error assuming the null hypothesis.
c. Based on 10000 sampled tables with starting seed 2000000.

Source: Dissertation Author, output from the collected data inserted in SPSS.

Appendix C12: Design & Who

Crosstab

			DESIGN is an important attribute when I buy wine		Total
			No	Yes	
WHO	Myself	Count	552	18	570
		Expected Count	530,9	39,1	570,0
		Adjusted Residual	3,8	-3,8	
	Friends	Count	778	77	855
		Expected Count	796,3	58,7	855,0
		Adjusted Residual	-2,8	2,8	
	Family	Count	809	46	855
		Expected Count	796,3	58,7	855,0
		Adjusted Residual	1,9	-1,9	
	Partner	Count	787	68	855
		Expected Count	796,3	58,7	855,0
		Adjusted Residual	-1,4	1,4	
	Colleagues	Count	790	65	855
		Expected Count	796,3	58,7	855,0
		Adjusted Residual	-1,0	1,0	
Total		Count	3716	274	3990
		Expected Count	3716,0	274,0	3990,0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Monte Carlo Sig. (2-sided)			Monte Carlo Sig. (1-sided)		
				Sig.	99% Confidence Interval		Sig.	99% Confidence Interval	
					Lower Bound	Upper Bound		Lower Bound	Upper Bound
Pearson Chi-Square	23,633[a]	4	,000	,000[b]	,000	,000			
Likelihood Ratio	26,139	4	,000	,000[b]	,000	,000			
Fisher's Exact Test	25,669			,000[b]	,000	,000			
Linear-by-Linear Association	4,485[c]	1	,034	,034[b]	,030	,039	,016[b]	,013	,019
N of Valid Cases	3990								

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 39,14.
b. Based on 10000 sampled tables with starting seed 1585587178.
c. The standardized statistic is 2,118.

Symmetric Measures

		Value	Approx. Sig.	Monte Carlo Sig.		
				Sig.	99% Confidence Interval	
					Lower Bound	Upper Bound
Nominal by Nominal	Phi	,077	,000	,000[c]	,000	,000
	Cramer's V	,077	,000	,000[c]	,000	,000
N of Valid Cases		3990				

a. Not assuming the null hypothesis.
b. Using the asymptotic standard error assuming the null hypothesis.
c. Based on 10000 sampled tables with starting seed 1585587178.

Source: Dissertation Author, output from the collected data inserted in SPSS.

Appendix C13: Brand CHAID Cross-Validation [Risk + Classification]

Risk

Method	Estimate	Std. Error
Resubstitution	.422	.008
Cross-Validation	.428	.008

Growing Method: CHAID
Dependent Variable: BRAND is an important attribute when I buy wine

Classification

Observed	Predicted		
	No	Yes	Percent Correct
No	1534	651	70.2%
Yes	1031	774	42.9%
Overall Percentage	64.3%	35.7%	57.8%

Growing Method: CHAID
Dependent Variable: BRAND is an important attribute when I buy wine

Source: Dissertation Author, output from the collected data inserted in SPSS.

Appendix C14: Price CHAID Cross-Validation [Risk + Classification]

Risk

Method	Estimate	Std. Error
Resubstitution	.388	.008
Cross-Validation	.398	.008

Growing Method: CHAID
Dependent Variable: PRICE is an important attribute when I buy wine

Classification

Observed	Predicted		
	No	Yes	Percent Correct
No	491	1185	29.3%
Yes	364	1950	84.3%
Overall Percentage	21.4%	78.6%	61.2%

Growing Method: CHAID
Dependent Variable: PRICE is an important attribute when I buy wine

Source: Dissertation Author, output from the collected data inserted in SPSS.

Appendix C15: Type of Wine CHAID Cross-Validation [Risk + Classification]

Risk

Method	Estimate	Std. Error
Resubstitution	.272	.007
Cross-Validation	.272	.007

Growing Method: CHAID
Dependent Variable: TYPE of WINE is an important attribute when I buy wine

Classification

Observed	Predicted		
	No	Yes	Percent Correct
No	0	1087	0.0%
Yes	0	2903	100.0%
Overall Percentage	0.0%	100.0%	72.8%

Growing Method: CHAID
Dependent Variable: TYPE of WINE is an important attribute when I buy wine

Source: Dissertation Author, output from the collected data inserted in SPSS.

Appendix C16: Region of Origin CHAID Cross-Validation [Risk + Classification]

Risk

Method	Estimate	Std. Error
Resubstitution	.413	.008
Cross-Validation	.413	.008

Growing Method: CHAID
Dependent Variable: REGION of ORIGIN is an important attribute when I buy wine

Classification

Observed	Predicted		
	No	Yes	Percent Correct
No	2341	0	100.0%
Yes	1649	0	0.0%
Overall Percentage	100.0%	0.0%	58.7%

Growing Method: CHAID
Dependent Variable: REGION of ORIGIN is an important attribute when I buy wine

Source: Dissertation Author, output from the collected data inserted in SPSS.

Appendix C17: Label CHAID Cross-Validation [Risk + Classification]

Risk

Method	Estimate	Std. Error
Resubstitution	.086	.004
Cross-Validation	.086	.004

Growing Method: CHAID
Dependent Variable: LABEL is an important attribute when I buy wine

Classification

Observed	Predicted		
	No	Yes	Percent Correct
No	3645	0	100.0%
Yes	345	0	0.0%
Overall Percentage	100.0%	0.0%	91.4%

Growing Method: CHAID
Dependent Variable: LABEL is an important attribute when I buy wine

Source: Dissertation Author, output from the collected data inserted in SPSS.

Appendix C18: Design CHAID Cross-Validation [Risk + Classification]

Risk

Method	Estimate	Std. Error
Resubstitution	.069	.004
Cross-Validation	.069	.004

Growing Method: CHAID
Dependent Variable: DESIGN is an important attribute when I buy wine

Classification

Observed	Predicted		
	No	Yes	Percent Correct
No	3716	0	100.0%
Yes	274	0	0.0%
Overall Percentage	100.0%	0.0%	93.1%

Growing Method: CHAID
Dependent Variable: DESIGN is an important attribute when I buy wine

Source: Dissertation Author, output from the collected data inserted in SPSS.

Appendix D: Perceived Risks Frequency Table

Occasion		Perceived Risks											
		Functional		Social		Financial		Physical		Psychological		Time	
Where	**Who**	N	%	N	%	N	%	N	%	N	%	N	%
Home	Myself	**195**	68%	39	14%	**166**	58%	45	16%	23	8%	**58**	20%
Home	Friends	185	65%	**128**	45%	137	48%	**52**	18%	20	7%	44	15%
Home	Family	189	66%	107	38%	139	49%	49	17%	**31**	11%	44	15%
Home	Partner	187	66%	88	31%	137	48%	49	17%	27	9%	39	14%
Home	Colleagues	182	64%	121	42%	130	46%	43	15%	26	9%	41	14%
Offer	Friends	184	65%	**121**	42%	**153**	54%	34	12%	19	7%	39	14%
Offer	Family	**190**	67%	105	37%	147	52%	34	12%	22	8%	**43**	15%
Offer	Partner	**190**	67%	101	35%	140	49%	**36**	13%	**25**	9%	40	14%
Offer	Colleagues	186	65%	108	38%	146	51%	33	12%	19	7%	41	14%
Restaurant	Myself	**186**	65%	66	23%	**194**	68%	**58**	20%	22	8%	13	5%
Restaurant	Friends	178	62%	**109**	38%	177	62%	49	17%	**27**	9%	11	4%
Restaurant	Family	184	65%	90	32%	180	63%	51	18%	25	9%	11	4%
Restaurant	Partner	**186**	65%	92	32%	172	60%	53	19%	**27**	9%	**14**	5%
Restaurant	Colleagues	172	60%	102	36%	181	64%	49	17%	24	8%	11	4%
Home		**188**	66%	97	34%	142	50%	48	17%	**25**	9%	**45**	16%
Offer		**188**	66%	**109**	38%	147	51%	34	12%	21	7%	41	14%
Restaurant		181	64%	92	32%	**181**	63%	**52**	18%	**25**	9%	12	4%
	Myself	**191**	67%	53	18%	**180**	63%	**52**	18%	23	8%	**36**	12%
	Friends	182	64%	**119**	42%	156	55%	45	16%	22	8%	31	11%
	Family	188	66%	101	35%	155	55%	45	16%	**26**	9%	33	11%
	Partner	188	66%	101	35%	155	55%	45	16%	**26**	9%	33	11%
	Colleagues	188	66%	94	33%	150	53%	46	16%	**26**	9%	31	11%
Overall (average)		**185**	65%	98	35%	157	55%	45	16%	24	8%	32	11%

Source: Dissertation Author, output from the collected data inserted in Excel.

