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A THESIS

**Cultural Diversity in Consumer Behaviour: The Case of Wine
Consumption in Lebanon**

Determining variables that affect consumer behaviour of Lebanese wine

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ABSTRACT

This document analyses and dissects demographic and psychographic variables that play a role in the consumer behaviour of Lebanese wine consumers. The exploration of aspects such as religion and religiosity, among others, has not hereto been researched in country in the Middle East, especially in one with such a diverse cultural background as Lebanon. Previously studies were primarily focused on the West and Europe as areas of study for consumer behaviour and wine consumption. The document attempts to link variables which affect these decisions or links between more than one variable which in combination affect these decisions. These connections will then create a better picture of the wine consumer in Lebanon and how diversity within the country affects this consumer behaviour through a mixed methods approach to data collection. Following a mixed methods approach, this study included interviews with eight wine production company employees, fifty-three wine consumers, and collected quantitative data in the form of a questionnaire administered to 456 customers of various supermarkets to explore their wine purchasing decisions and to investigate the differences between those who purchase wine and those who do not. The researcher found that demographics such as geographical location, and psychographic aspects such as religiosity, and health knowledge of wine, played a role in wine consumption decisions in the Lebanese context.

Keywords: consumer behaviour, Lebanon, religiosity, marketing, gender

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LIST OF ABBREVIATIONS

Abbreviation	Explanation
CCT	Consumer Culture Theory
CB	Consumer Behaviour
et al.	and others
IAO	Interests, actions, and opinions
TOT	Test of Independence
UVL	Union Vinicole Du Liban

Glossary

For the sake of clarification, some frequently used terms in this empirical study are defined below.

Demographic variables as referred to in this study are those attributes often considered to be personal factors that describe the sample. These include age or life-cycle stage, religion, gender, economic situation, ethnicity, religion, and education to name a few (Kotler and Armstrong, 2012).

Psychographic variables are attributes often considered within the field of marketing. They specifically pertain to interests, actions, and opinions (IAO) of consumers. These variables may include personality, values, attitudes, interests or lifestyles of the sample under analysis. It is typically thought that psychographic information describes why consumers buy what they do (Kotler and Armstrong, 2012).

CHAPTER 1- INTRODUCTION

"The aim of marketing is to know and understand the customer so well the product or service fits him and sells itself."

Peter F. Drucker, Author and Teacher

For many people the word ''Lebanon'' evokes a collage of images, pending one's experiences and knowledge of the country and the Middle East. Many of these images reflect the country as a representation of multi-culturalism, tolerance, and cooperation of a diverse group of people in a small geographical space (Fisk, 2001). For others, the country is the result of multiple minority groups placed together, but who will never be able to find harmony in their co-existence due to the variance of cultural beliefs, traditions and religions (Vaughn, 2018).

As per Index Mundi (2018), the demographics of Lebanon reveal a population of approximately 6 million distributed over different religions having different beliefs and practices; the majority of this Lebanese population is Muslim constituting around 54%. Christians represent 40.5%, and Druze represent 5.6% of the Lebanese population, in addition to a very small numbers of Jews, Baha'is, Buddhists, Hindus, and Mormons (Index Mundi, 2018). This cultural and religious diversity in Lebanon therefore has potential implications for how products and services are consumed (Cleveland, Laroche, Hallab, 2013). It is a complex market for marketers and for certain products like food and drink, and in particular alcohol (Musaiger, 1993), this cultural diversity may prove to have an impact upon the purchasing decisions of Lebanese consumers and how products are marketed.

Additionally, Lebanon is well known for its tourism, hospitality, and food and beverage industry. According to Chbeir and Mikhael (2019), the tourism, hospitality, and food and beverage industry was a major driver of the Lebanese economy. In 2000, this industry made-up 67% of the country's GDP. Despite existing political and economic downturns, the Lebanese food and beverage industry remained flexible yet dominant in its role within the Lebanese economy. A compounded annual growth rate of 6.9% was predicted to affect the food and drink sales from 2017 until 2021 (Saadeh and Mikhael, 2016). However multiple downturns over the past few years, including regional geopolitical tensions, an influx of refugees, and internal political strife, have significantly slowed down the Lebanese economy and hindered the ability of growth drivers, such as the Food and Beverage and tourist industries, to perform (Chbeir and Mikhael, 2019).

The predicted strength of the industry was in sync with a slight recovery in the Lebanese tourism sector. In 2006 Lebanon faced a six week war with Israel, internal battles with local terrorists, attacks by ISIS, and an insurmountable crisis caused by the population of Syrian refugees who flooded the country as a result of the civil war in Syria. Lebanon is currently hosting more refugees per capita than any other (WHO, 2018). Unfortunately, these situations greatly affected the agriculture regions of Lebanon where grapes are grown. Yet in spite of these crises, Lebanon has managed to maintain a flourishing wine industry (Chbeir and Mikhael, 2019).

Surprisingly, the consumption of Lebanese wines has yet to be addressed as the subject of focus of any in depth research or marketing analysis, even though the wine industry in Lebanon has had significant growth throughout the years mainly due to exportation. While official statistics are hard to confirm, the United Nations Agency for

Food and Agriculture (FAO) assessed Lebanese wine production at approximately 14,200 tons in 2011. Given this level of production, Lebanon is the 45th largest producer of wine in the world at 0.05% of the world wine production. In 2013 the Franco-Lebanese Chamber of Commerce estimated Lebanese wine exports for the previous year to be valued at approximately $14.3 million (Dubruc, Mekdessi, Khawaja, and Chartouny, 2017). In fact, wine has become an important commodity in the modern global market (Penn 2004) not just in Lebanon. However, the lack of literature on consumer behaviour and Lebanese wines is surprising. Successfully marketing a wine in a highly competitive industry is a growing challenge to wine marketers. In fact, research in wine marketing over the last decade has resulted in the recommendation that wine makers and marketers reconsider the segmentation strategies of their products and go in search of new target markets of wine consumers (Baenen 2002; Gillespie 2005). Avenues of market expansion can be related to a consumer's demographics, psychographics, or a combination of both as a method to identify new target markets (Lancaster and Stillman, 2002). Therefore, whilst these areas may be a source of growth, studying how Lebanese wines can be marketed to a diverse cultural and religious customer base presents a potential challenge for those in the industry.

As the Lebanese wine sector flourishes, it is only fitting to study the phenomena of consumer behaviour in the industry. Firstly, the wine industry is one of the few where Lebanon is a producer and exporter. In a country where the economy is based mostly on services and banking, the growth of the wine industry represents great economic importance (Anderson 2009). Current theories of consumer culture and consumption has shown that focusing on cultural intermediaries problematizes who counts as consumers' worthy of study (Smith Maguire, 2016). Based on this, there is importance

in understanding the intermediaries which create the stimulus, or the intermediaries which prevent stimulus, for consumption. Furthermore, there are certain cultural aspects of the Lebanese population (religion, gender, socio-economic status and the like) that could greatly affect consumer decisions to purchase Lebanese wines. One such example is that of Lebanese residents affiliated with different religions. People of different religions have different assumed consumer behaviours (Cleveland, Laroche, and Hallab, 2013). Alcohol use seems to be more common in Christians who tend to start drinking at a younger age (Bailey and Sood, 1993). People who belong to conservative religious groups tend not to engage in alcohol consumption. Indeed, previous research conducted in Malaysia illustrates that religiosity affects the purchase behaviour of Muslim consumers (Alam, Mohd, and Hisham, 2011). Religiosity is distinctly different from religion. Religiosity refers to a person's faith, or the creed he or she follows in life. Religion is a set of directions in accordance with certain religious roles and expectations (Cleveland, Laroche, and Hallab, 2013). Some research has made the claim that alcohol use or avoidance does not necessarily coincide strictly with religious beliefs (Ghandour, Karam, and Maalouf, 2009).

Researching the reason why members of new and existing target markets behave in a certain manner, therefore may lead to more successful market segmentation and ultimately more sales if products are developed to meet these market needs (Bruwer, Prayag, and Disegna, 2018). Understanding how Lebanon's cultural and religious diversity impacts consumer behaviour in the wine industry therefore forms the focus of this study.

1.1 Problem Statement

With the consumption of wine in Lebanon estimated to reach 6 million bottles, of which 2 million are imported from France, Italy, and Spain, at a value of US$12.6 million and 4 million bottles are produced locally in Lebanon (UVL, 2018), the subject of wine consumption is one of importance to the Lebanese economy. Lebanon produces 8 million bottles of wine per year, of which 4 million are exported to three main destinations: The United Kingdom (30.5%), France (15%), and the US (11.3%) which has a total value of around US$16.6 million (Saadeh and Mikhael, 2015). It is Lebanon's export which is in surplus and the light shining through the darker economic times that the country has been facing. The number of wineries in Lebanon has increased dramatically since the end of the Lebanese civil war, with forty-six Lebanese wineries, 24 of which are members of the Union Vinicole Du Liban (UVL) (Union Vinicole Du Liban, 2018).

Thus this research study endeavours to address the gap in the areas of Lebanese consumer behaviour, as it pertains to the purchase of Lebanese Wines, in as much as understanding the consumer behaviour that leads to wine purchase may aid marketing teams in creating more effective and efficient campaigns by focusing on a more direct target market. The impact of demographics and psychographics on consumption have been thoroughly researched in the consumer behaviour literature under various themes relevant to this study, such as country of product origin and consumption (Ahmed and d'Astous 1994), consumption as related to behavioural analysis (Foxall 2001), spirituality and consumer behaviour (Hill 2002) and Islam specifically and material consumption, (Jaafari and Suerdem 2012), lifestyle (Lawson and Todd 2002), consumption based on desired value perceptions (Overby, Woodruff and Gardial 2005),

and intentionality in consumer behaviour (Sigurdsson 2013). In terms of consumer behaviour as it specifically relates to the wine industry, research topics have varied, but include risk perception of wine drinking (Atkin and Thach, 2012), lifestyle choices (Bruwer and Li, 2007), ambient wine scent (Orth and Bourrain, 2005), health perceptions of wine (Chang, Thach and Olsen, 2016), country of wine origin (Sutthichaem, & Prasertsakul, 2015), and the quality of wine (Pappalardoet al, 2019) as factors affecting consumer behaviour in terms of wine. However, research relating to religiosity has not been explored, particularly in relation to wine consumption in countries like Lebanon, where significant cultural and religious diversity is prevalent. Furthermore, studies on wine consumption have typically been conducted in countries well-known for their wine production such as Australia (Divitta et al, 2019; Platania, and Santisi, 2016) rather than less well-known areas, such as those in the Middle East.

The research aims to enrich the understanding of a specific and sensitive combination of concepts, such as religiosity and consumer behaviour, that have been examined and analysed in the Lebanese context through earlier documents three and four of this DBA programme and which remain important factors in this fifth document. In addition, in terms of methodological contributions, there is a need for tools to measure religiosity, especially in a volatile region like the Middle East so as to understand further how potentially sensitive topics, like the religion and religiosity as they are explored in this study, can be researched. Consequently, this research aims to contribute to the methodological practices of a mixed approach to research that takes into account the socio-cultural realities of a country like Lebanon.

Theoretically, this research aims to explore that, in the context of Lebanon, the partial influence of religiosity on consumer behaviour towards non-alcoholic beverages

is a reality. Such a result in turn lends itself to a new theory of consumer behaviour that is specific to the cultural context of Lebanon: Religiosity partially influences the consumption behaviour of individuals with regard to food and drinks in the Lebanese context. If this is proven to be an influential factor in wine purchasing and consumption decisions, then, managerial and marketing practices in relation to food and beverage products will need to take into account the concept of religiosity in the commercialization of beverages in Lebanon. Likewise, when planning for food and beverage campaigns, geographical areas of high worship may be avoided, for example, as marketing sites since the observation may be that not only religiosity has an effect on consumption behaviour, but that if groups of similar people, with similar beliefs reside in specific geographical areas, than geographical location may also play a role in consumer behaviour and wine consumption.

The results of this research study may possibly benefit a number of stakeholders in the wine industry. One example is that of potential wine producers, including those who wish to enter the Lebanese market but have not yet made the final decision to sell their wines in Lebanon. These potential Lebanese wine producers may already have a product, but they do not sell them yet commercially, or they may be considering the purchase of a vineyard in order to begin production of Lebanese wine.

Local and international researchers who are interested in the areas of: marketing, consumer behaviour, market segmentation, consumer consumption, or/and psychographics may also benefit from the results of this study for their own academic or marketing research. Other potential stakeholders who may benefit from this study are the marketing departments of the above-mentioned members of the wine industry in addition to small wine retailers like 'mom and pop' stores or village super markets, who

may benefit from a greater understanding of how wines are consumed by their customers.

1.2 Research Development

The focus of this particular study develops the findings which emerged from previous documents prior to this thesis. Initially, at the start of the DBA programme, the focus of the study was to contribute to a better understanding of a total food quality model as a means for identifying the dimensions of consumers' quality perceptions of wine. However, during the course of writing document one (the initial study proposal) , and after many edits and conversations with the researcher's advisors, the study became more focused by exploring the demographic and psychographic variables that effect consumer behaviour, which lead to wine purchase in Lebanon.

Understanding consumer behaviour leads to more accurate market segmentation. Therefore, both marketers and retailers place significant effort in deciphering why and how consumers make certain purchasing decisions and how certain products can best be positioned to sell (Jaafari and Suerdem 2012). Although demographics and psychographics have been thoroughly researched in the literature on consumer behaviour in general (Ahmed &d'Astous 1994, Foxall 2001, Hill 2002, Jaafari and Suerdem 2012, Lewson and Todd 2002, Overby Woodruff and Gardial 2005, Sigurdsson 2013) and in the wine industry specifically (Atkin Novak and Garcia 2007, Barber Dodd and Ghiselli 2005, Bruwer Li and Reid 2002, Handley and Lockshin 1997) research regarding consumer behaviour in the Lebanese wine industry is minimal if not null. Despite this, literature on wine marketing over the last decade has recommended that wine makers and marketers reconsider the segmentation strategies of their products and search for new target markets of wine consumers (Baenen 2002, Gillespie 2005).

Avenues of market expansion can be related to demographics, psychographics, or a combination (Lancaster and Stillman 2002). Exploring how these variables, particularly religion, influences wine consumption is therefore the basis of the current research study. Given the abundance of wine on the global market (Penn 2004), and the number of regional wineries in Lebanon that sell their products locally and internationally (UniconVinicole du Liban, 2014), the lack of literature on consumer behaviour and Lebanese wines is surprising. Winemaking is a trade that has a history in Lebanon that dates back to more than 5000 years ago. Modern wine production dates back to the Jesuit monks in the Bekaa Valley (Capone et al., 2014). Currently, the wine industry is well-established in Lebanon and has an estimated value of $41m (Union Vinicole du Liban, 2014).

The country is a net exporter of wine to the UK, USA, Canada, France, and the UAE (Blominvest Bank, 2013). However, the wine is also very popular locally in Lebanon, and can easily be purchased in retail shops, specialized wine shops, HORECAs (largest annual meeting place for hospitality and food service industries), and through direct sales in the winery and wine bars. Furthermore, the researcher in her professional role has witnessed significant sales of Lebanese wines locally.

This is despite wine and other alcoholic drinks being perceived by many as a taboo product in the Middle East. For the purposes of this document, products that are controversial or taboo are defined by Wilson and West (1981) as socially sensitive products or 'unmentionables' that could possibly generate offense in relation to decency and morality. These controversial products are divided by De Run et al. (2010) and Fam et al. (2004) as items which can be addictive, such as alcohol and cigarettes, social/political products, gender/sex related products, and finally health and care

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products. Given this, alcohol is controversial or taboo for the purposes of the study as it is considered controversial because one of Lebanon's major religions specifically considers it to be forbidden, despite the strength of wine production and consumption in Lebanon. According to Diab (2006), religious classifications of modern Lebanon are: Druze, Muslim, and Christian. These 3 major religions are broken down into multiple sects, each of which has a specific set of doctrines and regulations for the community members to live by (Diab 2006). Lebanon has 18 official sects (Faour 2008). This particular study is set against a context where there is an Islamic ban on having alcoholic beverages, including wine (Mokhlis, 2009).

During the course of the DBA the researcher's personal experience as a marketing consultant also influenced the focus of the study. The researcher found that there were several stereotypes held by producers and consumers in terms of wine consumption. One such stereotype was a commonly held perception that wine consumers were connoisseurs and wine purchase was associated with 'prestige' shopping. However, as a result of earlier DBA documents, the researcher began to question this perception. Instead, religion appeared to be influencing decisions to purchase wine. This perception was particularly interesting given the Lebanese religious and cultural context. Furthermore, the researcher's role as a Lebanese Islamic female working as a consultant for both wineries and shops which sold Lebanese wine, led to further interest in how psychographic variables, specifically religiosity, influenced Lebanese wine sales. As a woman in Lebanon I was aware of a certain social prestige associated in drinking wine, and how the glass of wine at a social event was considered to be an essential accessory. However, although I work in the field, as an Islamic woman I was also heavily pressured not to partake in any alcoholic drinking, and doing

so would negatively impact the image family members and members of my community had of me. The consumption and production of wine in Lebanon therefore presents an interesting tension, particularly in relation to the religious context. Hence the focus of this document is to explore how various variables such as religiosity, religion, and other demographic and psychographic variables impact consumer behaviour as it relates to Lebanese wines. The study does this through a series of hypotheses developed from the literature review, the results of previous DBA documents (see section 1.3) and the researcher's professional knowledge of the sector where she works as a marketing consultant for the winery industry. This research therefore attempts to address the knowledge gap in the areas of consumer behaviour as it pertains to the purchase of Lebanese Wines, with a specific focus on the areas of religion versus religiosity as a factor in consumer behaviour. The expected results of the study will also contribute to the current theoretical knowledge of consumer behaviour in the Middle East and internationally, and has implications for current managerial and marketing practices by providing insights that will improve the marketing and sales decisions of Lebanese wineries.