Appendix E: Risks Statistical Outputs

Appendix E1: Functional & Where

Crosstab

			FUNCTIONAL risks		Total
			No	Yes	
WHERE	Home	Count	487	938	1425
		Expected Count	498,6	926,4	1425,0
		Adjusted Residual	-,8	,8	
	Offer	Count	390	750	1140
		Expected Count	398,9	741,1	1140,0
		Adjusted Residual	-,7	,7	
	Restaurant	Count	519	906	1425
		Expected Count	498,6	926,4	1425,0
		Adjusted Residual	1,4	-1,4	
Total		Count	1396	2594	3990
		Expected Count	1396,0	2594,0	3990,0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Monte Carlo Sig. (2-sided)			Monte Carlo Sig. (1-sided)		
				Sig.	99% Confidence Interval		Sig.	99% Confidence Interval	
					Lower Bound	Upper Bound		Lower Bound	Upper Bound
Pearson Chi-Square	2,003[a]	2	,367	,371[b]	,358	,383			
Likelihood Ratio	1,998	2	,368	,371[b]	,359	,384			
Fisher's Exact Test	1,995			,371[b]	,358	,383			
Linear-by-Linear Association	1,579[c]	1	,209	,224[b]	,213	,235	,114[b]	,105	,122
N of Valid Cases	3990								

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 398,86.
b. Based on 10000 sampled tables with starting seed 205597102.
c. The standardized statistic is -1,257.

Symmetric Measures

		Value	Approx. Sig.	Monte Carlo Sig.		
				Sig.	99% Confidence Interval	
					Lower Bound	Upper Bound
Nominal by Nominal	Phi	,022	,367	,371[c]	,358	,383
	Cramer's V	,022	,367	,371[c]	,358	,383
N of Valid Cases		3990				

a. Not assuming the null hypothesis.
b. Using the asymptotic standard error assuming the null hypothesis.
c. Based on 10000 sampled tables with starting seed 205597102.

Source: Dissertation Author, output from the collected data inserted in SPSS.

Appendix E2: Functional & Who

Crosstab

			FUNCTIONAL risks		Total
			No	Yes	
WHO	Myself	Count	189	381	570
		Expected Count	199,4	370,6	570,0
		Adjusted Residual	-1,0	1,0	
	Friends	Count	308	547	855
		Expected Count	299,1	555,9	855,0
		Adjusted Residual	,7	-,7	
	Family	Count	292	563	855
		Expected Count	299,1	555,9	855,0
		Adjusted Residual	-,6	,6	
	Partner	Count	292	563	855
		Expected Count	299,1	555,9	855,0
		Adjusted Residual	-,6	,6	
	Colleagues	Count	315	540	855
		Expected Count	299,1	555,9	855,0
		Adjusted Residual	1,3	-1,3	
Total		Count	1396	2594	3990
		Expected Count	1396,0	2594,0	3990,0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Monte Carlo Sig. (2-sided)			Monte Carlo Sig. (1-sided)		
				Sig.	99% Confidence Interval		Sig.	99% Confidence Interval	
					Lower Bound	Upper Bound		Lower Bound	Upper Bound
Pearson Chi-Square	3,060[a]	4	,548	,552[b]	,539	,565			
Likelihood Ratio	3,057	4	,548	,553[b]	,540	,566			
Fisher's Exact Test	3,048			,554[b]	,541	,566			
Linear-by-Linear Association	,802[c]	1	,370	,364[b]	,352	,376	,184[b]	,174	,194
N of Valid Cases	3990								

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 199,43.
b. Based on 10000 sampled tables with starting seed 251863758.
c. The standardized statistic is -,896.

Symmetric Measures

		Value	Approx. Sig.	Monte Carlo Sig.		
				Sig.	99% Confidence Interval	
					Lower Bound	Upper Bound
Nominal by Nominal	Phi	,028	,548	,552[c]	,539	,565
	Cramer's V	,028	,548	,552[c]	,539	,565
N of Valid Cases		3990				

a. Not assuming the null hypothesis.
b. Using the asymptotic standard error assuming the null hypothesis.
c. Based on 10000 sampled tables with starting seed 251863758.

Source: Dissertation Author, output from the collected data inserted in SPSS.

Appendix E3: Social & Where

Crosstab

			SOCIAL risks		Total
			No	Yes	
WHERE	Home	Count	942	483	1425
		Expected Count	933,2	491,8	1425,0
		Adjusted Residual	,6	-,6	
	Offer	Count	705	435	1140
		Expected Count	746,6	393,4	1140,0
		Adjusted Residual	-3,1	3,1	
	Restaurant	Count	966	459	1425
		Expected Count	933,2	491,8	1425,0
		Adjusted Residual	2,3	-2,3	
Total		Count	2613	1377	3990
		Expected Count	2613,0	1377,0	3990,0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Monte Carlo Sig. (2-sided)			Monte Carlo Sig. (1-sided)		
				Sig.	99% Confidence Interval		Sig.	99% Confidence Interval	
					Lower Bound	Upper Bound		Lower Bound	Upper Bound
Pearson Chi-Square	10,285[a]	2	,006	,007[b]	,005	,009			
Likelihood Ratio	10,220	2	,006	,007[b]	,005	,009			
Fisher's Exact Test	10,221			,007[b]	,005	,009			
Linear-by-Linear Association	,894[c]	1	,344	,354[b]	,342	,366	,176[b]	,166	,185
N of Valid Cases	3990								

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 393,43.
b. Based on 10000 sampled tables with starting seed 205597102.
c. The standardized statistic is -,946.

Symmetric Measures

		Value	Approx. Sig.	Monte Carlo Sig.		
				Sig.	99% Confidence Interval	
					Lower Bound	Upper Bound
Nominal by Nominal	Phi	,051	,006	,007[c]	,005	,009
	Cramer's V	,051	,006	,007[c]	,005	,009
N of Valid Cases		3990				

a. Not assuming the null hypothesis.
b. Using the asymptotic standard error assuming the null hypothesis.
c. Based on 10000 sampled tables with starting seed 205597102.

Source: Dissertation Author, output from the collected data inserted in SPSS.

Appendix E4: Social & Who

Crosstab

			SOCIAL risks		Total
			No	Yes	
WHO	Myself	Count	465	105	570
		Expected Count	373,3	196,7	570,0
		Adjusted Residual	8,7	-8,7	
	Friends	Count	497	358	855
		Expected Count	559,9	295,1	855,0
		Adjusted Residual	-5,1	5,1	
	Family	Count	553	302	855
		Expected Count	559,9	295,1	855,0
		Adjusted Residual	-,6	,6	
	Partner	Count	574	281	855
		Expected Count	559,9	295,1	855,0
		Adjusted Residual	1,1	-1,1	
	Colleagues	Count	524	331	855
		Expected Count	559,9	295,1	855,0
		Adjusted Residual	-2,9	2,9	
Total		Count	2613	1377	3990
		Expected Count	2613,0	1377,0	3990,0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Monte Carlo Sig. (2-sided)			Monte Carlo Sig. (1-sided)		
				Sig.	99% Confidence Interval		Sig.	99% Confidence Interval	
					Lower Bound	Upper Bound		Lower Bound	Upper Bound
Pearson Chi-Square	93,740[a]	4	,000	,000[b]	,000	,000			
Likelihood Ratio	100,232	4	,000	,000[b]	,000	,000			
Fisher's Exact Test	99,938			,000[b]	,000	,000			
Linear-by-Linear Association	19,186[c]	1	,000	,000[b]	,000	,000	,000[b]	,000	,000
N of Valid Cases	3990								

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 196,71.
b. Based on 10000 sampled tables with starting seed 251863758.
c. The standardized statistic is 4,380.

Symmetric Measures

		Value	Approx. Sig.	Monte Carlo Sig.		
				Sig.	99% Confidence Interval	
					Lower Bound	Upper Bound
Nominal by Nominal	Phi	,153	,000	,000[c]	,000	,000
	Cramer's V	,153	,000	,000[c]	,000	,000
N of Valid Cases		3990				

a. Not assuming the null hypothesis.
b. Using the asymptotic standard error assuming the null hypothesis.
c. Based on 10000 sampled tables with starting seed 251863758.

Source: Dissertation Author, output from the collected data inserted in SPSS.