1.3 Conceptual Framework Deduced From Previous Documents

The following conceptual framework was developed from the findings which emerged from earlier documents, three and four, of this DBA programme.
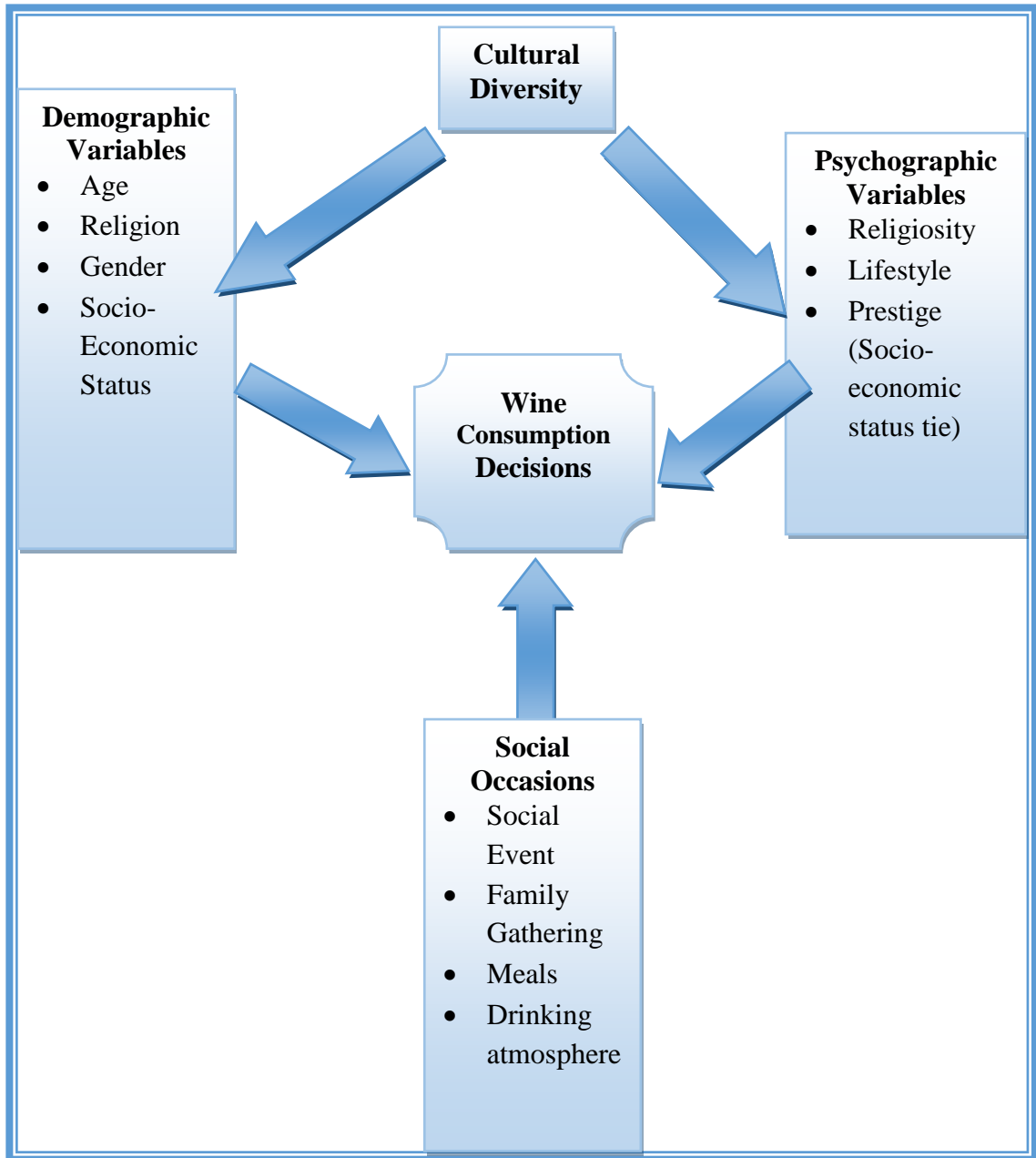
Figure 1: Conceptual Framework from Documents 3 and 4

1.3.1 Extension of Earlier Findings

The current study, document five, serves as an extension of the findings on Lebanese consumer behaviour in the wine market from the two previous studies which form part of the DBA. These documents focused on various demographic and psychographic variables that effect consumer behaviour when making Lebanese wine purchases.

While document three concentrated on the cultural experiences by exploring the information collected from several focus groups of Lebanese participants from different cultural settings, document four used a questionnaire created from the document three results to understand the way consumers behaved upon entering the place of purchase. Document 3 and document 4 both reflected the possibility that there was some variable in play other than religion which was a limiting factor in wine consumption. Thus, document four reflected variables directly related to each consumer's cultural background and the degree in which they differed with regard to various aspects of wine purchases. The culmination of these documents resulted in the current study in document five of this DBA programme.

1.4 Research Questions

The following research questions have emerged as a result of both the qualitative and quantitative studies conducted in documents three and four of this DBA. Those documents led the researcher to consider additional areas that seemed to have a role in consumer decision making, but required a more in depth investigation. This led to the focus on answering questions pertaining to the demographic and psychographic factors affecting wine consumption in Lebanon. Specifically, the impact of lifestyle, values, religion, and religiosity on Lebanese wine consumption.

Subsequently, the results of previous documents from the DBA programme played a large role in the evolution of this final document, including the reformation of the research hypotheses. These research questions reflect those hypotheses and act as a guide for the researcher in achieving the objectives of this study. RQ1 will therefore be addressed using the quantitative data and by testing the hypotheses stated in 1.5 and RQ2 will draw upon both the quantitative and qualitative interview data. These research questions are listed below:

1. To what extent do certain demographic, psychographic, and cultural factors affect wine consumption in Lebanon?

   a. Age

   b. Gender

   c. Religion

   d. Area of Residence

   e. Religiosity

   f. Health

2. What implications do the study's findings have for managerial and marketing practices in terms of Lebanese consumer behaviour for wines?

1.5 Statement of Hypotheses

The major hypotheses pertaining to the current research study are as follows:

H1: There is a significant relationship between certain demographic, psychographic, and cultural factors and wine consumption in Lebanon

H1.1: There is a significant correlation between age and wine consumption in Lebanon.

H1.2: There is no significant correlation between gender and wine consumption in Lebanon.

H1.3: There is no significant correlation between religion and wine consumption in Lebanon.

H1.3a: There is a significant relationship between the geographic region and wine consumption as opposed to religion.

H1.4: There is a significant relationship between a person's religiosity and the person's wine consumption; the existence of the first implies the elimination of the other.

H1.4a: There is a significant relationship between religiosity and age in so much as the older a consumer becomes in years of life, the more religious he or she may appear to be.

H1.5: There is a significant relationship between the less an individual knows about the health benefits of wine and the likeliness the individual has to consume it.

1.6 Structure of the Thesis

Chapter one. This initial chapter is divided into a brief introduction to the topic, including the explanation of the research problem, the purpose and the rationale used in developing the research study, research questions, and the hypotheses of the study. Additionally, chapter one includes the definitions of terms utilised throughout the chapters of this stud for clarification. Finally, a short summary of the chapters of the study are reported.

Chapter two. The second chapter of this research study is comprised of the literature review. This literature review was the premise upon which the methodology and the analysis of the data were based. It includes a history of consumer behaviour and approaches, market segmentation and wine consumption, a brief historical background of Lebanon and its cultural diversity, and theories on religion, gender, socio-economic class, social occasions, and health as they pertain to consumer behaviour and wine consumption. Chapter two focuses on placing the research study within the historical, theoretical, and academic context.

Chapter three. Chapter three describes the methodology used for the research. This includes a description of the design as well as the mixed methods used. The chapter also introduces the participants of the study and their demographic and psychographic backgrounds. The chapter explains the mixed methods analysis and discusses how validity and reliability were achieved. Additionally, it covers the ethical considerations taken into account when designing the research study.

Chapter four. Chapter four presents and explores the quantitative and qualitative results. These results are organised around the themes which emerged: age, youth, religion, religiosity, educational level, morals, and knowledge of the benefits of wine.

Chapter five. Chapter five concludes the thesis by discussing the results by exploring the relationships between these findings and the literature review. The chapter also addresses the research questions, hypotheses, and amends the previous conceptual framework. The contribution the study makes to theory and management practice is also explained. Limitations of the research are discussed and possibilities for future research are deliberated.

CHAPTER 2- LITERATURE REVIEW

The purpose of this chapter is to introduce the theoretical foundations of this research study. In this section, a brief overview of the literature focusing on consumer behaviour, demographics, psychographics, culture, and the Lebanese consumer is presented. Additionally, the literature pertaining to the specific variables, such as religion and religiosity, chosen for investigation within the Lebanese context is reviewed.

2.1 Defining Consumer Behaviour

Historically speaking, the field of consumer behaviour first emerged as a field of study during the 1960s. At that time, the first academics and scholars in the field attempted to investigate the workings of the consumer mind by applying theories from a variety of disciplines. As this field developed, the study of consumer behaviour became a sub-discipline of marketing. Some academics now regard consumer behaviour research as a discipline in its own right (Pachauri 2002).

There are a number of definitions for consumer behaviour, but perhaps one of the most well-known definitions is that provided by Hofstede (1997). This states that consumer behaviour is inseparable from consumer culture and is defined as "...the collective programming of the mind which distinguishes the members of one group or category of people from one another" (Hofstede 1997 p.5). Table 1 provides four definitions of consumer behaviour from a number of well-known researchers and authors in the field of marketing and consumer behaviour: Hofstede, Kotler and Keller, Schiffman and Kanuk, and Solomon. The research and writings of these authors have contributed to the large body of consumer behaviour literature and the researcher

considers their definitions as fundamental to the understanding of marketing from the consumer behaviour perspective.

Table 1: Definitions of Consumer Behaviour

"The collective programming of the mind which distinguishes the members of one group or category of people from another" **(Hofstede 1997, p. 5)**
" The study of how individuals , groups , and organisations select , buy , use , and dispose of goods, services, ideas, or experiences to satisfy their needs and wants" **(Kotler and Keller, 2009, p. 190)**
"The behaviour that consumers display in searching for, purchasing, using, evaluating, and disposing of products and services that they expect will satisfy their needs"**(Schiffman and Kanuk , 2007, p. 3)**
"The study of the processes involved when individuals or groups select, purchase, use or dispose of products, services, ideas or experiences to satisfy needs and desires" **(Solomon 2006, p. 6)**

Studies of consumer behaviour, which follow any of the above-mentioned definitions, are essentially studying different samples, groups, sub-groups, cultures, or variations in culture and how these variations may result in differences in purchases or consumption. Thus the study of consumer behaviour is concerned with understanding how a market will react to a product or service and is largely related to understanding the audience, or knowing the marketing segment well enough (Atkinson, 2003; Correa, 2009).

2.1.1 Approaches Related to Consumer Behaviour

There are a number of psychological approaches that may explain how a consumer behaves when making purchasing decisions (Koufaris, 2000; Luna and Gupta 2001; Murphy and Dweck, 2016; Stern, 2000). The first of these concern the etic and emic approaches (Luna and Gupta 2001). Etic approaches to consumer behaviour search for universal patterns or variables for application without taking into consideration the specifics of a group of consumers or a market segment. Researchers therefore analyse demographic and psychographic variables across cultures to compare large groups of consumers. Emic approaches do not try to compare groups of consumers in this way, rather they try to understand the psychology of the subject under observation in depth. An emic approach would then try to describe the consumer behaviour as richly as possible to better understand it (Luna and Gupta, 2001). Stewart (1994) refers to this approach as humanistic. He explains this approach as an exploration of introspective consumer behaviour at the individual level as opposed to exploring the generic consumer behaviour processes (Stewart, 1994).

Three equally relevant approaches for research were identified by Nataraajan and Bagozzi (1999). Firstly, cognitive approaches rely upon the assumption that the consumer is rational when making a decision, but such an assumption ignores the role, for example, emotions play when consumers make a purchasing decision (Schmitt, 1999). Secondly, adopting a similar perspective, other research examines the concept of 'volition'. This attempts to make sense of and address the gaps between what a consumer states as a purchase intention and what they may actually purchase in the end. This behaviour is studied by attempting to better understand volitional stages to decision making (Bagozzi and Dholaki, 1999). Thirdly, the acceptance of egoism in

marketing theory at the expense of altruism. According to Shwartz (1992), values are an abstract reflection of one's beliefs on desirability of a certain end state and guide one towards specific action. De Groot and Steg (2008) found that consumer behaviour motivated by egoism, or decisions based on wealth, authority and social power, is different from consumer behaviour motivated by altruistic values of social justice, equality, and world peace. Yadav (2016) expressed the need for more research that examines the influence of altruistic motives on consumer behaviours.

Research by Perugini et al. (1999) and Norman and Conner (1996) found that past behaviours also seem to greatly influence consumer choice in a number of studies, and therefore may be included into the mix of variables that act as key influences within consumer behaviour theory. In contrast. Bagozzi et al. (2002) proposed that instead of referring to past behavioural intentions, research should consider behavioural goals when discussing why a consumer makes purchase decisions. For example, research related to the health and diet aspects of consumer behaviour and decisions (Symmank et. al., 2017; Bagozzi et al., 2002).

So, in summation, there appears to be two general approaches to consumer behaviour, one is rational and the other irrational, and that the consumer is part of a complex system (Zhang and Benyoucef, 2016). The complexity of this system leads the consumer away from rational thought and to alternative theories in terms of how to behave. The theory of 'Economic Man' is a preliminary theory of consumer behaviour research. Consumer behaviour researchers initially considered 'man', or the consumer, as entirely rational and self-interested (Carrington, Zwick, and Neville, 2016; De Peyrelongue, Masclef, and Guillard, 2017; Posner, 1997). Under such a belief purchasing decisions are mostly based on the maximisation of utility whilst expending

the minimum effort. This type of completely rational economic behaviour would require that consumers be aware of every available consumption option, be capable of correctly rating each alternative and be available to select the optimum course of action (Bray, 2008).

In today's modern marketing world this is no longer seen as a realistic or entirely applicable theory of consumer behaviour or even human decision making. Today it is not possible to say that the 'economic man' theory explains behaviour unless you can be sure, and rarely is that true, that consumers have sufficient information, motivation or time to take rational decisions. This theory also neglects those actions that are taken on impulse due to less rational influences such as purchases related to social relationships and values, or items which reflect their identities or emotions (Simon 1997). Moreover, the reality can often be that consumers are typically defined as those buyers who seek satisfactory choices, as opposed to the optimum ones (Milner and Rosentreich, 2013).

According to Hawkins and Mothersbraugh (2010), consumers often act based on their particular requirements, cravings, familiarities and expectations. As such, it is beneficial for those in the field of marketing to explore the individual consumer characteristics that may affect how consumers behave. These include physiological and psychological traits, learning and knowledge and expectations (Turnball and Matisoo-Smith, 2002; Bray, 2008; Hawkins and Mothersbraugh, 2010). One such example can be found in the work of Esalas, Moore, and Britton (2004), which illustrated that there are people who are more emotional that others, they have an inclination towards emotion. This is known as "affect intensity".

The psychodynamic approach, which is Freudian in nature and has its roots in psychology, claims the behaviour of consumers is biologically influenced via natural

instincts or physical drives that are not within the control or realm of conscious thought (Arnold *et al.* 1991). Freudian theories of psychology refer to the three facets of the psyche as per Freud: the Id, the Ego and the Superego (Freud 1923).Other psychologists of psychodynamics identified different drivers with the foremost principle being biological drivers, as opposed to individual cognition, or external and environmental variables, like the physical properties of the store or the setup of the product, or the advertisement (Ribeaux and Poppleton 1978).

Throughout the subsequent decades of behaviour research, the role of internal human thought processes led to more cognitive theories emerging with a new branch of behaviourism known as 'Cognitive Behaviourism'. Cognitive behaviourism makes the claim that all intrapersonal cognitive events, thoughts, and processes are causative and the primary irreducible determinants of overt behaviour (Hillner 1984).It is now widely recognised that behaviourism is one aspect of a variety of explanations (Stewart 1994). Behaviourism does not adequately explain the vast variety of human responses to a number of stimuli nor does it explain the variety of human responses to almost identical stimuli.

The cognitive approach to analysing human behaviour attributes specific behaviour to intrapersonal cognition. Although the cognitive approach is quite different from classical behaviourism, it does allow for the influential role of external variables, social experiences, and environments on behaviour in that they are considered to be informational inputs. Hence the individual within a cognitive approach is considered to be an 'information processor" that takes these inputs, among other things, and considers them in order to come aid in the internal decision making (Stewart 1994). In the case of consumer behaviour this is related to the decision making process of the consumer.

While there are many distinct sub sections of cognitive psychology, they tend to share an interest in the exploration and analysis of structures and processes of the mind that act as variables, or the go between, between a set of stimuli and the resulting responses (Khlstrom 1987). Within a more contemporary cognitive psychology setting, a wide range of factors have been classified as fundamental to these intrapersonal processes including, but not limited to: perception, learning, memory, thinking, emotion, and motivation (Sternberg 1996). Such lists, however incomplete, outline the complexity and multiplicity of subjects and variables inherent with this approach.

Early Stimulus-Organism-Response models suggested a linear relationship between the three stages. In these models environmental and social stimuli were believed to act as external antecedents to the organism. In the case of a consumer, such models assume that variables effect a consumer who is both inactive and unprepared (Eysenck and Keane 2000). This suggests that consumers may purchase things because they are stimulated by something unexpected.

More recent theories of consumer behaviour therefore, acknowledge that decision-making is conducted by an 'irrational' active consumer who may have a variety of differing past experiences that can influence what they are seeking to purchase. Consumers may also seek out constant information relating to their purchase (Groome et al. 1999), leading to depictions of consumer decision making as being circular in fashion (Peter et al, 2008), or as a Venn diagram(Jacoby 2002) rather than a set of clear stages (Engel et al,1991).

Foxall (1990) is well-known for his identification of four principle strengths of cognitivism that explain consumer behaviour. The first of these is common-sense explanations of everyday discourse leading to naturally more attractive explanations of

everyday behaviours such as purchasing and consuming. The second is the consumer's ability to describe experiences in relation to their attitudes, beliefs, desires, needs and motives which guarantees that an explanation will result in similar terms as the description of the explanation. The third is a measure of unity and consensus within a novice field. Finally, "the extensive use made by other social science and humanity disciplines of cognitive explanation has assisted the conceptual development of this line of consumer research by making possible the borrowing of theoretical and methodological inputs" (Foxall, 1990 p.18). Cognitivism is also capable of explaining multifaceted behaviours, a well-known weakness of the behavioural perspectives where ascertaining the contingencies that control response is near impossible (Foxall 1990).

There are criticisms to the cognitive theoretical approach of human behaviour study. Foxall (1990) comments that the cognitive approach is heavily dependent on the use of unobservable explanatory variables which cannot be measured, evaluated, or investigated empirically. Additionally, although many cognitive theories assume that the consumer is rational, discerning, logical, and active in decision-making, but such assumptions do not always appear to be validated by the research and various writers have questioned such assumptions (Bozinoff 1982, Schiffman and Kanuk 2007).

Cognitive models provide a framework of the key elements that explain the behaviour of consumers and categorize a variety of variables and broad relationships between factors that possibly effect consumer behaviour. Typically, cognitive models follow a traditional five-step classification: outlining problem recognition, information search, alternative evaluation, choice, and outcome evaluation as the principle phases in consumer decision making processes (Schiffman and Kanuk 2007).

According to Ajzen (1985), the Theory of Reasoned Action and the Theory of Planned Behaviour are two prescriptive models of cognition. Prescriptive models include the order in which elements should appear and prescribe the effect that should be observed given certain causal factors. As such, they promise to be useful to practitioners who can 'measure' what stimuli should be modified or emphasised to attract a certain consumer response (Ajzen 1985). Thus when putting together a marketing plan to promote a product or service, these stimuli are those targeted to increase purchase or consumption of the marketed item.

The Theory of Planned Behaviour is an extension of the Theory of Reasoned Action. The Theory of Reasoned action attempts to address the seeming over reliance on intentions to predict behaviours. In the Theory of Perceived Behaviour, a mixture of attitude, subjective norms, and perceived behavioural control variables controls intention. Actual behaviour is derived largely from behavioural intention, but is mediated to some degree by perceived behavioural control (Ajzen 2006). Empirical research has found that the Theory of Perceived Behaviour has greatly improved predictive ability in consumer behaviour (Beck et al, 1991).

The predictive ability of these models relies on the researcher's ability to accurately identify and evaluate every relevant attribute that may be considered by the consumer. The models depend on the assumption that the consumer goes through a comprehensive cognitive processing prior to purchase behaviour, an assumption that is challenged by other approaches to consumer behaviour (Ajzen 2006). This reliance on cognition seems to neglect purchasing influences that may result from emotion, spontaneity, habit or because of cravings (Hale et al. 2002). Furthermore, they have been widely applied in Western cultures, but research has not clearly shown that the

assumptions underpinning them are appropriate for use in other cultures (Solomon 2006).

Arnould and Thompson (2005) developed the Consumer Culture Theory (CCT) in response to the rise of cultural influences on consumption. This concept analyses the influence of socio-cultural, experiential, symbolic and ideological aspects on consumption. This theory assumes that the consumer is active in the relationship with the commercial world.

The CCT makes advances in the knowledge of consumer behaviour by shedding light on socio-cultural processes and structures related to: sociology and the history of consumer behaviour (this concerns social and institutional structures that systematically influence consumption such as class, community, ethnicity, gender) and the influence of mass media and how consumers interpret these (Hirschman, 1998). There are a number of approaches to how a consumer may make their purchasing decision. Regardless of whether these consumer behaviours are irrational or rational, other factors may also influence purchasing decisions. Traditionally, these are known as demographic and psychographic variables. CCT researchers therefore view culture as a consistent system of mutually shared meanings, lifestyles, and values within a society (e.g., American culture; Lebanese culture; Japanese culture). CCT also explores the diverse meanings and the multiplicity of cultural groupings within a socio-historic frame of globalization (Arnould and Thompson 2005). Therefore, one can state that consumer culture signifies relationships between populations within a subset of 'culture' within various groups and society, nations, and social resources, and how these translate through various markets (Askegaard 2015). For these reasons, the study therefore adopts the CCT model to frame the research.

Consequently, the collection of demographic data may offer insight to better comprehend consumers of specific products as described by their age, sex, education, etc. and the collection of psychographics focus on why consumers desire, or do not desire, specific products as opposed to others (Solomon, 2006). Psychographic data is quite vast and provides marketing managers with a breadth and depth of insight on lifestyles of the consumers who desire a particular product or service (Wells, 1975). In order to better comprehend the consumption behaviour of consumers, as well as the methods by which they evaluate the consumption experience, it is essential to consider both consumer demographics and psychographic variables such as attitudes towards specific products (Solomon 2006).

In relation to this study, purchase decisions may involve an evaluation of the country of origin, such as where the wine was produced. A consumer's views of a product's country of origin is likely to be influenced by things like the individual's demographic and psychographic profile such as lifestyle choices and culture and will have a different level of influence depending, for instance, on where that person lives(Szolnoki et al, 2018). Research on the influence of cultural variables by Monga and John (2007) measured the influence of the cultural characteristics of individuals on brand extensions. The study showed that societies in the East, especially those in Asia, oriented to the context as a whole while Western societies showed a more objective mode of thinking. Thus country of origin, or culture, is a relevant aspect of consumer behaviour (Monga andJohn, 2007).

These studies show that the thought process, country of origin, and the cultural context in which the consumer lives or has been born into, act as possible driving forces

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in explaining differences in consumer behaviour and purchasing decisions. Deleersnyder, Et al (2009) analysed that the quantification of cultural changes according to various socio-economic values, and other specific variations among thirty-seven cultures, in terms of marketing and consumer behaviour. They found that persuasive messages in marketing and advertising are more effective if they are compatible with the values corresponding to the consumer's culture. In other words, those looking to influence consumer behaviour, must understand the psychographic and demographic variables of the consumer, including the culture of the country of origin of the consumer. Consequently, the psychographic and demographic variables need to be placed into context of the country of origin for their impact to be relevantly understood.

In summary, this section reviewed the theories and approaches in consumer behaviour in an attempt to better understand how the consumer thinks, and what leads to consumption or non-consumption of a product. The literature illustrates that there is an individualized aspect to consumer behaviour, but that there is also a large part of the decision making process which relates to culture, experiences, beliefs, and the like when making purchases. Therefore, those in the field should have a strong understanding of their target consumer in order to better persuade the consumer to make a specific purchase.

2.2 Wine Consumption and the Lebanese Context

Understanding who is buying a product allows producers to analyse the target consumers and their needs. This analysis is essential in order to better focus marketing promotions on the crucial factors in consumer decision making, or consumer behaviour (Tach and Olsen 2006). Thus, efficiently allocating marketing and advertising resources, budgets while better fulfilling consumer wants, and needs happens when

consumer behaviour is understood. Therefore, a significant effort is made on the part of those involved in the marketing process to decipher the 'why and the how' behind consumers' purchasing decisions (Jaafari and Suerdem 2012; Tach and Olsen 2006). These studies suggest therefore that wine consumption reflects the needs of a particular consumer, or consumer lifestyle (Brunner and Siegrist 2011).

2.2.1 Wine Consumption

Previous studies have tended to look at aspects of wine like quality, and production, but very few have investigated consumer behaviour from a Middle Eastern cultural aspect. In fact, consumer behaviour on wine focuses on aspects of wine as purchase motivation or demotivation. On such example is a study by Dubrow (1992) found that wine consumption is based on 5 specific motivations for purchasing wine: those who buy wine because they like the taste, those who buy wine to relax, those who crave something light, natural and healthy to drink, those who buy wine to socialize and those who buy wine to be stylish. Dubrow's study explains how people view wine as a part of their lifestyle, this emphasises the importance of understanding psychographic factors, when considering wine consumption. Furthermore, a study by Thach and Olsen (2004) found that there are five types of US wine drinkers. Consumers who are relaxed, interested in dining ambiance, seeking fun or entertainment or social aspiration. Bruwer and Li (2007) also observed five themes for wine consumption however they are different in grouping:

1. Conservative: These are older consumers of wines who are not only knowledgeable about wine, but display the traits of a wine connoisseur;

2. Enjoyment: This is the social wine consumer, younger and probably female, who drinks during the weekends or when out with friends;

3. Basic: This consumer enjoys a glass of wine but is not really very into, or very involved in wine;

4. Mature; This is the time-rich consumer. Most likely this consumer has plenty of free time and is probably retired, and has plenty of time to learn about wine;

5. Young Professional: This wine consumer is probably a professional, career oriented person, who most likely drinks wine in a professional setting or as part of business activities.

There are a number of studies that consider consumer behaviour for wine consumption in the Western World and in Europe, but very few studies explore wine consumption in Lebanon or attempt to paint a realistic picture of the variables that affect consumer decision making when it comes to alcohol in general, and wine specifically. This study attempts to fill that gap in the literature. However, in order to better understand the Lebanese wine consumer, one requires an understanding of the Lebanese environment in so much as it relates to the consumer consumption of wine.

2.3 Background of Lebanon

As this study is set in Lebanon, and explores how wine is consumed in the region, it is important to understand the context in which Lebanese consumers, wine producers, and those who market this product, find themselves. This is of particular significance since consumer behaviour is influenced by lifestyle, demographics, and culture which greatly vary throughout the Lebanese territory and between Lebanon and other countries in the region and abroad.

At the end of World War I Lebanon was placed under French mandate from 1920-1943. In 1943 Lebanon achieved its independence. From 1943 until the early seventies Lebanon became the Middle East's quintessential vacation spot, international

marketplace, and premier financial centre. Lebanon, up until the late 70s, was an educational centre, a sought-after vacation and tourist destination, and an example of how people of different cultural and religious backgrounds could live in coexistence regardless of national origins (Daher 2007; Kanso 2005).

The year 1975 marked the onset of a proceeding fifteen years of continuous civil war and unrest in Lebanon. This period of strife and unrest for the Lebanese continued until 1990 and was coupled with the Israeli occupation of South Lebanon which lasted until May 2000 (Fisk, 2001). This time was not only a period of loss for the Lebanese citizens in terms of fatalities because of war, but it was also a dead period for the Lebanese economy(Daher 2007). Prior to the Lebanese civil war, it is estimated that over 2.4 million tourists visited Beirut annually. Most of these tourists were attracted to the city because of Lebanon's natural scenery, tropical climate, and its infamous night life. However, during the civil war years, the Lebanese business sector, industrial sector, and services sector were suddenly paralyzed in the most unexpected and shocking of ways (Daher 2007; Kanso 2005; Ladki and Dah 1997). In the period from 1995-2007, one hundred and twenty-three tourist attacks took place in Lebanon, among these the assassination of the Prime Minister, Rafiq el Harriri (Hamadeh, & Bassil,2017). The political unrest also led to the immigration of a great number of Lebanese to America, Canada, Australia, Africa, the Arab Emirates, France and other European destinations (Daher 2007).

After 2007, things began to improve in Lebanon, with tourism arrivals at 2.168 million in 2010. This number drastically plunged to 1.366 million in 2012 due to strife and violence in Syria which had grave repercussions on the Lebanese and their economy, including their tourism (BankMed, 2013). The combination of an unstable

economy, a flimsy political state, and a diverse Lebanese population coupled with refugees from Iraq, Palestine, and Syria resulted in a downturn in consumer consumption. According to a study by Chbeir and Mikhael (2019) the Lebanese situation in 2018 resulted in a curb of both local and foreign wine consumption.

2.4 Cultural Diversity in Lebanon: Demographic & Psychographic Differences

Consumers make multiple purchasing decisions on a daily basis, and that is the focus of the marketing departments worldwide. Marketers attempt to understand that stimulus that causes consumers to consume. Culture, social, personal, and psychological characteristics play a large role in consumer purchase (Kotler and Armstrong, 2012). Based on the research studies in documents 3, and 4 of this DBA, the document 5 methodology took into account variables that had been deemed relevant in the Lebanese context. These selected variables are discussed in the sections below in terms of previous studies in consumer behaviour and wine consumption.

2.4.1 Religion

The value systems, beliefs, ethics, and personal identity of many people are strongly influenced by people's religious beliefs (Muhamad, 2009). These traits are also traits which have great consumption implications for marketers. Having a religion, even if that religion is atheism, provides people with a code of conduct or behavioural guide (Delener 1994). It should be noted that there is a great difference between religion and religiosity which is a focus of this study.

Religion particularly refers to a creed, or specific denomination or religious faith (Muhamad, 2009). Religiosity refers to how strongly a person's religion affects the person's life. An aspect of consumer behaviour related to religiosity concerns food purchases such as Halal or Kosher products, vegetarian food and alcohol. Religion may

also affect consumer behaviour in relation to fashion and what, for example women can wear, as well as housing and entertainment purchases (Terpstra & David 1991). Muhammad (2009) made a distinction between religious and religiosity and stated that religion was an important aspect of one's shopping orientation but was more than often ignored. Thus calling for more research into religion and religiosity in consumer behaviour.

A consumer's religious affiliation is the particular religious category (Ellison, Gay & Glass, 1989), and the coinciding religious community, which he or she has been integrated into (Ellison et. al. 1989). In the case of Lebanon, a citizen is born into a specific religious affiliation making these religious groupings of people a part of the system of the society. People from one affiliation view those of the same affiliation as partaking in a cognitive system of beliefs which are similar to their own. The same can be said of the groups' morals, expectations and general behaviour or actions (Hirschman, 1998).

Historically, Lebanon has continually divided itself along religious lines. This is still partially true today in modern Lebanon not only geographically, but both socially and politically as well (Fisk, 2001). According to Diab (2006) academics typically classify the various multi-sectarian groups within Lebanon into three major groups: Druze, Muslim, and Christian. Likewise, scholars also break these general groups down into their more specific religious sects. In most cases these are frequently broken down into six main religious sects. Of these sects, it is interesting to note that each of these sects have their own unique set of doctrines and regulations for members of the religious community to adhere to (Diab 2006). One well known religious regulation that is especially important to the investigation of this document is the Islamic ban on

having alcoholic beverages, including wine (Mokhlis, 2009). According to Mustafar and Borhan (2013), the Islamic religion attempts to provide a set of rules for a complete way of life, thereby attempting to guide human actions, and thus consumer behaviour. This level of control is an attempt of those who follow this faith to achieve prosperity, peace and happiness in this world and hereafter. For those particularly religious Druze society members, there is also a ban on alcoholic beverages as the Druze population considers itself to be a sub sect of Islam. While the Judeo-Christian religions do not ban alcohol, they do not seek to enforce consumption. In the Christian sense, the wine used during mass, referenced in mass as the blood of Christ, is a totally different consumption concept than that of the consumer at the supermarket.

The gap in the literature does not stop at wine consumption, rather there seems to be a gap in academic studies pertaining to alcohol and the extent which religion and religiosity plays a role in consumption.

2.4.2 Religiosity, Religion and Consumption

Religion and religiosity are an element of society and culture that may affect the lives of both believers and non-believers in a number of ways. D'Allport and Ross (1967) identified religiosity as either intrinsic or extrinsic. For the use of religiosity in this study, the researcher relied on the intrinsic definition of religiosity. As such a person who has intrinsic religiosity internalizes the total creed of the organized religion that he or she follows. This is then used as a map on how to harmonize the aspects of the world they live in with what religion specifies as the path to an afterlife. Thus intrinsic religiosity becomes a master motivation in life. Religiosity is associated with directing a person's life in accordance with religious expectations and differs from religion as religion is concerned with a particular faith or creed (Cleveland et al, 2013).

Religious belief is therefore a significant factor in influencing consumption behaviour because it provides 'rules' in terms of what is acceptable and what is not (Muhamad 2009). Furthermore, religiosity, which is how strongly one's religion affects their lives represents an inherent human value which tends to be stable over a fairly long period of time, and many elements of religiosity are observable, such as a hijab, and therefore of pragmatic value to marketers. If religion is a marked identity, but the aspects of religion that consumers perceive as supernatural and sacred are not followed or adhered to (Johnstone, 1975), then one's adherence to the doctrines is religiosity as opposed to religion (Mokhlis, 2009).

Religion and religiosity can influence cultural dimensions of societies where religion serves as a key pillar in society and sets the dimensions for norms. Religion and religiosity are not an aspect of culture that the marketer may ignore, instead they are variables that are essential in understanding consumers (Kim et al., 2004) yet research which explores the influence of this on consumption is limited (Cleveland et al, 2013). Religious values and beliefs are known to affect human behaviour, while religious traditions play an influential role in people's life transitions, values, and creating public opinion on social issues since social issues can include the consumption of certain foods and drink (Muhamad 2009; Delener 1994; Terpstra & David 1991). What these values and beliefs are and how they impact consumption decisions vary between various faiths (Ellison, Gay & Glass, 1989).

Differences in religious affiliations therefore tend to influence the way people live, the choices they make, what they eat, and whom they associate with (Muhamad 2009; Delener 1994; Terpstra & David 1991). According to Heiman and Zilberman (2017) religions, and other systems of beliefs, provide specific guidelines about what

members of those systems can drink, eat, and how these should be processed. Heiman and Zilberman (2017) find that these rules and regulations become more binding as the intensity of the religious beliefs increases. This intensity of beliefs, is what this study refers to as religiosity. One study by Isralowitz and Reznik (2015) found that religiosity for example had a positive impact on minimizing the use of alcohol in the participants of the study. The influence of religion and religiosity may relate itself not only through the avoidance of alcohol, but also in for example Kosher or Halal products, vegetarian food, clothing and levels of modesty in clothing, or hair coverings (like a hijab) and sustainable consumption (Pollan, 2006; Mumuni et al., 2018) . It would seem that obtaining an in-depth understanding of the dominant religion and its effect on consumer behaviour would be essential to an intimate understanding of consumer choice in a particular context. Religion also represents a potentially significant element in many, if not all, the problem-solving and decision-making phases of consumption. Limited studies have shown for example that religious leaders can directly and indirectly influence consumption behaviours by convincing members that consuming certain products may lead to negative consequences (Garay and Quintero et al., 2018). Similarly religiosity has been shown to greatly influence consumer perception of advertisements, whereby consumers with high intensity of religious belief show higher levels of being offended by the advertisement of controversial products when compared to their less-religious counterparts (Fam et al. 2004).