Appendix E5: Financial & Where

Crosstab

			FINANCIAL risks		Total
			No	Yes	
WHERE	Home	Count	716	709	1425
		Expected Count	639,6	785,4	1425,0
		Adjusted Residual	5,1	-5,1	
	Offer	Count	554	586	1140
		Expected Count	511,7	628,3	1140,0
		Adjusted Residual	3,0	-3,0	
	Restaurant	Count	521	904	1425
		Expected Count	639,6	785,4	1425,0
		Adjusted Residual	-7,9	7,9	
Total		Count	1791	2199	3990
		Expected Count	1791,0	2199,0	3990,0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Monte Carlo Sig. (2-sided)			Monte Carlo Sig. (1-sided)		
				Sig.	99% Confidence Interval		Sig.	99% Confidence Interval	
					Lower Bound	Upper Bound		Lower Bound	Upper Bound
Pearson Chi-Square	62,809[a]	2	,000	,000[b]	,000	,000			
Likelihood Ratio	63,356	2	,000	,000[b]	,000	,000			
Fisher's Exact Test	63,313			,000[b]	,000	,000			
Linear-by-Linear Association	53,919[c]	1	,000	,000[b]	,000	,000	,000[b]	,000	,000
N of Valid Cases	3990								

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 511,71.
b. Based on 10000 sampled tables with starting seed 205597102.
c. The standardized statistic is 7,343.

Symmetric Measures

		Value	Approx. Sig.	Monte Carlo Sig.		
				Sig.	99% Confidence Interval	
					Lower Bound	Upper Bound
Nominal by Nominal	Phi	,125	,000	,000[c]	,000	,000
	Cramer's V	,125	,000	,000[c]	,000	,000
N of Valid Cases		3990				

a. Not assuming the null hypothesis.
b. Using the asymptotic standard error assuming the null hypothesis.
c. Based on 10000 sampled tables with starting seed 205597102.

Source: Dissertation Author, output from the collected data inserted in SPSS.

Appendix E6: Financial & Who

Crosstab

			FINANCIAL risks		Total
			No	Yes	
WHO	Myself	Count	210	360	570
		Expected Count	255,9	314,1	570,0
		Adjusted Residual	-4,2	4,2	
	Friends	Count	388	467	855
		Expected Count	383,8	471,2	855,0
		Adjusted Residual	,3	-,3	
	Family	Count	389	466	855
		Expected Count	383,8	471,2	855,0
		Adjusted Residual	,4	-,4	
	Partner	Count	406	449	855
		Expected Count	383,8	471,2	855,0
		Adjusted Residual	1,7	-1,7	
	Colleagues	Count	398	457	855
		Expected Count	383,8	471,2	855,0
		Adjusted Residual	1,1	-1,1	
Total		Count	1791	2199	3990
		Expected Count	1791,0	2199,0	3990,0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Monte Carlo Sig. (2-sided)			Monte Carlo Sig. (1-sided)		
				Sig.	99% Confidence Interval		Sig.	99% Confidence Interval	
					Lower Bound	Upper Bound		Lower Bound	Upper Bound
Pearson Chi-Square	18,414[a]	4	,001	,001[b]	,000	,002			
Likelihood Ratio	18,641	4	,001	,001[b]	,000	,002			
Fisher's Exact Test	18,601			,001[b]	,000	,002			
Linear-by-Linear Association	10,523[c]	1	,001	,001[b]	,000	,001	,000[b]	,000	,001
N of Valid Cases	3990								

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 255,86.
b. Based on 10000 sampled tables with starting seed 251863758.
c. The standardized statistic is -3,244.

Symmetric Measures

		Value	Approx. Sig.	Monte Carlo Sig.		
				Sig.	99% Confidence Interval	
					Lower Bound	Upper Bound
Nominal by Nominal	Phi	,068	,001	,001[c]	,000	,002
	Cramer's V	,068	,001	,001[c]	,000	,002
N of Valid Cases		3990				

a. Not assuming the null hypothesis.
b. Using the asymptotic standard error assuming the null hypothesis.
c. Based on 10000 sampled tables with starting seed 251863758.

Source: Dissertation Author, output from the collected data inserted in SPSS.

Appendix E7: Physical & Where

Crosstab

			PHYSICAL risks		Total
			No	Yes	
WHERE	Home	Count	1187	238	1425
		Expected Count	1198,2	226,8	1425,0
		Adjusted Residual	-1,0	1,0	
	Offer	Count	1003	137	1140
		Expected Count	958,6	181,4	1140,0
		Adjusted Residual	4,3	-4,3	
	Restaurant	Count	1165	260	1425
		Expected Count	1198,2	226,8	1425,0
		Adjusted Residual	-3,0	3,0	
Total		Count	3355	635	3990
		Expected Count	3355,0	635,0	3990,0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Monte Carlo Sig. (2-sided)			Monte Carlo Sig. (1-sided)		
				Sig.	99% Confidence Interval		Sig.	99% Confidence Interval	
					Lower Bound	Upper Bound		Lower Bound	Upper Bound
Pearson Chi-Square	19,384[a]	2	,000	,000[b]	,000	,000			
Likelihood Ratio	20,147	2	,000	,000[b]	,000	,000			
Fisher's Exact Test	20,061			,000[b]	,000	,000			
Linear-by-Linear Association	1,269[c]	1	,260	,277[b]	,265	,288	,138[b]	,129	,147
N of Valid Cases	3990								

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 181,43.
b. Based on 10000 sampled tables with starting seed 205597102.
c. The standardized statistic is 1,126.

Symmetric Measures

		Value	Approx. Sig.	Monte Carlo Sig.		
				Sig.	99% Confidence Interval	
					Lower Bound	Upper Bound
Nominal by Nominal	Phi	,070	,000	,000[c]	,000	,000
	Cramer's V	,070	,000	,000[c]	,000	,000
N of Valid Cases		3990				

a. Not assuming the null hypothesis.
b. Using the asymptotic standard error assuming the null hypothesis.
c. Based on 10000 sampled tables with starting seed 205597102.

Source: Dissertation Author, output from the collected data inserted in SPSS.

Appendix E8: Physical & Who

Crosstab

			PHYSICAL risks		Total
			No	Yes	
WHO	Myself	Count	467	103	570
		Expected Count	479,3	90,7	570,0
		Adjusted Residual	-1,5	1,5	
	Friends	Count	720	135	855
		Expected Count	718,9	136,1	855,0
		Adjusted Residual	,1	-,1	
	Family	Count	721	134	855
		Expected Count	718,9	136,1	855,0
		Adjusted Residual	,2	-,2	
	Partner	Count	717	138	855
		Expected Count	718,9	136,1	855,0
		Adjusted Residual	-,2	,2	
	Colleagues	Count	730	125	855
		Expected Count	718,9	136,1	855,0
		Adjusted Residual	1,2	-1,2	
Total		Count	3355	635	3990
		Expected Count	3355,0	635,0	3990,0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Monte Carlo Sig. (2-sided)			Monte Carlo Sig. (1-sided)		
				Sig.	99% Confidence Interval		Sig.	99% Confidence Interval	
					Lower Bound	Upper Bound		Lower Bound	Upper Bound
Pearson Chi-Square	3,130[a]	4	,536	,540[b]	,527	,553			
Likelihood Ratio	3,087	4	,543	,549[b]	,536	,562			
Fisher's Exact Test	3,118			,543[b]	,530	,556			
Linear-by-Linear Association	1,948[c]	1	,163	,160[b]	,150	,169	,080[b]	,073	,087
N of Valid Cases	3990								

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 90,71.
b. Based on 10000 sampled tables with starting seed 251863758.
c. The standardized statistic is -1,396.

Symmetric Measures

		Value	Approx. Sig.	Monte Carlo Sig.		
				Sig.	99% Confidence Interval	
					Lower Bound	Upper Bound
Nominal by Nominal	Phi	,028	,536	,540[c]	,527	,553
	Cramer's V	,028	,536	,540[c]	,527	,553
N of Valid Cases		3990				

a. Not assuming the null hypothesis.
b. Using the asymptotic standard error assuming the null hypothesis.
c. Based on 10000 sampled tables with starting seed 251863758.

Source: Dissertation Author, output from the collected data inserted in SPSS.