So whilst there are some studies which explore how religion would appear to influence consumer decision-making, there is a lack of research which explores this in detail, particularly in relation to taboo products like alcohol (Cleveland et al., 2013; Engelland, 2014) leading to a call for more research in this area (Casidy and Arli, 2018)

Hirschman (1983) ventured three possible reasons to explain why religion per se has not been adequately examined in the consumer behaviour literature and whilst an old study, the reasons are still relevant. The first reason for the slow development of literature in this area is the possibility that consumer researchers are unaware of the possible links between religion and consumption patterns. The second reason is a perceived prejudice, or sensitivity, in going against "religion" within the research community, so controversial research is often taboo or sensitive or considered aggressive or prejudiced; religion affects the lives of its followers on many levels, often influencing consumer consumption patterns and perception of brands and products making it a complex area to study (Fam,Waller, and Erdogan 2004). Indeed, Sood and Nasu (1995) believe that the effects of religion on consumer behaviour depend on the nature of individuals, the degree of religious involvement, or the importance of religion in their lives. This led them to conclude that religion is strongly personal in itself (Mokhlis, 2009) and consequently constitutes, according to Magill (1992), a basis for the interpretation of the ethical character and values of an individual (Vitell et al., 2005), which adds to the complexity of the area of study.

This study therefore aims to address the lack of research which explores the impact religion and religiosity has on consumer behaviour by demonstrating how both religion and the intensity of religious belief (religiosity) affect alcohol, specifically wine, consumption in the Lebanese market.

2.4.3 Gender

While it is true that the Lebanon differs from Arab countries in the region in terms of women's rights, there is still great discrepancy in the treatment of men and women (Abou Chedid,2007). According to Lebanese law, Lebanese women are not

allowed to travel outside the country without their husbands' permission, and cannot pass on their Lebanese nationality to their children. If a Lebanese woman marries, for example, an American man, her children will not be Lebanese citizens (IRIN 2008).

Gender, or specifically gender role attributes, is a demographic which may interact with other socio-demographic variables (Abou Chedid 2007), consequently influencing consumption. Some of these variables could be occupation (Burt and Scott 2002) income, social class, ideology, and age (Baxter and Kane 1995; Harris and Firestone 1998; Zou 1997) and religion or religiosity (Wilcox and Jelen 1991; Haddad 1994). These are all attributes that could possibly affect a woman's purchasing behaviour.

Studies in the West have shown, for instance, that women tend to hold more egalitarian views than men (Blee and Tickamyer,1995) while a study by Abou Chedid (2007) found that men and women at university equally held egalitarian views of the role of women. This may mean that in Lebanon, a more educated woman might be more open to female drinking.

A study on alcohol consumption in Lebanon by the World Health Organization (2011) found that two-thirds of the female population in the sample had absolutely abstained from alcohol or had gone twelve months or longer without an alcoholic drink, as comparted to half of the males sampled. This does not mean that women do not drink, but that of the people who listed themselves as abstainers, a greater percentage were women. This implies that there are potentially differences between female and male alcohol purchasing behaviours.

Considering wine consumption more generally, Lianne (2005) found that females are the new niche in the Western wine market. Other studies suggest that

different alcoholic products are believed to be gender specific and that consumers make their decisions based on the feminine or masculine perceptions of the products (Hall et al., 2000). Accordingly, research has shown that wine is typically perceived as a feminine drink specifically with more mature age groups of women (Spawton 1989, 1990).

2.4.4 Socio-Economic Class

Social class and economic status, or the need to create a socio-economic impression, are often important factors in consumer behaviour. In a study of wine drinking and segmentation in China, for example, the researchers found participants believed that drinking wine creates a good social image, that people who drink wine have good taste and that wine is expensive (Liu and Murphy 2007). Similarly, Nicholson (1990) revealed that wine consumption reflects a person's status and a study by Hall et al.(2000) established that consumer behaviour towards wine related to a need to impress others.

2.4.5 Social Occasions

Anthropologists refer to food as an integral part of understanding cultures (Levi-Strauss 1969). This may be because beverages and food are socially facilitating, chiefly if they are part of a ceremony or ritual or tradition (Wallendorf and Arnould 1991) such as the Lebanese "Cheese and Wine" tradition. Courtis (2014) also found that in the Lebanese culture the role and place of food and drink has an important relationship that remains with the Lebanese who immigrate to Western countries. More recently the U.K. has developed a market where wine has become an integral part of food culture (Keys, 2009; Ritchie, 2009).

2.4.6 Age

As consumers grow older their purchase preferences change. Consumer purchases are also related to the stage of the family life cycle of the consumer. The life cycle stages are related to the events and demographics that take place over the years of one's life (Kotler and Armstrong, 2012).

2.5 Conceptual Framework Derived From the Literature Review

The following conceptual framework is derived from the literature review and has been influenced by earlier DBA documents 3 and 4. Figure 2 provides the conceptual framework for this study by showing how, according to the literature, key demographic and psychographic variables appear to have the greatest influence on wine consumption in the Lebanese context.

Figure 2: Conceptual Framework
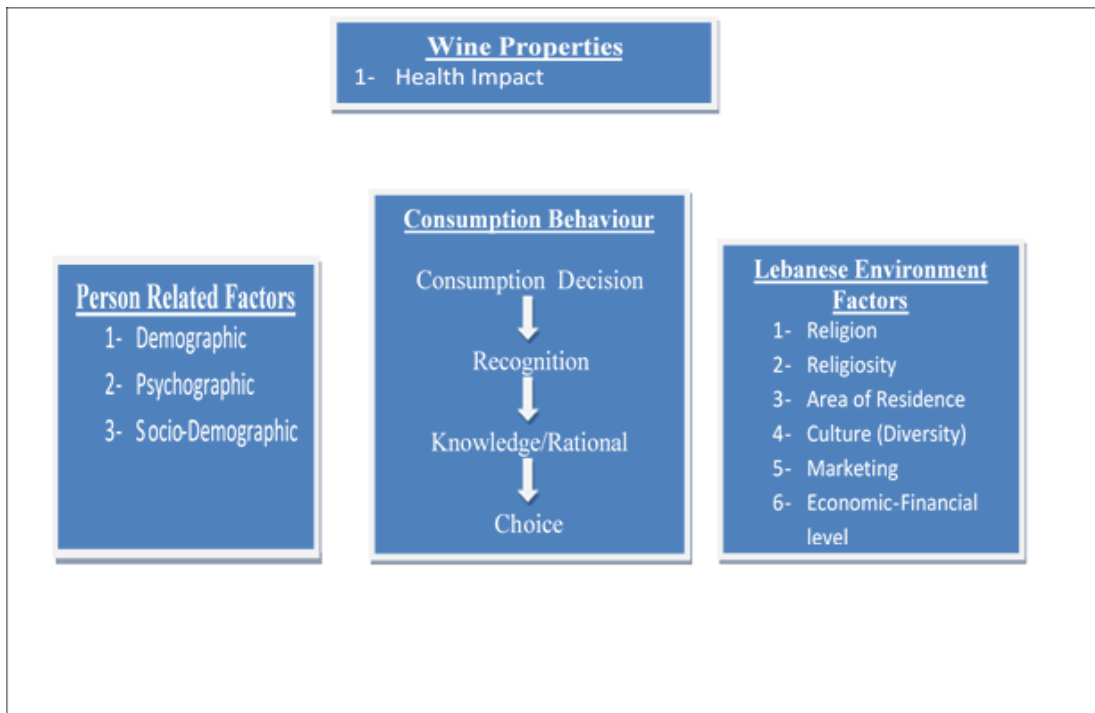
In conclusion, the literature on consumer behaviour, wine consumption, the Lebanese context, and current wine research, has led the researcher to suggest a possible set of variables which may affect the Lebanese wine consumer. This research study attempts to investigate these variables (see the section on research questions and hypothesis in chapter 1 page 12) individually and in combination with one another to better understand the consumer behaviour of Lebanese citizens' local wine consumption. Chapter three of this study provides the details of the methodology of the empirical portion of the investigation.

CHAPTER 3- RESEARCH METHODOLOGY

This chapter explains the methodology used in this study of Lebanese wine consumers from different regions across Lebanon. Given the objectives of the study, a pragmatist approach was applied. The researcher interviewed wine producers in the field, and then formulated a survey to collect data from consumers that allowed for the researcher to make inferences based on the quantitative analysis of the data. Interview data was also gathered from consumers. This chapter describes the participants of the study and sampling methods used, the overall research methodology, ethical considerations, the pilot study, and data collection instruments.

3.1 Research Approach

To adopt a qualitative or quantitative approach to this research study was one of the questions that the researcher struggled with when contemplating a research design. Literature on research design and methodology is confusing at best. Quantitative researchers criticise qualitative studies because they may be unrepresentative, impressionistic, idealistic, and biased (Bell, 2005; Krippendorff and Bock, 2008). Likewise, qualitative researchers may attack a quantitative research study for being superficial or lacking in validity (Fry, Chantavanich, and Chantavanich 1981). The dilemma of choosing a methodological stance is further compounded by the fact that there are relevant arguments for both qualitative and quantitative studies in consumer behaviour (Field, 2017; Langkos, 2014; Rousseau 1990).

In the 1920s a group of philosophers, known as the Vienna Circle, developed the philosophy of logical positivism, typically associated with quantitative studies. These first positivists had a goal to explain and predict while identifying causality in their studies. They not only depended on formal logic, but placed great importance on

statistical analysis (Hudson & Ozanne 1988). Thus, principles pertaining to positivist approaches to research are dependent on observations which both lead to statistical analysis and which are quantifiable. Positivist research is based on a deductive approach that is focused on observables elements and facts and testing theory (Hunt 2001). Due to the nature of business, and business studies, positivism is a fitting approach to provide information on the nature of relationships within the realm of business (Hunt, 2001; Hudson & Ozanne 1988). The researcher was interested in testing to see if the wine purchasing theories based on consumer behaviour and popularly held by those in the field, truly applied to the unique context of a culturally diverse market such as Lebanon. Specifically, if variables such as religion, religiosity, geographical location, health knowledge, age and socio-economic levels actually played a role on the purchase of Lebanese wines. Given this, the study adopted a pragmatist approach as it used quantitative methods as the main data collection tool. However, following Cohen et al. (2007), the quantitative portion was also supplemented with qualitative data via a small number of interviews with wine producers and a select group of consumers.

The pragmatist approach is that most commonly associated with mixed methods research (Teddlie & Tashakkori, 2009), while this is not the sole approach associated with mixed methods, it is that which offers an alternative worldview to those of positivism/post-positivism and constructivism and focuses on the problem to be researched and the consequences of the research (Brewer & Hunter,1989; Creswell & Plano Clark, 2007,; Miller, 2006). Pragmatism is also driven by the research problem and supports the view that it is possible to have multiple realities that can be explored via empirical research (Kaushik and Walsh 2019). This research therefore follows a pragmatist research philosophy which adopts a mixed methods approach that seeks to

take advantage of both the quantitative and qualitative methods in order to gain a greater understanding of the issue (Creswell & Plano Clark, 2007).

According to Chbeir and Mikhael (2019) there are a total of forty-six wine producers in Lebanon. They range in scale from small to medium to large and major producers of Lebanese wine, however, only twenty-four of these are members of the 'Union Vinicole du Liban' (UVL), the official association of Lebanese wine producers. To select participants for the qualitative portion of this DBA, purposive sampling was applied. Purposive sampling is a non-probability sampling techniques. Participants were selected because of their knowledge, associations, and expertise regarding the research subject (Freedman et al., 2007), in this case the members of the UVL. Within this context, the twenty-four members of the UVL were contacted, however only eight agreed to participate in this portion of the study.

Of the twenty-four, the number of companies who agreed to allow the marketing head or production management head meet with the researcher, eight in total, was relatively small. Therefore, surveying a small sample of the wine producers to gather quantitative statistical data was not feasible. Instead the researcher selected to interview these eight of them to search for common reoccurring themes related to consumer behaviour towards Lebanese wines. The interview results of the wine producers, along with the previous literature, set the themes for the consumer survey and, later, the consumer interviews.

The consumer interviews provided additional insight as to the answers of the participants in terms of the variables being tested. Participants who agreed to complete the survey, were asked if they wished to partake in an interview. A total of 53 participants agreed to answer a set of interview questions in addition to the

questionnaire. The researcher felt that this multi-method approach was best suited to the aims of this study as it could help to triangulate the data so that more robust answers to the research questions could be provided (Field, 2017).

Figure 3: Conceptual Framework

Stage 1
24 wine producers contacted for interviews. 8 agreed and met with researcher to comment on consumer behaviour, wine consumtion and marketing.

Stage 2
Analysis of the results and literature and previous DBA documents to create a quantitative tool (questionnaire).

Stage 3
75 wine consumtion questionnaires piloted at four branches of Spinneys at various locations in Lebanon.

Stage 4
53 of the 75 piloted participants agreed to sit for an interview to collect qualtiative data on their wine consumption and consumer behaviour.

Stage 5
Continue with distribution of questionnaires at the 4 branches of Spinney. A total qauntiative data set of 456 questionnaires obtained.

3.2 Sampling

The questionnaire was distributed to customers of four Spinney's supermarkets in Lebanon. The self-complete questionnaire was given to Spinney's customers randomly as they entered and left the supermarket. The researcher preferred to limit the data collection to one supermarket chain since that meant that there was one target market in terms of the clients of the supermarket. In this particular case, the target market of the supermarket is quite varied in terms of age, religion, gender, socio-economic status and the like. Given this, the researcher hoped to achieve a representative sample from data collection there.

Spinney's is a supermarket that has been in Lebanon since 1948. Spinney's entered the Lebanese market in 1948, only to close during the civil war. It reopened its doors in 1998 at the Dbayeh branch. Since then it established itself as a pioneer in the mass grocery retail sector in the country, operating the largest supermarket chain in Lebanon with a network of 19 stores across the Lebanese territory (Gray Mackenzie Retail Lebanon SAL, 2018). Today Spinney's has stores in Egypt, Jordan, Qatar, the UAE, and all over Lebanon and is a very well-known franchise. The four Lebanese branches of Spinney's the researcher covered were in:

- ♦ Dbayeh
- ♦ Achrafieh
- ♦ Jnah
- ♦ Hazmieh

These store locations selected for this study effectively cover Beirut and Ras Beirut, the Lebanese capital. Beirut has not had a formal census since the 1930s. Therefore, estimates on the population vary according to the source. According to the World Population Review (Beirut Population, 2019), Beirut's population is approximated at 361,000 in Beirut, with surrounding metro areas estimated to be just over two million. With a total of eighteen religions recognised in the city, it is one of the region's most religiously diverse cities. After the civil war Beirut was divided with Christians on the eastern side, while the western side is a Sunni majority. In more recent years, religious groups are becoming more integrated as they were prior to the onset of the civil war (World Population Review, 2019).

Additionally, the four stores covered in the study had a wide selection of imported and exported alcohol, including wine, for sale on location. This was important in surveying the participants, because some branches, such as Spinneys Saida, refrain from selling any alcoholic products out of respect to the predominantly Muslim area they are located in. Spinneys also offers online shopping and delivery with a total of thirty-seven wine bottles available online. Twenty-seven of the thirty-seven bottles available online are local wines. By limiting distribution of the questionnaire to Spinney's customers, and an equal number of questionnaires at each of the 4 branches, the researcher hoped to limit outside variables related to supermarket preference which may affect the study and skew the results. Spinneys was selected because of itssize and popularity among Lebanese (Gray Mackenzie, 2018), along with its lack of political, racial, or religious ties to the various groups and parties within Lebanon.

The number of people to question for a maximum error of 6.5%, then is n = 0.25 / (0.0 65 / 1.96) ² 229 people. A total of 456 participants completed the survey, and were Lebanese citizens residing in Lebanon.

3.3 Data Collection Instruments

The following sections explain the instruments used to collect the data for this research study.

3.3.1 Interviews

Two stages of interviews were used in the study. The first type was during the initial design and research stages of this document. Once having completed the literature review and established the research questions, the research wished to interview Lebanese wine producers to gain insight as to how they themselves view the consumer behaviour of the people that they are selling to. The researcher was able to secure eight interviews of the total number of twenty-four UVL members contacted. These eight wine producers allowed for the researcher to pay a visit to the wineries and meet face to face with the heads of marketing and management at each institute. In each case the researcher explained in detail that the interview information would remain anonymous and confidential and that the answers would be used to enhance the work of the DBA. All interviewees were asked to read and sign a consent form prior to the visit. The consent form was sent to the interviewees via email 1 week prior to the interview and visit. The results of these interviews were then used to help develop the quantitative instrument in this study.

The quantitative instrument, the survey, was partially created from the emerging interview themes. The second interview took place with participants who answered the aforementioned surveys that were distributed at Spinneys during the piloting of the

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original survey. These interviews served a twofold purpose. The first of these being designation of any necessary changes in the questionnaire/survey itself, and the second being the addition of depth to the answers provided from the statistical analysis of the survey. All pilot survey participants were asked if they would also like to take part in the interview as they submitted their self-fill surveys. Of these, only fifty-three agreed to sit for an interview. The original seventy-five piloted surveys were added to the total of four-hundred and fifty-six total surveys in this study as no major changes were applied to the survey as a result of the pilot study. Only the quantitative consumer instrument was piloted. The interviews with both producers and consumers were based on previous DBA document results, and were not piloted.

Wine Producer Interviews

Eight interviews took place throughout Lebanon. These interviews took place at the offices of the wineries and appointments were set well in advance of the interview visit. The interview questions were developed from the research questions, literature review, and the results of documents 3 and 4. A total of nine major open ended, semi-structured interview questions were used, that included a set of nine sub-set questions to be used to encourage participants to expand and expound on the topic of wine and consumer behaviour. A full set of questions appears in Appendix 1. As previously mentioned, these interviews took place with the marketing or production managers of the Lebanese wine producers. They were contacted up to two months ahead of time to set the interviews, then the interviews were reconfirmed by phone two weeks in advance, and an email with a consent form was sent to each interviewee one week prior to the interview. Although there were only eight of these interviews, these visits took quite some time to secure, and therefore they took place over a period of 3 months. Each

interview lasted an average of 25 minutes. Prior to securing the interview, the researcher informed each potential interviewee that the interview would be recorded for transcription purposes only, and for the sole purpose of writing this DBA. The researcher believes that this may have played a role in the low number of positive responses received regarding the interviews. However, the eight producers who agreed did allow for the recording, and later transcriptions of the interviews. Recordings of the interviews were made using a "SONY Voice Recorder", and then transcribed by hand using the "SONY Sound Organizer" audio software. The transcriptions were then sent, via email, to the wine producers thirty working days after the interview took place as a sign of transparency and goodwill between the researcher and the interviewee. The email with the transcript stated that if upon reading the transcriptions the interviewee felt that they wished to clarify some aspect of the interview, the researcher would happily accommodate (see appendix 2). None of the interviewees requested this clarification service.

Every wine company interviewed had excellent experience in the winery field (Rahhal, 2018). This included wine production, packaging, marketing, advertising, sales, and creative strategies to face all the barriers that are found in the Lebanese market. Each company had vastly different characteristics in terms of production, staffing, management, and marketing, yet they shared the same concern with the satisfaction of the Lebanese wine consumer.

Consumer Interviews

Once the interviews with producers were completed, various semi-structured interviews with consumers commenced. All shoppers were asked as they entered or exited Spinneys if they would like to participate in the study. As they finished the

questionnaire they were asked if they would like to participate in the interview at this time, or at a later date and time according to their convenience. This was done to collect qualitative data from the consumers who agreed to complete the proposed quantitative instrument. The field of research was limited to the city of Beirut, in the Ras Beirut Area for a period of two months. For this portion of the qualitative study, a semi-structured interview guide of seventeen questions was used (See appendix 4). All participants in the quantitative portion were asked if they would like to participate in the consumer interview as part of the qualitative portion of the study. The researcher interviewed the participants who agreed to sit for the interviews at their homes, or at the Spinneys locations directly after the participant had completed the survey during the survey pilot portion of the study. Recordings of the interviews were also made using a "SONY Voice Recorder", and then transcribed by hand using the "SONY Sound Organizer" audio software. The interviews were conducted in English for the most part; however, a number of code-switching (between Arabic, English, and French) incidents occurred, as is common in multi-lingual societies. The recordings were sent to a professional translator who transcribed the Arabic interviews, or Arabic portions of the interviews, into English to allow for their use in this study.

Finally, following Cohen et al. (2007), Creswell (2014), and Flick (2014), participants' responses were subjected to a manual thematic analysis and crosschecked with the findings of the results of the questionnaire in order to enhance the concurrent validity of the research. Additionally, the researcher believes that the comments made by the participant add depth to the statistical findings from the survey answers.

3.3.2 Questionnaire

Since no readily available questionnaire had been established as the instrument of choice for data collection relating to Lebanese wine consumers, the researcher resorted to creating a questionnaire that would meet the requirements of the study. In order to collect relevant data relating to the consumption of wine, the researcher created a new questionnaire (see appendix 4) to address the research questions and research hypotheses. This questionnaire was informed by the interview analysis of Lebanese winery administrators and the literature review. So, for example, the influence of religiosity and factors such as strength of belief, ideology and faith on wine consumption became apparent in the interviews. Although the researcher had recognised that religion should be explored in the questionnaire as a result of reviewing the literature and previous DBA documents, the interview data indicated that religiosity was more important than first thought. Due to the sensitive nature of exploring religiosity and wine consumption, questionnaire questions were developed so that these issues were investigated indirectly so as not to make the respondent uncomfortable.

Questionnaire items are measured on a scale of Likert paired in four points from "Not at all" to "Yes a lot". The questionnaire was pre-tested among consumers of non-alcoholic beverages prior to the final pilot of seventy-five Spinneys consumers who fit the study criteria of being Lebanese citizens residing in Lebanon and over the age of eighteen. This original pre-test of consumers of non-alcoholic beverages was not included in the final sample of the research study, but was used to validate the questionnaire items. The first half of the pilot study also resulted in the removal of a direct religion question, and instead two indirect questions were used to decipher

religion of the participant because participants remarked or expressed shock that such a direct question of their belief system or religious affiliation was being asked of them.

To define the sample size, the following formula was used: n = (px (1-p)) / (e / 1, 96) ²; with *p* representing the observed percentage and the maximum error *e* (Ganassali, 2008, p. 51). The maximum associated error is 0.5. The quantitative data were processed using sphinx plus²-V5, Sphinx IQ, Sphinx IQ2 software. These results illustrate the instruments selected make it possible to better understand the phenomenon to be measured and to measure well what one wants to measure (Carricano et al., 2010).

The value of χ^2 illustrated that the items sufficiently correlated and were homogeneous. The standardized Cronbach's alpha value among the various religiosity items (for all 20 items) was 0.84, indicating that the items highly correlated with each other. The standardized Cronbach's alpha value between the various items of extrinsic religiosity (11 items) was 0.73 and the standardized Cronbach's alpha value between the various items of intrinsic religiosity (9 items) was 0.78. In addition, the standardized Cronbach's alpha value between the different consumer behaviour items for non-alcoholic beverages (9 items) was 0.63, indicating that the items were highly correlated with each other. Given the above, the questionnaire was deemed both valid and reliable for use in the study.

Once the final quantitative tool had been created and pre-validated with the non-alcoholic beverages, the researcher ran a pilot study on a portion, seventy-five members of the targeted sample of the study who were shopping at one of the aforementioned Spinneys locations. This was done as a final check for the reliability and validity of the questions. During the pilot study, participants were also asked to comment on the questionnaire so that any improvements could be made, particularly in relation to:

- ♦ Time allocation to complete questionnaire

- ♦ Language of questionnaire (vocabulary use, sentence structure)

- ♦ Language of questionnaire (Arabic, English, or French); will an English questionnaire suit the purpose, or will all three languages be needed to ensure appropriate sample size

- ♦ Best practice to allow participants to feel comfortable answering the questionnaire (including the physical- placement of researcher, pens and pencils, small table, parasol/umbrella, chairs, etc. and the psychological- how best to approach the participant in the data collection arena)

The questionnaire was intentionally made as brief as possible to limit inconvenience to the target sample, yet still required a number of adjustments after the pilot study. Initially respondents were required to complete the questionnaire themselves as they entered or left the supermarket, however, the response rate was low during the onset of the pilot session. This resulted in a change to the method. The researcher began to ask the participants if they would be willing to answer a few questions, and then proceeded to ask the questions and fill out the answers for the participants on the questionnaire. Participants were also allowed to fill out the questionnaire themselves, if they so wished. This change in approach ensured the completion of the questionnaire and the return rate rose with the instigation of the researcher and then the ability of the participant to self-answer the questionnaire. No major changes to the questionnaire were found necessary. The only change required was the provision of a translated copy for those who had issues with reading and answering the English questionnaire. Therefore, the questionnaire was made available in English and in Arabic.

Additionally, participants during this phase were asked if they would agree to sit down with the researcher at that moment, or at a later date and time for an interview.

One major objective in conducting this investigation was to ascertain the demographics of Lebanese wine consumers, and the relationship between specific demographics and Lebanese wine consumption. Therefore, demographic data was included in the background section of the questionnaire. Additionally, this investigation attempts to ascertain the psychographic characteristics of Lebanese wine consumers, and the relationship between specific psychographics and Lebanese wine consumption. Therefore, a number of questions within the questionnaire related to the psychographic details of the Lebanese wine consumer. The combinations of these questions along with the demographics were meant to reflect the diversity of the Lebanese culture.

3.4 The Relationship Between The Hypotheses, Datasets & The Instruments

This section explains the relationships between the overall RQs, hypotheses and datasets through a mapping exercise. Each existing variable from the hypothesis has been linked here to its existence in the questionnaire questions and the semi-structured interview questions. Table 2 explains how these elements relate to one another in relation to RQ1. All data analysis was used to address RQ2.

Table 2: The Relationship Between The Hypotheses & The Instruments

Research Question	Hypotheses	Constructs	Items From Questionnaire	Qualitative Data	
				Wine producers' interviews	Wine Consumers' interviews
RQ1	H1				
RQ.1a	H1.1	Age Vs. Wine Consumption	3;1; 8; 8.a.i; 8.a.ii; 8.b.i; 8.b.ii.7; 9	7	1; 1.1; 9; 9.1
RQ.1.b	H1.2	Gender Vs. Wine Consumption	1; 8; 8.a.i; 8.a.ii; 8.b.i; 8.b.ii.7; 9	7	
RQ.1.c	H1.3	Religion Vs. Wine Consumption	8 ; 8.a.i ; 8.a.ii ; 8.b.i ; 8.b.ii.5 ; 8.b.ii.6 ; 8.b.ii.7 ; 8.b.ii.12 ; 9 ; 10 ; 11 ; 16	7	1; 1.1; 2. 2.1; 4; 8
RQ.1.d	H1.3a	Geographic Location Vs. Wine Consumption	6; 7; 8.b.ii.6; 8.b.ii.12	2.a ; 4; 7a	1; 1.1; 8; 10; 10.1

			8 ; 8.a.i ; 8.a.ii ; 8.b.i ; 8.b.ii.5 ; 8.b.ii.6 ; 8.b.ii.7 ; 8.b.ii.12 ; 9 ; 10 ; 11 ; 16	8; 8a ; 9; 11a	1; 1.1; 2; 2.1; 3; 3.1; 4
RQ.1.e	H1.4	Religiosity Vs. Wine Consumption			
RQ. 1; 1a; 1e	H1.4a	Age & Religiosity Vs. Wine Consumption	3 ; 8 ; 8.a.i ; 8.a.ii ; 8.b.ii.5 ; 8.b.ii.6 ; 8.b.ii.12 ; 10 ;11 ; 16		1; 1.1; 2; 2.1; 3; 3.1; 4; 9; 9.1
RQ.1.f	H1.5	Health Vs. Wine Consumption	8 ; 8.a.i ; 8.a.ii ; 8.b.i ; 8.b.ii.4 ; 8.b.ii.7 ; 9 ; 11 ; 16	6b; 10a	1; 1.1; 5

3.5 Analysis and Techniques

The qualitative portion of this study was analysed using the concept of content analysis (Moore and McCabe, 2005). This was applied to both the personal interviews with the eight wine producers, and the fifty-three participants who filled out questionnaires as well. The researcher followed Saunders, Lewis, and Thornhill (2012) in using content analysis to categorize data into a set of themes and sub-themes and then used these results to create the quantitative questionnaire, and to compare results from the quantitative portion with the themes which emerged from the interviews in order to develop greater insight as to the motivation of this particular consumer behaviour.

The quantitative analysis was conducted to test the cause-effect relationship between the variables with numbers and statistical techniques as recommended by Fraenkel and Wallen (2010). The assumption behind the quantitative data was that there is an objective truth behind the research study that can be measured and explained scientifically as recommended by Cohen et al. (2007). The quantification of data was carried through ratings, scores, and statistics. Microsoft's Statistical Packages for Social Sciences (SPSS version 24) software was employed to calculate scores. Tables, diagrams, bar graphs, and charts were included for a concrete display of data.

First a set of descriptive statistics were calculated. These included: frequency per question, scores per scale, mean, median, standard deviation, and range. The researcher then completed a set of cross tabulations and according to Field (2017) and Saunders, Lewis, and Thornhill (2012) applied the following statistical tests using SPSS:

- Pearson's Chi-Square: This test was use between all nominal and ordinal variables. It was applied to both dependent and independent variables in order to investigate whether or not a statistically significant relationship existed between variables.

- Kolmogorov-Smirnov: This test of normality was used for normal and non-normal distributions when checking scores.

- Spearman Correlation Matrix: This multicollinearity test was applied when checking for correlations.

- Explorative Factor Analysis: This was conducted to identify latent variables. Since factor analysis is an explorative analysis it does not distinguish between independent and dependent variables, the researcher

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used this to gather information about the interrelationships among sets of variables.

- Binary Logistic Regression: This was the linear regression analysis conducted on dependent variables that are dichotomous (binary). It was utilized here because it can describe data and to explain the relationship between one dependent binary variable and one or more continuous-level (Interval or ratio-scale) independent variables.

- Mann-Whitney U: This test is a statistical comparison of the median. It is mathematically identical to conducting an independent sample t-test (also called two-sample t-test) with ranked values. It is a non- parametric test because the data is not normally distributed and does not require a special distribution of the dependent variable in the analysis. This test was use to check the difference in median scores of the dependent variables caused by the independent variables.

The results of these statistical tests and the qualitative analysis will be further explained in chapter four of this DBA and will be used to address the aims, objectives, and hypotheses of this document in chapter five.

3.6 Ethical Considerations

Nottingham Trent University (NTU) requires all doctoral candidates to have sufficient knowledge of the ethics of researching before allowing them to embark on document five of the Doctorate of Business Administration. Following the principles and guidelines set by the university, the researcher obtained NTU ethical approval to conduct the study. This included explaining to all participants that personal information was confidential and that their identities would remain anonymous. Additionally they

were informed that the results of the study would be published as part of a DBA publication.

Moreover, participants were informed that they had the right to withdraw from the study at any time, and there was no incentive for participating in the research, other than their own desire to do so. No participants were deemed vulnerable by the researcher, according to the guidelines provided by NTU, were allowed to participate in the study this included the requirements of all participants to over the age of 18. Additionally, participants were given a contact email address where they could inquire about the results of the study once published, if they so wished. All participants were asked to read and agree to a consent form (see appendix5) before participating in the study. Continuation of the study signalled willingness to participate. Researching topics related to alcohol and alcohol consumption, religion, and the consumption of said beverages regardless of one's religion is very sensitive in Lebanon. In order to increase participation and increase the comfort level of participants, total anonymity was guaranteed. Additionally, the researcher agreed not to edit or change the data presented, and specific sensitive data, such as one's religion, was gleaned indirectly as opposed to direct questioning.

In summary, chapter three has explored the research methodology including the study's design and approach. Sampling has been explained along with ethical considerations, methods and analysis

CHAPTER 4- RESULTS & ANALYSIS OF THE STUDY

This chapter presents the quantitative and qualitative analyses of the data collected by different types of instruments: wine producer interviews, consumer interviews, and a questionnaire created, piloted, and utilised specifically for this study.

4.1 Qualitative Analysis

As previously stated in chapter three of this document, there were two stages to the qualitative study, the first of these being interviews with eight Lebanese wine producers who belong to the UVL. There are twenty-four official members of the UVL (Chbeir and Mkhael, 2019) however only eight of these agreed to allow the researcher to visit the wineries and complete an interview with either the marketing manager or production manager. These eight companies were: Enoteca, Wardy, Nakad, Ksara, Masaya, Fakra, Kefraya, and St.Thomas. The interviews had a two-fold objective. Firstly, to better understand consumer behaviour of a specific group of people in the opinion of those who produce the product under investigation, in this case wine. Secondly, to use the opinions of producers, in conjunction with previous literature to create a questionnaire that would be used as a quantitative tool to measure the actions of the aforementioned consumers. Given this, the main aim of each question was to understand the reasons consumers purchase, or fail to purchase Lebanese wines. The researcher used a set of nine major questions and nine sub-set questions to guide the semi-structured interviews.

The results of the eight interviews were analysed using content analysis and were divided into emerging themes. The themes which were found to be the most popular among producers, and the themes which overlapped with those found in previous

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literature were then used to create a set of items for the questionnaire in the quantitative stage of the study. The figure below illustrates the quantification of those emergent themes. The following section focuses on the most popular themes to emerge, according to Figure 3.

Figure 4: Themes from Wine Producer Interviews
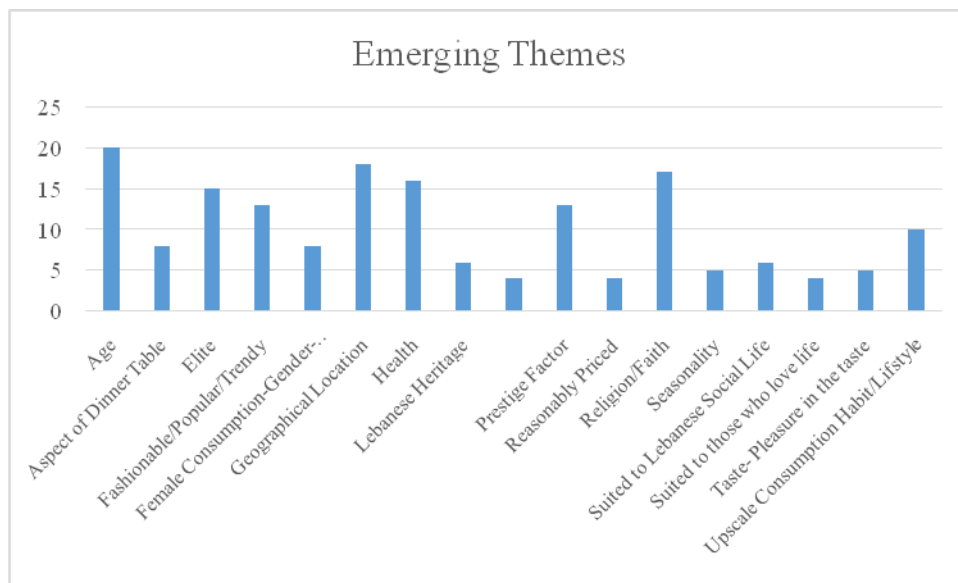
In terms of age and its influence on wine consumption, there was a varied opinion among the wine companies. Some of the interviewees, believed that wine was targeted towards younger segments, i.e. late twenties and early thirties. Coincidentally, they felt that this was because Lebanese wine was a current 'fashion trend' and more 'chic' amongst the young, and made an effort to market it as such. Below the comments of the producers can be found word for word as they answered various questions, or expanded in some way on a comment or thought. They are verbatim as spoken by the producers. This means that there are mistakes in English, and the use of French and sometimes Lebanese dialect to describe their thoughts or opinions. These were kept intact, regardless of any grammatical issues. The foreign language use was kept, but was

additionally translated for ease of understanding. The researcher kept the texts as they appear in their original form for two reasons. The first of these is the credibility of the research itself. Corrections or edits may lead to bias or inconsistent word choice. For the authenticity of the research the comments were kept as given. Secondly, the comments were kept as is, but translated for understanding, because the researcher promised interviewees that their comments would not be changed or construed to change the implications of what they said. They were also sent copies of the transcripts for their approval via email to increase transparency (see appendix 3).The following comments demonstrate this:

Producer A: "It's popular, and it fits the young and their social life."

Producer B: "…we are trying to give the company a youth image and not that of 150 years old man. Keeping it up to date; for this we are encouraging people towards (brand name) and rose wine. Where there are young people on the beaches you find us as sponsors for events."

Producer D: "If you can drink, and you know people look at your like you're still a child and immature, then you put a glass of wine in your hands and you give yourself the look of wisdom beyond your physical years. It is classy and mature."

Other producers believed that wine was specifically for the rage of 45 and above because it is already better suited to their age group and lifestyle. As these respondents commented:

Producer F: "When you are no longer feeling young enough to do the shots, then your age will allow you to drink the wine."