Appendix E9: Psychological & Where

Crosstab

			PSYCHOLOGICAL risks		Total
			No	Yes	
WHERE	Home	Count	1298	127	1425
		Expected Count	1304,6	120,4	1425,0
		Adjusted Residual	-,8	,8	
	Offer	Count	1055	85	1140
		Expected Count	1043,7	96,3	1140,0
		Adjusted Residual	1,4	-1,4	
	Restaurant	Count	1300	125	1425
		Expected Count	1304,6	120,4	1425,0
		Adjusted Residual	-,6	,6	
Total		Count	3653	337	3990
		Expected Count	3653,0	337,0	3990,0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Monte Carlo Sig. (2-sided)			Monte Carlo Sig. (1-sided)		
				Sig.	99% Confidence Interval		Sig.	99% Confidence Interval	
					Lower Bound	Upper Bound		Lower Bound	Upper Bound
Pearson Chi-Square	2,041[a]	2	,360	,365[b]	,352	,377			
Likelihood Ratio	2,087	2	,352	,357[b]	,345	,369			
Fisher's Exact Test	2,060			,361[b]	,349	,373			
Linear-by-Linear Association	,018[c]	1	,893	,923[b]	,917	,930	,458[b]	,446	,471
N of Valid Cases	3990								

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 96,29.
b. Based on 10000 sampled tables with starting seed 205597102.
c. The standardized statistic is -,135.

Symmetric Measures

		Value	Approx. Sig.	Monte Carlo Sig.		
				Sig.	99% Confidence Interval	
					Lower Bound	Upper Bound
Nominal by Nominal	Phi	,023	,360	,365[c]	,352	,377
	Cramer's V	,023	,360	,365[c]	,352	,377
N of Valid Cases		3990				

a. Not assuming the null hypothesis.
b. Using the asymptotic standard error assuming the null hypothesis.
c. Based on 10000 sampled tables with starting seed 205597102.

Source: Dissertation Author, output from the collected data inserted in SPSS.

Appendix E10: Psychological & Who

Crosstab

			PSYCHOLOGICAL risks		Total
			No	Yes	
WHO	Myself	Count	525	45	570
		Expected Count	521,9	48,1	570,0
		Adjusted Residual	,5	-,5	
	Friends	Count	789	66	855
		Expected Count	782,8	72,2	855,0
		Adjusted Residual	,9	-,9	
	Family	Count	777	78	855
		Expected Count	782,8	72,2	855,0
		Adjusted Residual	-,8	,8	
	Partner	Count	776	79	855
		Expected Count	782,8	72,2	855,0
		Adjusted Residual	-,9	,9	
	Colleagues	Count	786	69	855
		Expected Count	782,8	72,2	855,0
		Adjusted Residual	,4	-,4	
Total		Count	3653	337	3990
		Expected Count	3653,0	337,0	3990,0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Monte Carlo Sig. (2-sided)			Monte Carlo Sig. (1-sided)		
				Sig.	99% Confidence Interval		Sig.	99% Confidence Interval	
					Lower Bound	Upper Bound		Lower Bound	Upper Bound
Pearson Chi-Square	2,167[a]	4	,705	,706[b]	,694	,718			
Likelihood Ratio	2,159	4	,707	,708[b]	,696	,720			
Fisher's Exact Test	2,137			,710[b]	,698	,722			
Linear-by-Linear Association	,292[c]	1	,589	,593[b]	,580	,605	,297[b]	,286	,309
N of Valid Cases	3990								

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 48,14.
b. Based on 10000 sampled tables with starting seed 251863758.
c. The standardized statistic is ,540.

Symmetric Measures

		Value	Approx. Sig.	Monte Carlo Sig.		
				Sig.	99% Confidence Interval	
					Lower Bound	Upper Bound
Nominal by Nominal	Phi	,023	,705	,706[c]	,694	,718
	Cramer's V	,023	,705	,706[c]	,694	,718
N of Valid Cases		3990				

a. Not assuming the null hypothesis.
b. Using the asymptotic standard error assuming the null hypothesis.
c. Based on 10000 sampled tables with starting seed 251863758.

Source: Dissertation Author, output from the collected data inserted in SPSS.

Appendix E11: Time & Where

Crosstab

			TIME risks		Total
			No	Yes	
WHERE	Home	Count	1199	226	1425
		Expected Count	1264,6	160,4	1425,0
		Adjusted Residual	-6,9	6,9	
	Offer	Count	977	163	1140
		Expected Count	1011,7	128,3	1140,0
		Adjusted Residual	-3,8	3,8	
	Restaurant	Count	1365	60	1425
		Expected Count	1264,6	160,4	1425,0
		Adjusted Residual	10,5	-10,5	
Total		Count	3541	449	3990
		Expected Count	3541,0	449,0	3990,0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Monte Carlo Sig. (2-sided)			Monte Carlo Sig. (1-sided)		
				Sig.	99% Confidence Interval		Sig.	99% Confidence Interval	
					Lower Bound	Upper Bound		Lower Bound	Upper Bound
Pearson Chi-Square	111,634[a]	2	,000	,000[b]	,000	,000			
Likelihood Ratio	127,636	2	,000	,000[b]	,000	,000			
Fisher's Exact Test	127,228			,000[b]	,000	,000			
Linear-by-Linear Association	96,791[c]	1	,000	,000[b]	,000	,000	,000[b]	,000	,000
N of Valid Cases	3990								

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 128,29.
b. Based on 10000 sampled tables with starting seed 205597102.
c. The standardized statistic is -9,838.

Symmetric Measures

		Value	Approx. Sig.	Monte Carlo Sig.		
				Sig.	99% Confidence Interval	
					Lower Bound	Upper Bound
Nominal by Nominal	Phi	,167	,000	,000[c]	,000	,000
	Cramer's V	,167	,000	,000[c]	,000	,000
N of Valid Cases		3990				

a. Not assuming the null hypothesis.
b. Using the asymptotic standard error assuming the null hypothesis.
c. Based on 10000 sampled tables with starting seed 205597102.

Source: Dissertation Author, output from the collected data inserted in SPSS.

Appendix E12: Time & Who

Crosstab

			TIME risks		Total
			No	Yes	
WHO	Myself	Count	499	71	570
		Expected Count	505,9	64,1	570,0
		Adjusted Residual	-1,0	1,0	
	Friends	Count	761	94	855
		Expected Count	758,8	96,2	855,0
		Adjusted Residual	,3	-,3	
	Family	Count	757	98	855
		Expected Count	758,8	96,2	855,0
		Adjusted Residual	-,2	,2	
	Partner	Count	762	93	855
		Expected Count	758,8	96,2	855,0
		Adjusted Residual	,4	-,4	
	Colleagues	Count	762	93	855
		Expected Count	758,8	96,2	855,0
		Adjusted Residual	,4	-,4	
Total		Count	3541	449	3990
		Expected Count	3541,0	449,0	3990,0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Monte Carlo Sig. (2-sided)			Monte Carlo Sig. (1-sided)		
				Sig.	99% Confidence Interval		Sig.	99% Confidence Interval	
					Lower Bound	Upper Bound		Lower Bound	Upper Bound
Pearson Chi-Square	1,163[a]	4	,884	,889[b]	,880	,897			
Likelihood Ratio	1,141	4	,888	,893[b]	,885	,901			
Fisher's Exact Test	1,174			,887[b]	,879	,895			
Linear-by-Linear Association	,611[c]	1	,435	,434[b]	,422	,447	,224[b]	,213	,235
N of Valid Cases	3990								

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 64,14.
b. Based on 10000 sampled tables with starting seed 251863758.
c. The standardized statistic is -,781.

Symmetric Measures

		Value	Approx. Sig.	Monte Carlo Sig.		
				Sig.	99% Confidence Interval	
					Lower Bound	Upper Bound
Nominal by Nominal	Phi	,017	,884	,889[c]	,880	,897
	Cramer's V	,017	,884	,889[c]	,880	,897
N of Valid Cases		3990				

a. Not assuming the null hypothesis.
b. Using the asymptotic standard error assuming the null hypothesis.
c. Based on 10000 sampled tables with starting seed 251863758.

Source: Dissertation Author, output from the collected data inserted in SPSS.

Appendix E13: Functional Risks CHAID Cross-Validation [Risk + Classification]

Risk

Method	Estimate	Std. Error
Resubstitution	.350	.008
Cross-Validation	.350	.008

Growing Method: CHAID
Dependent Variable: FUNCTIONAL risks

Classification

Observed	Predicted		
	No	Yes	Percent Correct
No	0	1396	0.0%
Yes	0	2594	100.0%
Overall Percentage	0.0%	100.0%	65.0%

Growing Method: CHAID
Dependent Variable: FUNCTIONAL risks

Source: Dissertation Author, output from the collected data inserted in SPSS.

Appendix E14: Social Risks CHAID Cross-Validation [Risk + Classification]

Risk

Method	Estimate	Std. Error
Resubstitution	.345	.008
Cross-Validation	.345	.008

Growing Method: CHAID
Dependent Variable: SOCIAL risks

Classification

Observed	Predicted		
	No	Yes	Percent Correct
No	2613	0	100.0%
Yes	1377	0	0.0%
Overall Percentage	100.0%	0.0%	65.5%

Growing Method: CHAID
Dependent Variable: SOCIAL risks

Source: Dissertation Author, output from the collected data inserted in SPSS.

Appendix E15: Financial Risks CHAID Cross-Validation [Risk + Classification]

Risk

Method	Estimate	Std. Error
Resubstitution	.449	.008
Cross-Validation	.451	.008

Growing Method: CHAID
Dependent Variable: FINANCIAL risks

Classification

Observed	Predicted		
	No	Yes	Percent Correct
No	0	1791	0.0%
Yes	0	2199	100.0%
Overall Percentage	0.0%	100.0%	55.1%

Growing Method: CHAID
Dependent Variable: FINANCIAL risks

Source: Dissertation Author, output from the collected data inserted in SPSS.

Appendix E16: Phycological Risks CHAID Cross-Validation [Risk + Classification]

Risk

Method	Estimate	Std. Error
Resubstitution	.084	.004
Cross-Validation	.084	.004

Growing Method: CHAID
Dependent Variable: PSYCHOLOGICAL risks

Classification

Observed	Predicted		
	No	Yes	Percent Correct
No	3653	0	100.0%
Yes	337	0	0.0%
Overall Percentage	100.0%	0.0%	91.6%

Growing Method: CHAID
Dependent Variable: PSYCHOLOGICAL risks

Source: Dissertation Author, output from the collected data inserted in SPSS.

Appendix E17: Physical Risks CHAID Cross-Validation [Risk + Classification]

Risk

Method	Estimate	Std. Error
Resubstitution	.159	.006
Cross-Validation	.159	.006

Growing Method: CHAID
Dependent Variable: PHYSICAL risks

Classification

Observed	Predicted		
	No	Yes	Percent Correct
No	3355	0	100.0%
Yes	635	0	0.0%
Overall Percentage	100.0%	0.0%	84.1%

Growing Method: CHAID
Dependent Variable: PHYSICAL risks

Source: Dissertation Author, output from the collected data inserted in SPSS.

Appendix E18: Time Risks CHAID Cross-Validation [Risk + Classification]

Risk

Method	Estimate	Std. Error
Resubstitution	.113	.005
Cross-Validation	.113	.005

Growing Method: CHAID
Dependent Variable: TIME risks

Classification

Observed	Predicted		
	No	Yes	Percent Correct
No	3541	0	100.0%
Yes	449	0	0.0%
Overall Percentage	100.0%	0.0%	88.7%

Growing Method: CHAID
Dependent Variable: TIME risks

Source: Dissertation Author, output from the collected data inserted in SPSS.

Appendix F: Information Sources Frequency Table

Occasion		Information Sources											
		Advertising		Product info.		Staff/ Prod. advice		Relatives advice		Tasted before		Online	
Where	**Who**	N	%	N	%	N	%	N	%	N	%	N	%
Home	Myself	32	11%	**164**	58%	81	28%	**169**	59%	194	68%	**32**	11%
Home	Friends	34	12%	156	55%	**89**	31%	167	59%	**198**	69%	**32**	11%
Home	Family	31	11%	163	57%	82	29%	164	58%	195	68%	31	11%
Home	Partner	29	10%	162	57%	84	29%	158	55%	194	68%	30	11%
Home	Colleagues	**35**	12%	153	54%	80	28%	159	56%	186	65%	33	12%
Offer	Friends	27	9%	153	54%	**90**	32%	152	53%	188	66%	32	11%
Offer	Family	30	11%	**163**	57%	87	31%	**153**	54%	183	64%	37	13%
Offer	Partner	30	11%	162	57%	87	31%	151	53%	**189**	66%	**40**	14%
Offer	Colleagues	**35**	12%	155	54%	80	28%	140	49%	176	62%	35	12%
Restaurant	Myself	20	7%	**125**	44%	**150**	53%	**134**	47%	**177**	62%	15	5%
Restaurant	Friends	20	7%	124	44%	147	52%	130	46%	168	59%	15	5%
Restaurant	Family	23	8%	124	44%	148	52%	127	45%	170	60%	16	6%
Restaurant	Partner	18	6%	124	44%	147	52%	126	44%	172	60%	**17**	6%
Restaurant	Colleagues	**24**	8%	114	40%	139	49%	121	42%	165	58%	16	6%
Home		**32**	11%	**160**	56%	83	29%	**163**	57%	**193**	68%	32	11%
Offer		31	11%	158	56%	86	30%	149	52%	184	65%	**36**	13%
Restaurant		21	7%	122	43%	**146**	51%	128	45%	170	60%	16	6%
	Myself	26	9%	145	51%	**116**	41%	**152**	53%	**186**	65%	24	8%
	Friends	27	9%	144	51%	109	38%	150	53%	185	65%	26	9%
	Family	28	10%	**150**	53%	106	37%	148	52%	183	64%	28	10%
	Partner	26	9%	**150**	53%	106	37%	148	52%	183	64%	28	10%
	Colleagues	**31**	10%	149	52%	106	37%	145	51%	185	65%	**29**	10%
Overall (average)		28	10%	146	51%	107	37%	147	51%	**183**	64%	27	10%

Source: Dissertation Author, output from the collected data inserted in Excel.

Appendix G: Information Sources Statistical Outputs

Appendix G1: Advertising & Where

Crosstab

			ADVERTISING is an important source of information		Total
			No	Yes	
WHERE	Home	Count	1264	161	1425
		Expected Count	1286,4	138,6	1425,0
		Adjusted Residual	-2,5	2,5	
	Offer	Count	1018	122	1140
		Expected Count	1029,1	110,9	1140,0
		Adjusted Residual	-1,3	1,3	
	Restaurant	Count	1320	105	1425
		Expected Count	1286,4	138,6	1425,0
		Adjusted Residual	3,7	-3,7	
Total		Count	3602	388	3990
		Expected Count	3602,0	388,0	3990,0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Monte Carlo Sig. (2-sided)			Monte Carlo Sig. (1-sided)		
				Sig.	99% Confidence Interval		Sig.	99% Confidence Interval	
					Lower Bound	Upper Bound		Lower Bound	Upper Bound
Pearson Chi-Square	14,271[a]	2	,001	,001[b]	,000	,002			
Likelihood Ratio	14,800	2	,001	,001[b]	,000	,002			
Fisher's Exact Test	14,769			,001[b]	,000	,002			
Linear-by-Linear Association	12,531[c]	1	,000	,001[b]	,000	,002	,000[b]	,000	,001
N of Valid Cases	3990								

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 110,86.
b. Based on 10000 sampled tables with starting seed 2096426169.
c. The standardized statistic is -3,540.

Symmetric Measures

		Value	Approx. Sig.	Monte Carlo Sig.		
				Sig.	99% Confidence Interval	
					Lower Bound	Upper Bound
Nominal by Nominal	Phi	,060	,001	,001[c]	,000	,002
	Cramer's V	,060	,001	,001[c]	,000	,002
N of Valid Cases		3990				

a. Not assuming the null hypothesis.
b. Using the asymptotic standard error assuming the null hypothesis.
c. Based on 10000 sampled tables with starting seed 2096426169.

Source: Dissertation Author, output from the collected data inserted in SPSS.

Appendix G2: Advertising & Who

Crosstab

			ADVERTISING is an important source of information		Total
			No	Yes	
WHO	Myself	Count	518	52	570
		Expected Count	514,6	55,4	570,0
		Adjusted Residual	,5	-,5	
	Friends	Count	774	81	855
		Expected Count	771,9	83,1	855,0
		Adjusted Residual	,3	-,3	
	Family	Count	771	84	855
		Expected Count	771,9	83,1	855,0
		Adjusted Residual	-,1	,1	
	Partner	Count	778	77	855
		Expected Count	771,9	83,1	855,0
		Adjusted Residual	,8	-,8	
	Colleagues	Count	761	94	855
		Expected Count	771,9	83,1	855,0
		Adjusted Residual	-1,4	1,4	
Total		Count	3602	388	3990
		Expected Count	3602,0	388,0	3990,0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Monte Carlo Sig. (2-sided)			Monte Carlo Sig. (1-sided)		
				Sig.	99% Confidence Interval		Sig.	99% Confidence Interval	
					Lower Bound	Upper Bound		Lower Bound	Upper Bound
Pearson Chi-Square	2,379[a]	4	,666	,671[b]	,659	,683			
Likelihood Ratio	2,338	4	,674	,679[b]	,667	,691			
Fisher's Exact Test	2,317			,681[b]	,669	,693			
Linear-by-Linear Association	,938[c]	1	,333	,332[b]	,320	,344	,167[b]	,157	,177
N of Valid Cases	3990								

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 55,43.
b. Based on 10000 sampled tables with starting seed 424620234.
c. The standardized statistic is ,969.