Producer H: "When you are older, when you have hit retirement, that is when you need that glass of red and those warm up your nights"

While other producers mentioned wine as an example of a beverage that one drinks until one stops drinking:

> **Producer G:** "You can drink it respectfully, until your age, ethics, and society tells you that you are not really to drink anymore."

Wine as a meal supplement was mentioned four times, but this overlapped with comments relating to Lebanese culture, as these comments suggest.

> **Producer A:** "Wine is a part of Lebanese heritage, it's our culture. It is on our dinner tables and with our meals."

> **Producer C:** "We expect to see it, to have it as option with our meals, especially our special meals. If we have guests, we have an invitation for us, for sushi, for steak. It is what we need when we eat."

> **Producer G:** "When a customer visits a Lebanese restaurant and eats Lebanese food, then he is ordering Lebanese wine. And this is considered as good for our sales."

> **Producer H: "…**it (wine) is related to culture…it is life knowledge. We (Lebanese) are people who love life and know how to live it. For this, people here drink wine which proofs their social life… the social life of the Lebanese people. The Lebanese in general likes to sit and eat. He drinks alcohol when eating especially with a group of people. The wine consumption is still new but it is taking a major role in the alcohol consumption. The lifestyle of the Lebanese is to have wine on the table.

The interviews with wine producers also revealed that there seems to be a marketing strategy to offer wine of good quality and taste, but which is more affordable than imported wines, as these comments illustrate.

Producer A: "They (the wines) start at reasonable prices."

Producer G: "A person can buy at a reasonable price a high quality wine instead of buying expensive bottles."

An expensive wine then, did not always reflect the taste or quality. Lebanese wines were regarded as lower priced, but with a very good taste, as highlighted in these responses.

Producer C: "We have been make wine for more than a hundred years, but we know that we can produce a good taste with a good price…so there is no need for French wine to be imported. Now our wines are being there, outside of Lebanon."

There was also a tendency to promote the health aspects of wine when marketing Lebanese wines, as these producers explained..

Producer E: "Wine drinking is a positive factor for the health of the consumer. Though we do not include in our advertisements. Wine companies are not the ones responsible to show this factor but rather the doctors."

Producer F: "Doctors now are aware that wine is good for the health and that is what they are informing their patients with."

During the interviews, respondents mentioned that a consumer's gender also impacted sales.

Producer A: "Women are contributing a lot for that (increase in sales). Since women does not like usually the hard liquor (strong taste of alcohol). So, they usually take softer drinks which are presented by wine taste. According to some, women usually order wine in order not to get drunk easily and lose control. Still, the main reason is that the taste of alcohol is not strong for these Lebanese women can take one or two glasses. Women are helping wine to become a trend"

> **Producer F:** "Women are a segment by themselves…statistically worldwide; women buy more wine than men. They buy to consume, where men buy to collect. So, there is a big difference between the two, and for this women are helping more in making wine becoming a trend."

> **Producer H:** "Women like wine because it is nothing you get drunk from, it is classy, it is expensive, it suits all places and mood. So you can not find anything wrong in a women who is having a glass of wine."

It is worthy to mention that producer A and H mention drunken behaviour, or the lack of drunken behaviour as being associated with wine. They credit this to the reason wine is popular with women.

The perception that wine is an elite product was mentioned fifteen times in the interviews, 'prestige' was mentioned thirteen times, and 'upscale' was mentioned ten times. All of these words make reference to a high style life, or an upper socio-economic impression of who drinks the wine. The following comments illustrate these points.

> **Producer F:** "If you are holding a glass in your hands, you will look like you're holding a million dollars. Wine is prestige"

> **Producer D:** "It has a reputation for being the drink of those who belong to a certain lifestyle, a certain socio-economic class."

> **Producer G:** "In Lebanon, wine is now more refined, which made an upscale habit of consumption. For this, it is becoming trendier and more fashionable for people to drink wine than other alcohol. Also, it is more protects the freedom of alcohol choice for consumers. Consumers can freely choose from numerous

numbers of brands at different types and different price no need to reserve to an elite or special type of wine in order to have a good taste of wine."

Additionally, it is clear from the comments made by Producer G, that there is also an element of trendiness, or a type of popularity to wine as a social beverage. This theme is seen in a number of other interviews.

> **Producer E: "**We are doing our best to make it a trendy drink. In addition, to enhancing wine awareness in Lebanon. We are changing the concept of wine drinking; no need for cold nor chimney; we can drink wine anywhere and anytime."

As seen above, the producer comments on the seasonality of wine. Producer E implies that this drink is no longer suited to just one season. This was seen in other interviews as well, specifically in the marketing tactics of the companies.

> **Producer B: "**It depends on the seasons. In Beirut the whole year round; the beaches is targeted in the summer season: Batroun, Dammour, Jeyye. In the winter we focus on the snowing places. For this, at yearlong is considered as a peak season for us."

The interviewees also mentioned that religion and geographical area worked interchangeably when making comments on product availability, and marketing or sales strategies.

> **Producer B:** We consider that religion is the main challenge for us, the Christian cities we are able to enter it without any problem. There are some cities were we are not allowed. These are considered as our marketing challenges. Saida, South suburb, South are places where we face difficulties in distributing our production.

In Spinneys, you do not find alcohol and pork. We do not violate the rules and peculiarities of the cities especially when it comes to religion

Producer H: "…it (sales by region) is affected but it is still the same, we know the places that do not drink and we know the places where they drink, for this it is somehow the same. If in Saida there are no stores that sell wine, they can go to Jeye or Rmayle and buy whatever they want."

Producer A: "…the marketing challenge differs from one place to another. Especially when it comes to some cities that we are not permitted to enter and sell any alcoholic drinks due to faith."

There was also an overlap of religion, religiosity, age, and geographical regions in one of the interviews.

Producer E: "I think, young generation are out of religiosity. They have their beliefs but their consumption is higher. Education is considered as a main reason and the openness towards foreign countries when they travel to other countries they drink. So the consumption is not really connected with religion and religiosity. In cities like Saida, South Suburb, Taree' el Jdeede we are not physically present at all, you can't find the product in the store shelf, for this you may consider that religion has its impact. The new generation seems not to be that linked to religion; some of them are going to extremes."

Producer A: "wine culture is different from that of whisky, vodka, Arak, beer, etc… in wines, we have each bottle that have a distinct flavour than the other, each the made in year differentiate it. Meaning, that the consumer will have a testing pleasure when drinking wine, where each type of wine have a distinct and favourable taste that please the consumer, which makes them drink wine.

Producer C: "…there is high and low season based on numbers, when it is raining, there is a higher rate of consumption on red wine. When it is summer time, then the consumption is at higher rate for the White and Rose wine. Holidays, valentines, Christmas, New Year, it is wineries' peak season; especially when it snowing in Faraya and Fakra, then the red wine is at its peak sales. … in Lebanon the red is better consumed in the winter and the Rose is best consumed in the summer."

It is evident from these excerpts, and from the figure above, that these seventeen themes were pertinent to the interviews and key themes. The researcher then set about to create the questionnaire based on these themes, or a combination of these themes, and the themes which emerged from previous literature. Once the questionnaire had been created the researcher then proceeded to ask the consumers whether or not they would agree to sit for an interview either at the Spinneys location where they met the researcher, or at a later date and time. Fifty-three participants agreed to and attended these interviews. The results of these interviews resulted in the second qualitative portion of this study.

The consumers who agreed to sitting for a short, ten to fifteen-minute interview upon leaving Spinneys were asked a set of semi-structured interview questions, similar to those asked of the wine producers, but targeted more towards the consumer. All in all these were a total of 17 questions for the interview. These interviews were recorded and transcribed with the knowledge of the interviewees. Figure 4 below illustrates the themes that emerged.

Figure 5: Themes from Consumer Interviews
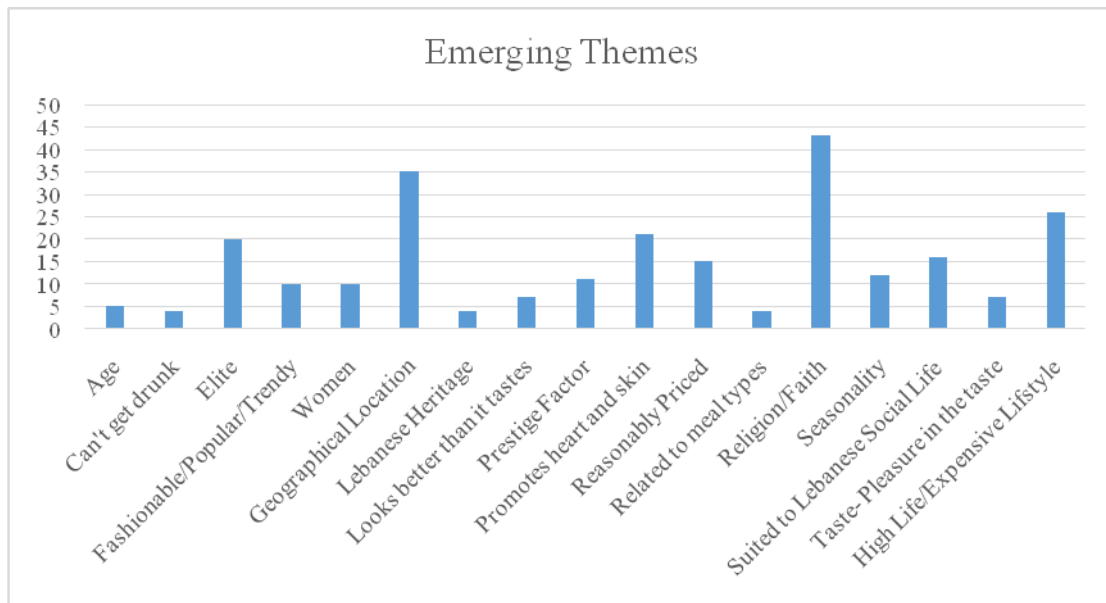
The interviews with the consumers resulted in a total of seventeen themes, these were similar but not quite the same as those from the wine producer interviews. These themes can be seen in Figure four above.

The theme age appeared five times throughout the interviews with the consumers. It did not seem to hold great significance to them, even in the comments themselves, as these comments illustrate.

Participant 3: "I think age is really just a number, and that it is arbitrarily set by a group, like this is the age to retire, this is the age to drink. I drank wine for the first time at the dinner table when I was thirteen or so. It was not a big deal. Today I am in my mid-thirties, I drink wine, and I drink lots of other things too. In all my years that has not changed."

Participant 14: "You know, I think it is the drink you allow a kid to drink. Wine and Beer. Like that is ok. Probably because they are not very alcoholic."

Participant fourteen made an interesting comment that was also similar to another participant's comment that is that wine is an alcoholic drink which is not suited to one getting what is traditionally thought of as drunk.

> **Participant 27: "**Wine is a classy drink. A classy drink in its elite nature is not the drink of being badly behaved."

As in many of the comments by the participants, comments may contain more than one theme. The theme of being 'classy' and 'an elite' drink was mentioned twenty times, while wine as a prestigious drink was mentioned ten times, and wine associated with the 'high-life', or an expensive lifestyle drink was mentioned twenty-five times. The total of these resulted in fifty-five mentions of wine as something to be set apart by other drinks (alcoholic and non-alcoholic) due to some socio-economic link to wine drinking, or an impression of prestige and elitism. Some further examples of these themes can be seen below.

> **Participant 9: "**It's not expensive, but it is not a cheap drink even if it is not expensive. You see someone with a glass of wine and you know that they belong to a different group. There is a society of wine drinkers w hinne class (the are classy)."

> **Participant 48:** "Ana ma bshoufa innou [translation: I don't see it as] wow expensive lifestyle if you drink wine. Bas ana bshouf innou [translation: rather I see it as] wine drinking is not for the common."

> **Participant 50:** It has always been that wine was for the best society, it gives you that European feeling…even if the wine is Lebanese. It is such a high life feeling with a high life product.

The interviews also revealed that some participants found wine to be a trendy drink, as illustrated in these comments.

Participant 34: Leike [translation: look] if you have to drink something alcoholic wine is a good choice, especially if it is white, cuz that is probably what I'd say is the most popular drink this summer.

Participant 11: I don't believe persons drink it for the taste, it looks better than it tastes. I think that all Lebanese like to be up to date and trending…so wine is a great Instagram picture. It is popular and like…in. so people drink it. Especially women.

We can see from the answer given by participant 11 that there are multiple emergent themes in one answer. The participant comments on the trendiness of wine, but the participant also comments negatively on the taste and connects the trendiness not to quality of wine, but social media status and, specifies this to females. There are similar overlaps in answers in terms of seasonality and meal types.

Participant 12: Yes, you know I think there is nothing wrong with drinking and buying wine. I do that. But I have the cheese and wine platters as the parties for my friends and family in the cold months. Like if we go to Faraya to ski it would be red wine and steak, but if at my house then…then..akid red w cheese w hayk [translation: for sure red (wine) and cheese and the like.]

Participant 39: "I love to eat fish, and sushi with a white wine. With water you get a bad taste in your mouth, you know? It just is like perfect for the texture and mixture. So all summer I eat like every Sunday fish with the family and we have Lebanese wine XX brand, like cold and crisp and it is so perfect with whole like thing.

Another theme which the analysis identifies is that of religion. Almost every participant had some type of commentary on wine and alcohol and religion. The feedback was very mixed in terms of people's religious beliefs and drinking, but for the majority, religiosity and religion as an identity markers were two different things. Then depending on which of these labelled the participant, or how they categorized themselves, one would know if s/he would be an alcohol consumer or not. However, those who reported practicing Islamic doctrines, stated that their consumption behaviours prohibited or reduced the consumption of alcoholic beverages. This is borne out by the verbatim of the interviewees below.

> **Participant 28:** "I have a religion, the Muslim religion. I strongly believe in my religion. I would say that I am a moderate participant in my commitment, not like an ISIS. (...). Uh, my Muslim religion does not prohibit the consumption of soft drink. The consumption of alcoholic beverages is forbidden in the Muslim religion. (...) I preferred soft drinks and waters... my religion prohibits the consumption of alcoholic beverages. "

> **Participant 17:** "My religion, which is the Muslim religion, forbids it formally for a Muslim to consume alcohol, even to carry liquor or sit on a table where there is alcohol. ... Me personally good considering my religion I will choose the non-alcoholic drink; Because of religion. Yes, my degree of belief has influenced this choice."

However, some of the interviewees who labelled themselves as following the Islamic faith reported that they prefer alcoholic beverages to non-alcoholic beverages, suggesting that religion does not always influence alcohol consumption:

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Participant 44: "I am a Sunni Muslim. I believe in God. I cannot know because there is not a religion that does not consume. In all religions drink is consumed. There is not one religion in which one does not drink. My point of view is that you do not have to drink alcoholic beverages and your children do not go to school because dad stinks and drinks too much and he cannot pay for the children's education, I'm going to choose alcoholic beverage because I do not drink any non-alcoholic beverage. It's my choice. I prefer to have a beer, but I prefer not be drunk as well. No, no it's my choice the belief does not play."

The producer interviews and the consumer interviews produced a series of themes which overlapped with data from the quantitative data. Some of these include the role of holidays, religious adherence or religiosity, religion, and gender to name a few. The following section will now present the results from the survey analysis. Chapter five will then review the complete picture of consumer behaviour in terms of wine consumption in the Lebanese context.

4.2 Descriptive Analysis

To determine the extent to which certain demographic and psychographic and cultural factors affect wine consumption in Lebanon, the research first grouped the Likert scale questions into agree (strongly agree and agree), neutral, and disagree (strongly disagree and disagree). Then a total set of descriptive data was run in frequency and percentages for the entire sample for all questions on the questionnaire.

What causes a consumer to select, wish for, or use a specific product, in this case wine, is hypothesized in this study to be a demographic or psychographic variable or set of variables. According to Bruwer and Buller (2013), some consumer's needs and wants may relate to their perception of the product or if the product reconciles itself

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with their wants, needs, and the products benefits. The quantitative instrument measures possible demographic and psychographic variables, including but not limited to wine perception towards health and religion, and how these variables affect consumer behaviour. In the case of this study, the consumer behaviour explored is that of Lebanese wine consumption and purchase. In this case the researcher is referring to actual consumer behaviour. Those who positively report to the consumption and purchase of wine are those who have real familiarity with the drink, and not intended or potential behaviour.

The data collected was based on a sample of 456 customers at various locations of Spinneys Supermarket in Lebanon. The ages of the participants ranged from 18 to above 65 years of age (see Table 2 below). The largest of the groups of ranges were the 25-34 year old range (29.8% of the sample) and the 35-44 year old range (22.8% of the sample). The smallest group was the 65+ group, at only 3.9%

Table 3: Age Range

Age Ranges	Frequency	Percent
18-24	75	16.4
25-34	136	29.8
35-44	104	22.8
45-54	68	14.9
55-64	55	12.1
65+	18	3.9
Total	456	100.0

Although the intention of the researcher was to analyse a sample from a very diverse set of educational backgrounds, a greater majority of the actual sample held at least a BA. The educational range includes Ph.D. holders, and a total of 422 participants held degrees classified as higher education (see Table 4 below). This makes results, and analysis pertaining to the extent to which educational level impacts upon wine consumption difficult to ascertain because the sample is skewed in favour of those who have been in higher education.

Table 4: Educational Levels

Educational Levels	Frequency	Percent
Primary Level	7	1.5
High School	27	5.9
University B.A	320	70.2
M.A	94	20.6
Ph.D.	8	1.8

Of the participants in the sample, 269 were males and 187 were females. 254 participants reported that they were single, and 202 were married. The sample of participants was also quite diverse in their socioeconomic standings using salary as a measurement (see Table 4) and in the various geographic locations in which they resided in Lebanon (See Table 5). Of the 456 participants in the sample, 203 (44.5%) reported that wine was not sold in the area that they lived in. This means that to purchase wine these consumers have to leave their residential areas (cities, villages, etc.) to find wine. This is typically because the municipality forbids the sale of wine in

the area due to religious pressure from the majority of the city, or from pressure by religious clerics on the municipality. The information on geographic locations is especially interesting to the study given that geographic location is a variable for the first research question, and given that it is a key factor in placement of advertising to a target market when strategically planning the promotion of a product (Shin, Kim& Kang, 2010; Jernigan, 2009; Jernigan, Ostroff, & Ross, 2005).