Symmetric Measures

		Value	Approx. Sig.	Monte Carlo Sig.		
				Sig.	99% Confidence Interval	
					Lower Bound	Upper Bound
Nominal by Nominal	Phi	,024	,666	,671[c]	,659	,683
	Cramer's V	,024	,666	,671[c]	,659	,683
N of Valid Cases		3990				

a. Not assuming the null hypothesis.
b. Using the asymptotic standard error assuming the null hypothesis.
c. Based on 10000 sampled tables with starting seed 424620234.

Source: Dissertation Author, output from the collected data inserted in SPSS.

Appendix G3: Product Information & Where

Crosstab

			PRODUCT INFORMATION is an important source of information		Total
			No	Yes	
WHERE	Home	Count	627	798	1425
		Expected Count	695,7	729,3	1425,0
		Adjusted Residual	-4,5	4,5	
	Offer	Count	507	633	1140
		Expected Count	556,6	583,4	1140,0
		Adjusted Residual	-3,5	3,5	
	Restaurant	Count	814	611	1425
		Expected Count	695,7	729,3	1425,0
		Adjusted Residual	7,8	-7,8	
Total		Count	1948	2042	3990
		Expected Count	1948,0	2042,0	3990,0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Monte Carlo Sig. (2-sided)			Monte Carlo Sig. (1-sided)		
				Sig.	99% Confidence Interval		Sig.	99% Confidence Interval	
					Lower Bound	Upper Bound		Lower Bound	Upper Bound
Pearson Chi-Square	61,184[a]	2	,000	,000[b]	,000	,000			
Likelihood Ratio	61,327	2	,000	,000[b]	,000	,000			
Fisher's Exact Test	61,282			,000[b]	,000	,000			
Linear-by-Linear Association	49,094[c]	1	,000	,000[b]	,000	,000	,000[b]	,000	,000
N of Valid Cases	3990								

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 556,57.
b. Based on 10000 sampled tables with starting seed 2096426169.
c. The standardized statistic is -7,007.

Symmetric Measures

		Value	Approx. Sig.	Monte Carlo Sig.		
				Sig.	99% Confidence Interval	
					Lower Bound	Upper Bound
Nominal by Nominal	Phi	,124	,000	,000[c]	,000	,000
	Cramer's V	,124	,000	,000[c]	,000	,000
N of Valid Cases		3990				

a. Not assuming the null hypothesis.
b. Using the asymptotic standard error assuming the null hypothesis.
c. Based on 10000 sampled tables with starting seed 2096426169.

Source: Dissertation Author, output from the collected data inserted in SPSS.

Appendix G4: Product Information & Who

Crosstab

			PRODUCT INFORMATION is an important source of information		Total
			No	Yes	
WHO	Myself	Count	281	289	570
		Expected Count	278,3	291,7	570,0
		Adjusted Residual	,2	-,2	
	Friends	Count	422	433	855
		Expected Count	417,4	437,6	855,0
		Adjusted Residual	,4	-,4	
	Family	Count	405	450	855
		Expected Count	417,4	437,6	855,0
		Adjusted Residual	-1,0	1,0	
	Partner	Count	407	448	855
		Expected Count	417,4	437,6	855,0
		Adjusted Residual	-,8	,8	
	Colleagues	Count	433	422	855
		Expected Count	417,4	437,6	855,0
		Adjusted Residual	1,2	-1,2	
Total		Count	1948	2042	3990
		Expected Count	1948,0	2042,0	3990,0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Monte Carlo Sig. (2-sided)			Monte Carlo Sig. (1-sided)		
				Sig.	99% Confidence Interval		Sig.	99% Confidence Interval	
					Lower Bound	Upper Bound		Lower Bound	Upper Bound
Pearson Chi-Square	2,517[a]	4	,642	,642[b]	,630	,654			
Likelihood Ratio	2,517	4	,642	,643[b]	,630	,655			
Fisher's Exact Test	2,517			,642[b]	,629	,654			
Linear-by-Linear Association	,063[c]	1	,802	,804[b]	,794	,814	,406[b]	,393	,418
N of Valid Cases	3990								

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 278,29.
b. Based on 10000 sampled tables with starting seed 424620234.
c. The standardized statistic is -,250.

Symmetric Measures

		Value	Approx. Sig.	Monte Carlo Sig.		
				Sig.	99% Confidence Interval	
					Lower Bound	Upper Bound
Nominal by Nominal	Phi	,025	,642	,642[c]	,630	,654
	Cramer's V	,025	,642	,642[c]	,630	,654
N of Valid Cases		3990				

a. Not assuming the null hypothesis.
b. Using the asymptotic standard error assuming the null hypothesis.
c. Based on 10000 sampled tables with starting seed 424620234.

Source: Dissertation Author, output from the collected data inserted in SPSS.

Appendix G5: Staff/Producers Advice & Where

Crosstab

			STAFF or PRODUCERS ADVICE is an important source of information		Total
			No	Yes	
WHERE	Home	Count	1009	416	1425
		Expected Count	892,5	532,5	1425,0
		Adjusted Residual	8,0	-8,0	
	Offer	Count	796	344	1140
		Expected Count	714,0	426,0	1140,0
		Adjusted Residual	5,9	-5,9	
	Restaurant	Count	694	731	1425
		Expected Count	892,5	532,5	1425,0
		Adjusted Residual	-13,6	13,6	
Total		Count	2499	1491	3990
		Expected Count	2499,0	1491,0	3990,0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Monte Carlo Sig. (2-sided)			Monte Carlo Sig. (1-sided)		
				Sig.	99% Confidence Interval		Sig.	99% Confidence Interval	
					Lower Bound	Upper Bound		Lower Bound	Upper Bound
Pearson Chi-Square	184,039[a]	2	,000	,000[b]	,000	,000			
Likelihood Ratio	182,199	2	,000	,000[b]	,000	,000			
Fisher's Exact Test	182,036			,000[b]	,000	,000			
Linear-by-Linear Association	148,720[c]	1	,000	,000[b]	,000	,000	,000[b]	,000	,000
N of Valid Cases	3990								

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 426,00.
b. Based on 10000 sampled tables with starting seed 2096426169.
c. The standardized statistic is 12,195.

Symmetric Measures

		Value	Approx. Sig.	Monte Carlo Sig.		
				Sig.	99% Confidence Interval	
					Lower Bound	Upper Bound
Nominal by Nominal	Phi	,215	,000	,000[c]	,000	,000
	Cramer's V	,215	,000	,000[c]	,000	,000
N of Valid Cases		3990				

a. Not assuming the null hypothesis.
b. Using the asymptotic standard error assuming the null hypothesis.
c. Based on 10000 sampled tables with starting seed 2096426169.

Source: Dissertation Author, output from the collected data inserted in SPSS.

Appendix G6: Staff/Producers Advice & Who

Crosstab

			STAFF or PRODUCERS ADVICE is an important source of information		Total
			No	Yes	
WHO	Myself	Count	339	231	570
		Expected Count	357,0	213,0	570,0
		Adjusted Residual	-1,7	1,7	
	Friends	Count	529	326	855
		Expected Count	535,5	319,5	855,0
		Adjusted Residual	-,5	,5	
	Family	Count	538	317	855
		Expected Count	535,5	319,5	855,0
		Adjusted Residual	,2	-,2	
	Partner	Count	537	318	855
		Expected Count	535,5	319,5	855,0
		Adjusted Residual	,1	-,1	
	Colleagues	Count	556	299	855
		Expected Count	535,5	319,5	855,0
		Adjusted Residual	1,6	-1,6	
Total		Count	2499	1491	3990
		Expected Count	2499,0	1491,0	3990,0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Monte Carlo Sig. (2-sided)			Monte Carlo Sig. (1-sided)		
				Sig.	99% Confidence Interval		Sig.	99% Confidence Interval	
					Lower Bound	Upper Bound		Lower Bound	Upper Bound
Pearson Chi-Square	4,782[a]	4	,310	,305[b]	,293	,317			
Likelihood Ratio	4,776	4	,311	,306[b]	,294	,318			
Fisher's Exact Test	4,782			,304[b]	,293	,316			
Linear-by-Linear Association	4,211[c]	1	,040	,040[b]	,035	,045	,021[b]	,017	,024
N of Valid Cases	3990								

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 213,00.
b. Based on 10000 sampled tables with starting seed 424620234.
c. The standardized statistic is -2,052.