Table 5: Socio-economic Status

Average Monthly Income in Lebanese Pounds.	Frequency	Percent
Less than 1,000,000 LL	49	10.7
Between 1,000,001 and 2,000,000 LL	311	68.2
Between 2,000,001 and 3,000,000 LL	70	15.4
Between 4,500,001 and 7,500,000 LL	12	2.6
Above 7,500,000 LL	14	3.1
Total	456	100.0

Table 6: Geographic Region of Residence

Area of Residence	Frequency	Percent
Beirut, Hamra	60	13.2
Beirut Suburb	88	19.3
Beirut, Taree'k el Jdeedeh	26	5.7
Beirut, other	50	11.0
Tripoli	66	14.5
Batroun	30	6.6
A'kkar	28	6.1
Zgharta	28	6.1
South	28	6.1
Kesserwan	8	1.8
Mount Lebanon	17	3.7
Bekaa, West Bekaa	8	1.8
Bekaa, North Bekaa	11	2.4
Bekaa, Zahle	8	1.8
Total	456	100.0

As reported in chapter 3 of this document, the questionnaire was piloted over two separate piloting periods. During the first piloting of the questionnaire, participants did not respond well to being asked their religion in a direct question. Therefore, the question was removed and instead indirect questions were included to signal religion.

One of these questions was, "Does your religion forbid drinking alcohol?" While this does not specifically refer to the Islamic religion, it suits the purposes of this study and its research questions which ask the extent to which one's religion affects wine consumption. For the purposes of this study the researcher will considered people who answered yes (56.58% of the sample) to that question to be members of the Islamic religion(refer to table 6 below). The questionnaire was also tested for validity and reliability. It was found to be both reliable and valid (see chapter 3 instrument). The following statistics are the results of the data collected on the piloted and revised questionnaire.

307 (67.3%) participants reported that they did drink alcohol, while 149 (2.7%) reported that they did not drink alcohol at all. The information from both wine drinkers and non-drinkers was considered relevant to the research objectives of this study, and therefore all participants were included. Interestingly enough, this implies that if 149 participants do not partake in alcoholic drinks, but 258 participants admit that their religion does not allow for the drinking of alcohol, we can infer that religious law alone is not enough to deter one from drinking alcohol, or, specifically for the objectives of this study, wine.

Table 7: Religion Forbids Drinking Alcohol

Does your religion forbid drinking alcohol?	Frequency	Percent
Yes	258	56.58%
No	198	43.42%

Total	456	100%

In order to further explore the reasons consumers may have for not consuming wine, non-alcohol beverage drinkers were asked why they did not drink wine specifically, as opposed to just alcohol. In the case of religion, only 115 of those who do not drink wine reported that they did not drink wine due to religious stipulations. Table 7 below reports the results of that question. Similarly, the sample was asked what alcoholic beverages they prefer. Table 8 illustrates the answers to that question, however for the most part, the greater percentage (30.5%) of participants who drink alcohol prefer wine to other alcoholic beverages.

Table 8: Reasons Against Drinking Wine

Reasons I don't drink wine	Frequency	Percent
Health concerns	13	2.9
My religion forbids drinking alcohol. Religious, Moral, and Ethical Concern	115	25.2
It changes my mood and I want to stay conscious, I hate to lose my consciousness (control and alertness concerns)	4	0.9
I hate its taste	12	2.6
Social image concern	4	0.9
Availability concerns: it is not	8	1.8

available where I live		
Total	156	34.2

Table 9: Preferred Drink

Preferred Alcoholic Drink	Frequency	Percent
Whisky	67	14.7
Vodka	35	7.7
Beer	51	11.2
Wine	139	30.5
Gin	6	1.3
Tequila	4	0.9
Liquor	6	1.3
Total Responded	308	67.5
Missing Answers	148	32.5
Total Sample	456	100.0

The questionnaire asked participants directly if the area they lived in was partially the reason that they failed to consume wine. 140 of the non-wine drinkers responded to the question. 37% of these participants reported that the area where they lived did affect their wine consumption, or lack thereof (see Table 9).

Table 10: Residence and Wine Consumption

Does the city you live in affect your wine consumption?	Frequency	Percent
Yes	52	37.1
No	88	62.8
Total	140	100

In an attempt to analyse just how one's residential area affected wine consumption, the participants were asked to report why they felt that their area of residence was a reason not to consume wine. The question was not open ended, rather a set of choices was presented based on documents 3 and 4 from previous DBA research, and from the interviews conducted in the qualitative portion of this research study. As can be seen in Table 10 below, only 52 participants answered this question, because only 52 reported that they felt this to be an issue (see Table 9). 69% of these participants reported that there simply is no access to wine in their neighbourhoods, and so they do not purchase it, 12% thought the purchase of wine to be dangerous where they lived, and 7% thought it disrespectful to break the cultural taboos of the city, and so refrained from purchasing wine.

Table 11: Reasons Residence Affects Consumption

If your previous answer was yes, why does this affect your wine consumption?	Frequency	Percent
Lack of stores selling wine in the neighbourhood	36	69.2
It is extremely dangerous to be caught drinking or buying alcoholic drinks	12	23.1
I respect my city's culture and will not drink alcohol inside it	4	7.7
Total	52	100.0

4.3 Statistical Analysis of the Collected Data

With quantitative analysis, the numerical data obtained from the consumer behaviour questionnaire was analysed employing the Microsoft Statistical Package for Social Sciences (SPSS version 24). Results from the analysis are displayed in bar graphs, pie charts, figures, and tables. In order to accept or reject the hypotheses from

this research, and answer the research questions, the questionnaire was mapped to the hypotheses and research questions.

The researcher then completed a set of cross tabulations and according to Field (2017) and Saunders, Lewis, and Thornhill (2012) applied the following statistical tests using SPSS:

- Pearson's Chi-Square: This test was used between all nominal and ordinal variables. It was applied to both dependent and independent variables in order to investigate whether or not a statistically significant relationship existed between variables.

- Kolmogorov-Smirnov: This test of normality was used for normal and non-normal distributions when checking scores.

- Spearman Correlation Matrix: This multicollinearity test was applied when checking for correlations.

- Explorative Factor Analysis: This was conducted to identify latent variables. Since factor analysis is an explorative analysis it does not distinguish between independent and dependent variables, the researcher used this to gather information about the interrelationships among sets of variables.

- Binary Logistic Regression: This was the linear regression analysis conducted on dependent variables that are dichotomous (binary). It was utilized here because it can describe data and to explain the relationship between one dependent binary variable and one or more continuous-level (Interval or ratio-scale) independent variables.

- Mann-Whitney U: This test is a statistical comparison of the median. It is mathematically identical to conducting an independent sample t-test (also called two-sample t-test) with ranked values. It is a non- parametric test because the data is not normally distributed and does not require a special distribution of the dependent variable in the analysis. This test was use to check the difference in median scores of the dependent variables caused by the independent variables.

- Cross-Tabulations: Illustrate how two categorical variables are distributed, in this case the intersections of the groups tested appearing in the table. A Chi Square Test of Independence (ToI) evaluates if a relationship exists between them by comparing the detected arrangement of responses to the expected pattern if the variables were truly independent (Field, 2017).

In other words, the Chi-Square test of independence, also known as Pearson's Chi-square, checks whether or not a statistically significant relationship exists between a dependent and an independent variable. As used in this study, the Chi-Square test was applied to the cross tabulations of the items on the questionnaire. Given the above, the researcher found a Chi Square test to be appropriate in checking the relationship between the groups to see if gender, age, health, and religiosity is a factor in the decision to drink wine or not.

This section of the chapter looks at the statistical analyses of the questions grouped by their mapping to the proposed hypotheses and research questions. Participants were divided into two major groups: consumers who drink alcohol and consumers who do not drink alcohol. This was determined based on question number

eight, "Do you drink alcohol?" and was divided into a set of question for those who selected a- no or b- yes. This classifies each participant into one of the two criterion groups. If the answer was "yes," the respondents were classified as consumers who drink; otherwise, they were classified as consumers who do not drink.

This division allowed the researcher to examine the influence of other variables (e.g. demographics variables etc.).

Figure 13 below reports how many people in each age group report to drinking wine. The range is close among the groups. In order to check if this different, albeit slight, was significant, a Chi Square Test was needed.

Figure 6: Figure of Age Cross Tab with Drinking/Non-Drinking
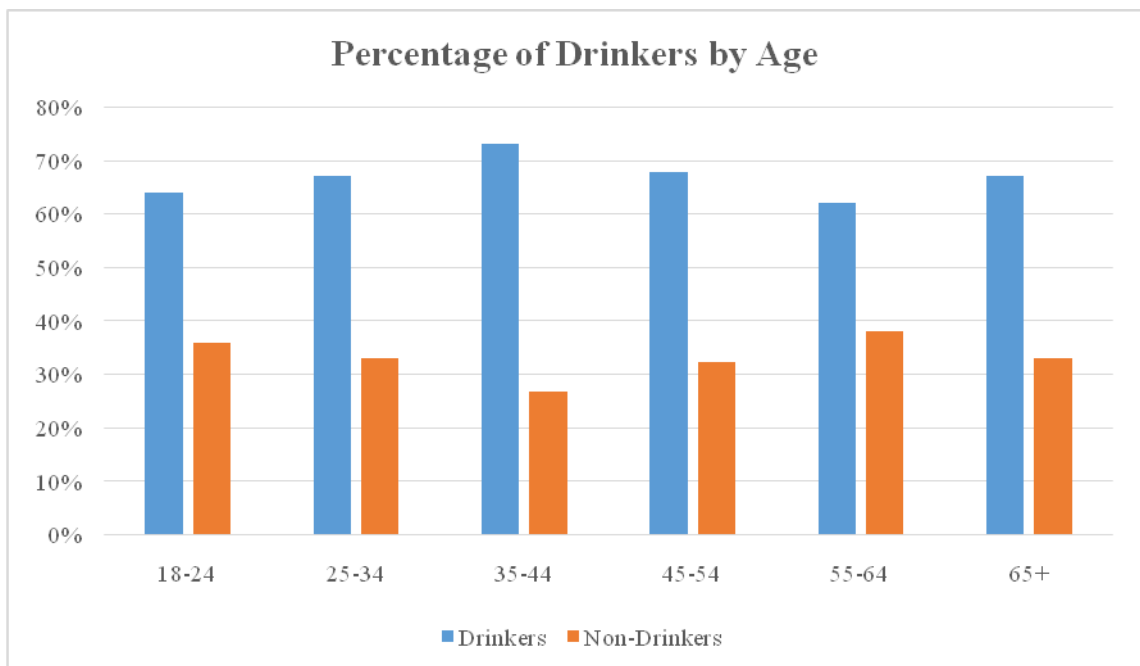
In order to further analyse this result, a Chi Square test was performed. According to Field (2017), a Chi Square test is appropriate in checking the relationships between categorical variables in a research study. If no relationship exists between categorical variables of a sample, then these variables are independent of one another. It

is also a common statistical test when using cross tabulations, or bivariate tables. Cross tabulation illustrates how two categorical variables are distributed, in this case the intersections of the groups tested appearing in the table. A Chi Square Test of Independence (ToI) evaluates if a relationship exists between them by comparing the detected arrangement of responses to the expected pattern if the variables were truly independent (Field, 2017).

Therefore, the Chi-Square test of independence, also known as Pearson's Chi-square, verify the statistically significant relationship between a dependent and an independent variable. In this DBA, the Chi-Square test was applied to the cross tabulations of the items on the questionnaire. Given this, the researcher believes a Chi Square test to be appropriate to inspect the relationship between the groups to see if Age is a factor in the decision to drink wine or not.

Table 12: Age and Drinking Cross Tabulation

			Do you choose the wine according to :				
			Low price	High price	Best quality	A taste that you liked and tried before	Total
What is your age?	18-24	Count	2	7	12	0	21
		Expected Count	2.4	3.0	15.0	0.6	21.0

		% within What is your age?	9.5%	33.3%	57.1%	0.0%	100.0%
	25-34	**Count**	4	5	35	1	45
		Expected Count	5.1	6.4	32.1	1.3	45.0
		% within What is your age?	8.9%	11.1%	77.8%	2.2%	100.0%
	35-44	**Count**	6	5	22	1	34
		Expected Count	3.9	4.9	24.3	1.0	34.0
		% within What is your age?	17.6 %	14.7%	64.7%	2.9%	100.0%
	45-54	**Count**	0	2	12	1	15
		Expected Count	1.7	2.1	10.7	0.4	15.0
		% within What is your age?	0.0%	13.3%	80.0%	6.7%	100.0%
	55-64	**Count**	1	1	17	1	20
		Expected Count	2.3	2.9	14.3	0.6	20.0

		% within What is your age?	5.0%	5.0%	85.0%	5.0%	100.0%
65+		Count	3	0	2	0	5
		Expected Count	0.6	0.7	3.6	0.1	5.0
		% within What is your age?	60.0%	0.0%	40.0%	0.0%	100.0%
Total		Count	16	20	100	4	140
		Expected Count	16.0	20.0	100.0	4.0	140.0
		% within What is your age?	11.4%	14.3%	71.4%	2.9%	100.0%

The results of the Chi Square test can be found in Table 13 below.

Table 13: Age and Drinking Chi-Square

	Value	df	Asymptotic Significance (2-sided)	Monte Carlo Sig. (2-sided)		Monte Carlo Sig. (1-sided)	
				Sig.	95% Confidence Interval	Sig.	95% Confidence Interval

					Lower Bound	Upper Bound		Lower Bound	Upper Bound
Pearson Chi-Square	2.717[a]	5	0.744	.751[b]	0.743	0.760			
Likelihood Ratio	2.745	5	0.739	.749[b]	0.740	0.757			
Fisher's Exact Test	2.829			.734[b]	0.725	0.743			
Linear-by-Linear Association	.002[c]	1	0.963	.971[b]	0.967	0.974	.501[b]	0.492	0.511
N of Valid Cases	456								

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 5.88.

b. Based on 10000 sampled tables with starting seed 227731397.

c. The standardized statistic is .046.

With a Chi-square value of 2.717 and a p-value at 0.744, Table 11 above illustrates that there is no significant difference between the groups of drinkers or non-drinkers based on their age.

Documents 3 and 4 suggested that there may be a preference among men for drinking alcohol, and that women in the patriarchal Lebanese society may report less drinking due to gender roles. Therefore, gender was one of the demographic variables considered in this study. Table 14 below reports the results of gender and the number of people who drink or not.

Table 14: Gender and Drinking Cross Tabulation

			Do you drink alcohol?		
			Yes	**No**	**Total**
What is your gender?	**Male**	Count	182	87	269
		Expected Count	181.1	87.9	269.0
		% within What is your gender?	67.7%	32.3%	100.0%
	Female	Count	125	62	187
		Expected Count	125.9	61.1	187.0
		% within What is your gender?	66.8%	33.2%	100.0%
Total		Count	307	149	456
		Expected Count	307.0	149.0	456.0
		% within What is your gender?	67.3%	32.7%	100.0%

The researcher ran a Chi Square test to check for any significance in the above differences between the genders. The results of the Chi Square test can be found in Table 15 below.

Table 15: Gender and Drinking Chi Square

	Value	df	Asymptotic Significance	Exact Sig. (2-	Exact Sig. (1-sided)	Point Probabili

			(2-sided)	sided)		ty
Pearson Chi-Square	.033[a]	1	0.856	0.919	0.467	
Continuity Correction[b]	0.006	1	0.936			
Likelihood Ratio	0.033	1	0.856	0.919	0.467	
Fisher's Exact Test				0.919	0.467	
Linear-by-Linear Association	.033[d]	1	0.856	0.919	0.467	0.079
N of Valid Cases	456					

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 61.10.

b. Computed only for a 2x2 table

c. For 2x2 cross tabulation, exact results are provided instead of Monte Carlo results.

d. The standardized statistic is .182.

As evident from the above table, the Chi-square value is at 0.033 and the p-value is 0.856, therefore, there is no relationship between the genders and drinking is so far as the results of this study report.

The descriptive statistics revealed that religion alone was not enough to prevent people from consuming wine, or any alcoholic drink (see Table 7 above). This was an expected result based on the interview questions with consumers in the study for this document. The descriptive data from this study revealed 156 participants did not drink

wine specifically, and 149 did not drink alcohol at all. However, 258 participants reported that their religion forbade alcoholic drinks (see table 7). This means that 102 participants drink wine even though religion forbids it. Of the 156 non-wine drinkers, only 115 reported religious, moral, or ethical grounds for their lack of consumption (see table 7).

In order to verify that no relationship existed between one's religion and one's decision to drink wine, the researcher ran a cross tabulation followed by a Chi Square test using the variables of religion allows or disallows drinking, and whether or not one drinks wine. With a Chi-square value of 1.82 and a p-value of 0.177, no relationship exists between religion and the decision to drink wine or not, in so far as the results of this study are concerned. Table 16 below reports the results of religion and the number of people whose religion forbids them from drinking alcohol or not.

Table 16: Religion and Forbidden Drinking Cross Tabulation

			Do you drink alcohol?		Total
			Yes	No	
Does your religion forbid drinking alcohol?	Yes	Count	167	91	258
		Expected Count	173.7	84.3	258.0
		% within Does your religion forbid drinking alcohol?	64.7%	35.3%	100.0%

No	Count	140	58	198
	Expected Count	133.3	64.7	198.0
	% within Does your religion forbid drinking alcohol?	70.7%	29.3%	100.0%
Total	Count	307	149	456
	Expected Count	307.0	149.0	456.0
	% within Does your religion forbid drinking alcohol?	67.3%	32.7%	100.0%

Table 17: Religion and Drinking Wine Cross Tabulation

	If you do not Drink wine, why?					Total
	Health concerns	My religion forbids drinking alcohol. Religious, Moral, and	It changes my mood and I want to stay conscious, I hate	I hate its taste	Social image concern	Availability concerns: it is not available where I live	

			Ethical Concern	to lose my consciousness (control and alertness concerns)					
Does your religion forbid drinking alcohol?	**Yes**	**Count**	8	72	2	10	2	2	96
		Expected Count	8.0	70.8	2.5	7.4	2.5	4.9	96.0
		% within Does your religion forbid drinking alcohol?	8.3%	75.0%	2.1%	10.4%	2.1%	2.1%	100.0%
	No	Count	5	43	2	2	2	6	60
		Expected Count	5.0	44.2	1.5	4.6	1.5	3.1	60.0
		% within Does your religion forbid drinking alcohol?	8.3%	71.7%	3.3%	3.3%	3.3%	10.0%	100.0%
Total		Count	13	115	4	12	4	8	156
		Expected	13.0	115.0	4.0	12.0	4.0	8.0	156.0

	Count						
	% within Does your religion forbid drinking alcohol?	8.3%	73.7%	2.6%	7.7%	2.6%	5.1%	100.0%

The results of the Chi Square test can be found in Table 18 below.