Symmetric Measures

		Value	Approx. Sig.	Monte Carlo Sig.		
				Sig.	99% Confidence Interval	
					Lower Bound	Upper Bound
Nominal by Nominal	Phi	,035	,310	,305[c]	,293	,317
	Cramer's V	,035	,310	,305[c]	,293	,317
N of Valid Cases		3990				

a. Not assuming the null hypothesis.
b. Using the asymptotic standard error assuming the null hypothesis.
c. Based on 10000 sampled tables with starting seed 424620234.

Source: Dissertation Author, output from the collected data inserted in SPSS.

Appendix G7: Relatives Advice & Where

Crosstab

			RELATIVES ADVICE is an important source of information		Total
			No	Yes	
WHERE	Home	Count	608	817	1425
		Expected Count	692,5	732,5	1425,0
		Adjusted Residual	-5,6	5,6	
	Offer	Count	544	596	1140
		Expected Count	554,0	586,0	1140,0
		Adjusted Residual	-,7	,7	
	Restaurant	Count	787	638	1425
		Expected Count	692,5	732,5	1425,0
		Adjusted Residual	6,2	-6,2	
Total		Count	1939	2051	3990
		Expected Count	1939,0	2051,0	3990,0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Monte Carlo Sig. (2-sided)			Monte Carlo Sig. (1-sided)		
				Sig.	99% Confidence Interval		Sig.	99% Confidence Interval	
					Lower Bound	Upper Bound		Lower Bound	Upper Bound
Pearson Chi-Square	45,497[a]	2	,000	,000[b]	,000	,000			
Likelihood Ratio	45,601	2	,000	,000[b]	,000	,000			
Fisher's Exact Test	45,569			,000[b]	,000	,000			
Linear-by-Linear Association	44,994[c]	1	,000	,000[b]	,000	,000	,000[b]	,000	,000
N of Valid Cases	3990								

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 554,00.
b. Based on 10000 sampled tables with starting seed 2096426169.
c. The standardized statistic is -6,708.

Symmetric Measures

		Value	Approx. Sig.	Monte Carlo Sig.		
				Sig.	99% Confidence Interval	
					Lower Bound	Upper Bound
Nominal by Nominal	Phi	,107	,000	,000[c]	,000	,000
	Cramer's V	,107	,000	,000[c]	,000	,000
N of Valid Cases		3990				

a. Not assuming the null hypothesis.
b. Using the asymptotic standard error assuming the null hypothesis.
c. Based on 10000 sampled tables with starting seed 2096426169.

Source: Dissertation Author, output from the collected data inserted in SPSS.

Appendix G8: Relatives Advice & Who

Crosstab

			RELATIVES ADVICE is an important source of information		Total
			No	Yes	
WHO	Myself	Count	267	303	570
		Expected Count	277,0	293,0	570,0
		Adjusted Residual	-,9	,9	
	Friends	Count	406	449	855
		Expected Count	415,5	439,5	855,0
		Adjusted Residual	-,7	,7	
	Family	Count	411	444	855
		Expected Count	415,5	439,5	855,0
		Adjusted Residual	-,3	,3	
	Partner	Count	420	435	855
		Expected Count	415,5	439,5	855,0
		Adjusted Residual	,3	-,3	
	Colleagues	Count	435	420	855
		Expected Count	415,5	439,5	855,0
		Adjusted Residual	1,5	-1,5	
Total		Count	1939	2051	3990
		Expected Count	1939,0	2051,0	3990,0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Monte Carlo Sig. (2-sided)			Monte Carlo Sig. (1-sided)		
				Sig.	99% Confidence Interval		Sig.	99% Confidence Interval	
					Lower Bound	Upper Bound		Lower Bound	Upper Bound
Pearson Chi-Square	3,095[a]	4	,542	,540[b]	,527	,552			
Likelihood Ratio	3,095	4	,542	,541[b]	,528	,554			
Fisher's Exact Test	3,093			,540[b]	,527	,553			
Linear-by-Linear Association	2,910[c]	1	,088	,089[b]	,081	,096	,045[b]	,039	,050
N of Valid Cases	3990								

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 277,00.
b. Based on 10000 sampled tables with starting seed 424620234.
c. The standardized statistic is -1,706.

Symmetric Measures

		Value	Approx. Sig.	Monte Carlo Sig.		
				Sig.	99% Confidence Interval	
					Lower Bound	Upper Bound
Nominal by Nominal	Phi	,028	,542	,540[c]	,527	,552
	Cramer's V	,028	,542	,540[c]	,527	,552
N of Valid Cases		3990				

a. Not assuming the null hypothesis.
b. Using the asymptotic standard error assuming the null hypothesis.
c. Based on 10000 sampled tables with starting seed 424620234.

Source: Dissertation Author, output from the collected data inserted in SPSS.

Appendix G9: Tasted Before & Where

Crosstab

			TASTED BEFORE is an important source of information		Total
			No	Yes	
WHERE	Home	Count	458	967	1425
		Expected Count	512,5	912,5	1425,0
		Adjusted Residual	-3,8	3,8	
	Offer	Count	404	736	1140
		Expected Count	410,0	730,0	1140,0
		Adjusted Residual	-,4	,4	
	Restaurant	Count	573	852	1425
		Expected Count	512,5	912,5	1425,0
		Adjusted Residual	4,2	-4,2	
Total		Count	1435	2555	3990
		Expected Count	1435,0	2555,0	3990,0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Monte Carlo Sig. (2-sided)			Monte Carlo Sig. (1-sided)		
				Sig.	99% Confidence Interval		Sig.	99% Confidence Interval	
					Lower Bound	Upper Bound		Lower Bound	Upper Bound
Pearson Chi-Square	20,341[a]	2	,000	,000[b]	,000	,000			
Likelihood Ratio	20,322	2	,000	,000[b]	,000	,000			
Fisher's Exact Test	20,305			,000[b]	,000	,000			
Linear-by-Linear Association	20,144[c]	1	,000	,000[b]	,000	,000	,000[b]	,000	,000
N of Valid Cases	3990								

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 410,00.
b. Based on 10000 sampled tables with starting seed 2096426169.
c. The standardized statistic is -4,488.

Symmetric Measures

		Value	Approx. Sig.	Monte Carlo Sig.		
				Sig.	99% Confidence Interval	
					Lower Bound	Upper Bound
Nominal by Nominal	Phi	,071	,000	,000[c]	,000	,000
	Cramer's V	,071	,000	,000[c]	,000	,000
N of Valid Cases		3990				

a. Not assuming the null hypothesis.
b. Using the asymptotic standard error assuming the null hypothesis.
c. Based on 10000 sampled tables with starting seed 2096426169.

Source: Dissertation Author, output from the collected data inserted in SPSS.

Appendix G10: Tasted Before & Who

Crosstab

			TASTED BEFORE is an important source of information		Total
			No	Yes	
WHO	Myself	Count	199	371	570
		Expected Count	205,0	365,0	570,0
		Adjusted Residual	-,6	,6	
	Friends	Count	301	554	855
		Expected Count	307,5	547,5	855,0
		Adjusted Residual	-,5	,5	
	Family	Count	307	548	855
		Expected Count	307,5	547,5	855,0
		Adjusted Residual	,0	,0	
	Partner	Count	300	555	855
		Expected Count	307,5	547,5	855,0
		Adjusted Residual	-,6	,6	
	Colleagues	Count	328	527	855
		Expected Count	307,5	547,5	855,0
		Adjusted Residual	1,6	-1,6	
Total		Count	1435	2555	3990
		Expected Count	1435,0	2555,0	3990,0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Monte Carlo Sig. (2-sided)			Monte Carlo Sig. (1-sided)		
				Sig.	99% Confidence Interval		Sig.	99% Confidence Interval	
					Lower Bound	Upper Bound		Lower Bound	Upper Bound
Pearson Chi-Square	2,910[a]	4	,573	,574[b]	,561	,586			
Likelihood Ratio	2,893	4	,576	,578[b]	,565	,591			
Fisher's Exact Test	2,888			,578[b]	,565	,591			
Linear-by-Linear Association	1,602[c]	1	,206	,211[b]	,200	,221	,106[b]	,098	,113
N of Valid Cases	3990								

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 205,00.
b. Based on 10000 sampled tables with starting seed 424620234.
c. The standardized statistic is -1,266.

Symmetric Measures

		Value	Approx. Sig.	Monte Carlo Sig.		
				Sig.	99% Confidence Interval	
					Lower Bound	Upper Bound
Nominal by Nominal	Phi	,027	,573	,574[c]	,561	,586
	Cramer's V	,027	,573	,574[c]	,561	,586
N of Valid Cases		3990				

a. Not assuming the null hypothesis.
b. Using the asymptotic standard error assuming the null hypothesis.
c. Based on 10000 sampled tables with starting seed 424620234.

Source: Dissertation Author, output from the collected data inserted in SPSS.

Appendix G11: Online & Where

Crosstab

			ONLINE is an important source of information		Total
			No	Yes	
WHERE	Home	Count	1267	158	1425
		Expected Count	1288,9	136,1	1425,0
		Adjusted Residual	-2,5	2,5	
	Offer	Count	996	144	1140
		Expected Count	1031,1	108,9	1140,0
		Adjusted Residual	-4,2	4,2	
	Restaurant	Count	1346	79	1425
		Expected Count	1288,9	136,1	1425,0
		Adjusted Residual	6,4	-6,4	
Total		Count	3609	381	3990
		Expected Count	3609,0	381,0	3990,0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Monte Carlo Sig. (2-sided)			Monte Carlo Sig. (1-sided)		
				Sig.	99% Confidence Interval		Sig.	99% Confidence Interval	
					Lower Bound	Upper Bound		Lower Bound	Upper Bound
Pearson Chi-Square	42,914[a]	2	,000	,000[b]	,000	,000			
Likelihood Ratio	45,959	2	,000	,000[b]	,000	,000			
Fisher's Exact Test	45,839			,000[b]	,000	,000			
Linear-by-Linear Association	25,347[c]	1	,000	,000[b]	,000	,000	,000[b]	,000	,000
N of Valid Cases	3990								

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 108,86.
b. Based on 10000 sampled tables with starting seed 2096426169.
c. The standardized statistic is -5,035.

Symmetric Measures

		Value	Approx. Sig.	Monte Carlo Sig.		
				Sig.	99% Confidence Interval	
					Lower Bound	Upper Bound
Nominal by Nominal	Phi	,104	,000	,000[c]	,000	,000
	Cramer's V	,104	,000	,000[c]	,000	,000
N of Valid Cases		3990				

a. Not assuming the null hypothesis.
b. Using the asymptotic standard error assuming the null hypothesis.
c. Based on 10000 sampled tables with starting seed 2096426169.

Source: Dissertation Author, output from the collected data inserted in SPSS.

Appendix G12: Online & Who

Crosstab

			ONLINE is an important source of information		Total
			No	Yes	
WHO	Myself	Count	523	47	570
		Expected Count	515,6	54,4	570,0
		Adjusted Residual	1,1	-1,1	
	Friends	Count	776	79	855
		Expected Count	773,4	81,6	855,0
		Adjusted Residual	,3	-,3	
	Family	Count	771	84	855
		Expected Count	773,4	81,6	855,0
		Adjusted Residual	-,3	,3	
	Partner	Count	768	87	855
		Expected Count	773,4	81,6	855,0
		Adjusted Residual	-,7	,7	
	Colleagues	Count	771	84	855
		Expected Count	773,4	81,6	855,0
		Adjusted Residual	-,3	,3	
Total		Count	3609	381	3990
		Expected Count	3609,0	381,0	3990,0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Monte Carlo Sig. (2-sided)			Monte Carlo Sig. (1-sided)		
				Sig.	99% Confidence Interval		Sig.	99% Confidence Interval	
					Lower Bound	Upper Bound		Lower Bound	Upper Bound
Pearson Chi-Square	1,755[a]	4	,781	,782[b]	,771	,792			
Likelihood Ratio	1,796	4	,773	,775[b]	,764	,785			
Fisher's Exact Test	1,753			,782[b]	,772	,793			
Linear-by-Linear Association	1,201[c]	1	,273	,269[b]	,258	,281	,139[b]	,130	,148
N of Valid Cases	3990								

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 54,43.
b. Based on 10000 sampled tables with starting seed 424620234.
c. The standardized statistic is 1,096.

Symmetric Measures

		Value	Approx. Sig.	Monte Carlo Sig.		
				Sig.	99% Confidence Interval	
					Lower Bound	Upper Bound
Nominal by Nominal	Phi	,021	,781	,782[c]	,771	,792
	Cramer's V	,021	,781	,782[c]	,771	,792
N of Valid Cases		3990				

a. Not assuming the null hypothesis.
b. Using the asymptotic standard error assuming the null hypothesis.
c. Based on 10000 sampled tables with starting seed 424620234.

Source: Dissertation Author, output from the collected data inserted in SPSS.

Appendix G13: Advertising CHAID Cross-Validation [Risk + Classification]

Risk

Method	Estimate	Std. Error
Resubstitution	.097	.005
Cross-Validation	.097	.005

Growing Method: CHAID
Dependent Variable: ADVERTISING is an important source of information

Classification

Observed	Predicted		
	No	Yes	Percent Correct
No	3602	0	100.0%
Yes	388	0	0.0%
Overall Percentage	100.0%	0.0%	90.3%

Growing Method: CHAID
Dependent Variable: ADVERTISING is an important source of information

Source: Dissertation Author, output from the collected data inserted in SPSS.

Appendix G14: Product Information CHAID Cross-Validation [Risk + Classification]

Risk

Method	Estimate	Std. Error
Resubstitution	.437	.008
Cross-Validation	.437	.008

Growing Method: CHAID
Dependent Variable: PRODUCT INFORMATION is an important source of information

Classification

Observed	Predicted		
	No	Yes	Percent Correct
No	814	1134	41.8%
Yes	611	1431	70.1%
Overall Percentage	35.7%	64.3%	56.3%

Growing Method: CHAID
Dependent Variable: PRODUCT INFORMATION is an important source of information

Source: Dissertation Author, output from the collected data inserted in SPSS.

Appendix G15: Staff/Producers Advice CHAID Cross-Validation [Risk + Classification]

Risk

Method	Estimate	Std. Error
Resubstitution	.364	.008
Cross-Validation	.364	.008

Growing Method: CHAID
Dependent Variable: STAFF or PRODUCERS ADVICE is an important source of information

Classification

Observed	Predicted		
	No	Yes	Percent Correct
No	1805	694	72.2%
Yes	760	731	49.0%
Overall Percentage	64.3%	35.7%	63.6%

Growing Method: CHAID
Dependent Variable: STAFF or PRODUCERS ADVICE is an important source of information

Source: Dissertation Author, output from the collected data inserted in SPSS.

Appendix G16: Relatives Advice CHAID Cross-Validation [Risk + Classification]

Risk

Method	Estimate	Std. Error
Resubstitution	.449	.008
Cross-Validation	.449	.008

Growing Method: CHAID
Dependent Variable: RELATIVES ADVICE is an important source of information

Classification

Observed	Predicted		
	No	Yes	Percent Correct
No	787	1152	40.6%
Yes	638	1413	68.9%
Overall Percentage	35.7%	64.3%	55.1%

Growing Method: CHAID
Dependent Variable: RELATIVES ADVICE is an important source of information

Source: Dissertation Author, output from the collected data inserted in SPSS.

Appendix G17: Tasted Before CHAID Cross-Validation [Risk + Classification]

Risk

Method	Estimate	Std. Error
Resubstitution	.360	.008
Cross-Validation	.360	.008

Growing Method: CHAID
Dependent Variable: TASTED BEFORE is an important source of information

Classification

Observed	Predicted		
	No	Yes	Percent Correct
No	0	1435	0.0%
Yes	0	2555	100.0%
Overall Percentage	0.0%	100.0%	64.0%

Growing Method: CHAID
Dependent Variable: TASTED BEFORE is an important source of information

Source: Dissertation Author, output from the collected data inserted in SPSS.

Appendix G18: Online CHAID Cross-Validation [Risk + Classification]

Risk

Method	Estimate	Std. Error
Resubstitution	.095	.005
Cross-Validation	.095	.005

Growing Method: CHAID
Dependent Variable: ONLINE is an important source of information

Classification

Observed	Predicted		
	No	Yes	Percent Correct
No	3609	0	100.0%
Yes	381	0	0.0%
Overall Percentage	100.0%	0.0%	90.5%

Growing Method: CHAID
Dependent Variable: ONLINE is an important source of information

Source: Dissertation Author, output from the collected data inserted in SPSS.