Table 18: Religion and Drinking Chi Square

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)	Point Probability
Pearson Chi-Square	1.820[a]	1	0.177	0.191	0.106	
Continuity Correction[b]	1.558	1	0.212			
Likelihood Ratio	1.830	1	0.176	0.191	0.106	
Fisher's Exact Test				0.191	0.106	
Linear-by-Linear Association	1.816[d]	1	0.178	0.191	0.106	0.032
N of Valid	456					

Cases						

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 64.70.

b. Computed only for a 2x2 table

c. For 2x2 cross tabulation, exact results are provided instead of Monte Carlo results.

d. The standardized statistic is -1.348.

As mentioned in chapter two of this study, and as previously mentioned in documents 2, 3, and 4 of this DBA, the Lebanon is divided into various regions and each of these geographical regions has a particular religious sect which is the majority in that area. Given this, it was hypothesized that geographic area of residence would have an effect on one's decision to consume alcohol. Figure 4 below illustrates the various cities around Lebanon that the participants came from. There seems to be a relatively equal distribution of those who drink/do not drink among the various regions of Lebanon.

Figure 7: Bar Graph for Residence and Drinker or Non-Drinker

Residence and Drinking/Non Drining
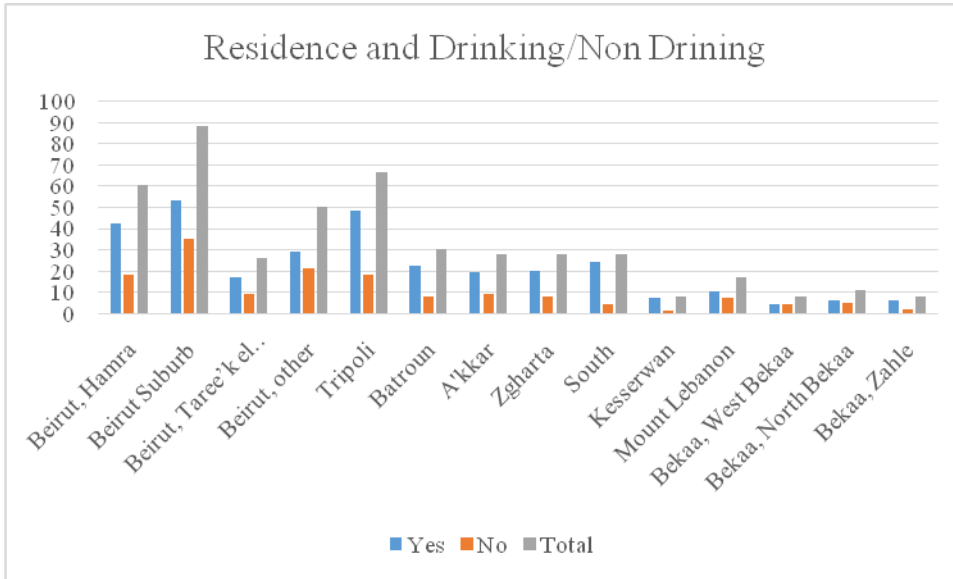
In order to see if a relationship exists between the areas that our participants reside in and their decision to consume alcohol or not, the researcher ran a Chi Square test on residence and drinking or not drinking. Table 19 below illustrates those results. With the Chi-square value at 14.282 and the p-value at 0.354, there does not appear to be a relationship between the specific areas in the figure, and participants' decisions to drink or not.

Table 19 : Residence and Drinking Chi Square

	Value	df	Asymptotic Significance (2-sided)	Monte Carlo Sig. (2-sided)			Monte Carlo Sig. (1-sided)		
				Sig.	95% Confidence Interval		Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound		Lower Bound	Upper Bound

	Value	df							
Pearson Chi-Square	14.282[a]	13	0.354	.360[b]	0.350	0.369			
Likelihood Ratio	15.008	13	0.307	.353[b]	0.344	0.363			
Fisher's Exact Test	14.333			.347[b]	0.337	0.356			
Linear-by-Linear Association	.676[c]	1	0.411	.417[b]	0.407	0.426	.211[b]	0.203	0.219
N of Valid Cases	456								

a. 4 cells (14.3%) have expected count less than 5. The minimum expected count is 2.61.

b. Based on 10000 sampled tables with starting seed 227731397.

c. The standardized statistic is -.822.

In order to better understand these results, the researcher considered a different relationship, this time between whether or not the area they lived in allowed the sale of wine or not, and whether or not a person decided to drink. See Table 20 below for the results of that data.

Table 20: Sale of Wine and Drinking Cross Tabulation

		Do you drink alcohol?		Total
		Yes	**No**	
Is wine available where you live?	Count	182	71	253
	Expected Count	170.3	82.7	253.0

	% within Is wine available where you live?	71.9%	28.1%	100.0%
	Count	125	78	203
	Expected Count	136.7	66.3	203.0
	% within Is wine available where you live?	61.6%	38.4%	100.0%
Total	Count	307	149	456
	Expected Count	307.0	149.0	456.0
	% within Is wine available where you live?	67.3%	32.7%	100.0%

To further analyse the relationship between the availability of wine for sale and participants' decisions not to consume wine, a Chi Square test was run. The results of the Chi Square can be found in Table 21 and the results of the symmetric measures can be found in Table 22 below. As illustrated in that table, the Chi-square value is 5.496 and the p-value is at 0.019, consequently it appears that a relationship does exist between living in areas that sell wine and consuming wine or living in areas that do not sell wine and not consuming wine.

Table 21: Sale of Wine and Drinking Chi Square

	Df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)	Point Probability
Pearson Chi-Square	1	0.019	0.021	0.013	
Continuity Correction[b]	1	0.025			
Likelihood Ratio	1	0.019	0.021	0.013	
Fisher's Exact Test			0.021	0.013	
Linear-by-Linear Association	1	0.019	0.021	0.013	0.005
N of Valid Cases					

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 66.33.

b. Computed only for a 2x2 table

c. For 2x2 cross tabulation, exact results are provided instead of Monte Carlo results.

d. The standardized statistic is 2.342.

Table 22: Sale of Wine and Drinking Chi Square

	Value	Approximate Significance	Monte Carlo Significance		
			Significance	95% Confidence Interval	
				Lower Bound	Upper Bound
Nominal by Nominal	0.110	0.019	.020^c	0.017	0.022
	0.110	0.019	.020^c	0.017	0.022
N of Valid Cases	456				

c. Based on 10000 sampled tables with starting seed 227731397.

The researcher then attempted to understand what role religion really plays in wine consumption. This was done through the idea of religiosity. The researcher hypothesized that being a Muslim on an identity card alone would not suffice for religion as a reason, rather the consumer had to be highly religious, place great weight on religious principles and ideologies, and consider themselves to be of great faith. Therefore, the researcher posed the cross-tabulation of religion allowing or disallowing wine, and the idea that religion and religious beliefs give the participant great strength. This combination would illustrate the concept of religiosity as a psychographic versus religion as a demographic on an identity card. The results of this can be found on table 23 below.

Table 23: Religion and Religiosity Cross Tabulation

			My religion and beliefs give me strength			
			Disagree	Neutral	Agree	Total
Does your religion forbid drinking alcohol?	**Yes**	Count	74	31	153	258
		% within Does your religion forbid drinking alcohol?	28.7%	12.0%	59.3%	100.0%
	No	Count	66	25	107	198
		% within Does your religion forbid drinking alcohol?	33.3%	12.6%	54.0%	100.0%
Total		Count	140	56	260	456
		% within Does your religion forbid drinking alcohol?	30.7%	12.3%	57.0%	100.0%

As apparent from looking at table 23, the majority of the Lebanese participants (57%) report high religiosity, regardless of their religious sect. Of those whose religion reportedly forbade drinking alcohol, and whom for the purposes of this study are considered to be participants of Islamic faith, 153 (59.3%) reported agreement with the statement that religion and beliefs gave them strength. 74 participants (28.7%) did not agree with that statement and 31 (12%) reported feeling neutral to that statement. The

results of this cross tabulation infer that the 156 people who reported to not drink wine and were of the Islamic religion had religiosity as a variable as opposed to just religion. It is their belief in the religion which keeps them from drinking, not the fact that they belong to that religious group.

In order to further analyse this result, a Chi Square test was once again performed. As previously mentioned, a Chi Square test is appropriate in checking the relationships between categorical variables in a research study. If no relationship exists between categorical variables of a sample, then these variables are independent of one another. The ToI compares the detected arrangement of responses to the expected pattern if the variables were truly independent (Field, 2017). Given this, the researcher found a Chi Square test to be appropriate in checking the relationship between religion and religiosity for this question. The results of that Chi Square Test can be seen in Table 24 below.

Table 24: Religion and Religiosity

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1.367[a]	2	0.505
Likelihood Ratio	1.365	2	0.505
Linear-by-Linear	1.360	1	0.244

Association			
N of Valid Cases	456		

a. 0 cells (.0%) have expected count less than 5. The minimum expected

count is 24.32.

To further explore the concept of religion and religiosity, a second proposed question,

"Itis not right to drink alcohol and I don't drink as a result" was asked of the

participants. The results of the question can be found in Table 25 below. One can see

that religion as a demographic, in this particular case belonging to the Islamic religion,

does not translate into a practice of the regulations of that religion as 23.2% of the

Muslim participants reported that they disagree that they don't do anything that violates

their religion, and 16.9% were neutral of the 254 who answered the question.

Table 25: Religion and Religiosity#1

			It is not right to drink alcohol and I don't drink as a result			Total
			Disagree	Neutral	Agree	
Does your religion forbid drinking alcohol?	Yes	Count	59	43	152	254
		Expected Count	86.2	47.6	120.2	254.0
		% within Does your religion	23.2%	16.9%	59.8%	100.0%

		forbid drinking alcohol?			
	No	Count	93	41	60	194
		Expected Count	65.8	36.4	91.8	194.0
		% within Does your religion forbid drinking alcohol?	47.9%	21.1%	30.9%	100.0%
Total		Count	152	84	212	448
		Expected Count	152.0	84.0	212.0	448.0
		% within Does your religion forbid drinking alcohol?	33.9%	18.8%	47.3%	100.0%

Again, the researcher ran a Chi Square test to evaluate the relationship between the variables.

Table 26: Religion and Religiosity #2

	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	40.264[a]	2	0.000
Likelihood Ratio	40.941	2	0.000
Linear-by-Linear Association	39.781	1	0.000
N of Valid Cases	448		

a. 0 cells (.0%) have expected count less than 5. The minimum

expected count is 36.38.

The Mann-Whitney U is a non-parametric test used to assess for significant differences in a scale or ordinal dependent variable by a single dichotomous independent variable. The Mann-Whitney U-test is considered an appropriate analysis for dependent variables on an ordinal scale. It is the non-parametric equivalent of the independent samples t-test (Field, 2017). Essentially this means that no properties are assumed regarding the distribution of the dependent variable in the analysis, and so the imbalance in distribution of the participants and their responses is not a statistical issue. Therefore, it is an appropriate test to compare groups when the dependent variable is not

normally distributed and at least of ordinal scale. According to Fields (2017) then Mann-Whitney U does not compare mean scores but median scores of two samples, making it much more robust against outliers and heavy tail distributions. For the test of significance of the Mann-Whitney U-test, it is assumed that with a large sample size, the distribution of the U-value approximates a normal distribution. The U-value calculated with the sample can be compared against the normal distribution to calculate the confidence level. The U-value represents the number of times observations in one sample precede observations in the other sample in ranking.

Since there is a lesser number of wine drinkers than non-wine drinkers within the sample who report themselves as Muslim, the Mann-Whitney U test is a good fit to answer whether or not religiosity is playing a role between those Muslims who decide to drink, and those who do not. As previously mentioned at the onset of this chapter and in the section on the pilot study in chapter three, reporting on religion was not a direct question as it was deemed too sensitive to ask participants directly which religion they belonged to. This instead was understood from question nine, an indirect question which asked 'Does your religion forbid drinking wine?'. Those who reported that yes, their religion forbids it, were grouped into Muslims. Those who responded no, were grouped into Christians. This decision to infer religion through indirect questions came as a direct result of the first pilot study which resulted in a negative backlash from the majority of the participants.

Table 27: Mann-Whitney: Islam and drinking or not drinking

	Religiosity
Mann-Whitney U	5669.000

Wilcoxon W	19697.000
Z	-3.396
Asymp. Sig. (2-tailed)	.001

a. Grouping Variable: Do you drink alcohol?

A Mann-Whitney U test revealed a significant difference in religiosity score (Median of who they drink alcohol=19 and for who they don't=20) between the 2 groups, Asym Sig<0.05. This reports that those people who report that their religion forbids the drinking of wine or alcohol yet still drink, are less 'religious' (according to the questions of religiosity set by the questions from this study) than those who do not drink wine or other alcoholic beverages.

Additionally, qualitative data from document 3 of this DBA implied that age could be an important factor when analysing religiosity, and that the older a person becomes, the more religious they become. Supposedly at the time the focus groups showed this to be a belief that the end of their lives are near, so older people become stricter in following religious laws. Based on this, age was also considered a variable in combination with religiosity when considering wine consumption. Table 28 below reports on the findings of age and religiosity.

Table 28: Religiosity & Age

Age & Religiosity[b]	
	Religiosity

Chi-Square	7.850
Df	5
Asymp. Sig.	.165

a. Kruskal Wallis Test

b. Grouping Variable: What is your age?

With Chi-Square at 7.850, and the significance at .165 (Sig=0.165>0.05), there is no significance difference in the median scores of religiosity between age groups .This effectively means that, according to the results of this questionnaire, no relationship exists between how old a person is or their age group or range, and religiosity.

Documents 3 and 4 of this DBA also implied that there may be an association between health and heart health and the anti-oxidants in wine, especially red wine. The researcher hypothesized that the more one knew of the health benefits of drinking wine, the greater the chance that he or she would drink wine.

To test this theory, the researcher selected the Mann-Whitney U test. A normality test was conducted for all score variables using Kolmogorov Smirnov and the test was significant for all, so the non- parametric test as Mann-Whitney U test was deemed appropriate in this case because, according to criteria by Field (2017), in the case of health and wine drinking the researcher was exploring two independent groups on a continuous measure. This non-parametric alternative compares medians, and thus is appropriate here.

Table 29: Health & Wine Drinking

Test Statistics^a

	Health
Mann-Whitney U	211.500
Wilcoxon W	11386.500
Z	-17.425
Asymp. Sig. (2-tailed)	.000

a. Grouping Variable: Do you drink alcohol?

A Mann-Whitney U test revealed a significant difference in health score (Median of who they drink alcohol=10 and for who they don't=5) between the 2 groups, Asym Sig<0.05 as illustrated by the table above. To delve further into this variable of health knowledge, the researcher also considered the availability of wine and health knowledge. This was asked through the question, 'if you can't access wine in your area of residence, would you go somewhere else to buy wine?'. Table 30 shows the cross tabulation of this data.

Table 30: Health & Sales Areas Cross Tabulation

Health

If the place where you live in does not have wine sellers, would you go somewhere else to buy a wine bottle?	N	Median
Yes	176	10.00
No	24	8.50
Total	200	10.00

A Mann-Whitney U test revealed a significant difference in health score between the 2 groups, Asym Sig= 0.007<0.05 (see Table 27 below). This illustrates that a relationship does exist, and that health knowledge of wine properties may motivate consumers to purchase wine.

Table 31: Health & Sales Areas Mann Whitney U

Test Statistics[a]

	Health
Mann-Whitney U	1424.000
Wilcoxon W	1724.000
Z	-2.674
Asymp. Sig. (2-tailed)	.007

a. Grouping Variable: If the place where you live in does not have wine sellers, would you go somewhere else to buy a wine bottle?

In order to better understand the various aspects of marketing and the data collected from this research on wine, a factor analysis was completed on the items of the questionnaires and the variables of the study. Factor Analysis is used to find latent variables or factor among observed variables. In other words, if the data contains many variables, so we can use factor analysis to reduce the number of variables. Factor analysis groups variables with similar characteristics together. With factor analysis we can produce a small number of factors from a large number of variables which is capable of explaining the observed variance in the large number of variables.

The reduced factors can also be used for further analysis. The table below shows the communalities between the questions. Items not included here were those that were omitted by the factor analysis. The measures themselves were those developed by the researcher as a result of the first set of interviews. Then they were tested as part of the pilot questionnaire. The final questionnaire format is that of the questionnaire found to be both valid and reliable.

Table 32: Communalities

Communalities		
	Initial	Extraction
My Religion is important to me	1.000	0.575
Where I live impacts on my ability to drink wine	1.000	0.736

I believe that wine is good for my health	1.000	0.749
I choose my favourite wine brand because it is a well-known brand	1.000	0.981
I choose my favourite wine brand because it has the best quality	1.000	0.981
I choose my favourite wine brand because it has the best price	1.000	0.959
I choose my favourite wine brand because it is displayed well in stores	1.000	0.914
I choose my favourite wine brand because it has good packaging	1.000	0.916
I choose my favourite wine brand because it has good ads	1.000	0.732
I usually drink wine at home, chalet, etc.…	1.000	0.602
I usually drink wine at restaurants	1.000	0.614
I usually drink wine to enhance	1.000	0.585

my heart health		
My religion and beliefs give me strength	1.000	0.916
I don't do anything that violates my religion and beliefs	1.000	0.553
My life is given true meaning through my religion	1.000	0.602
It is not right to drink alcohol and I don't drink as a result	1.000	0.888
I am an advocate for the proverb: "little of wine is good for the health of the heart	1.000	0.545
Religion is more important to me than logic	1.000	0.906
I follow my own ethics based on logic to know what is right and what is wrong	1.000	0.743
Praying time is sacred and I never miss a pray	1.000	0.932
My good decisions in life is what makes me happy, not religion	1.000	0.787
I drink wine (alcohol) because my religion does not prohibit it	1.000	0.692

There are places where I drink	1.000	0.707
wine in and at other places it is		
not ethically right (i.e. at work,		
university,…)		
I usually know/choose any of	1.000	0.633
my preferred products through a		
friend (who used it and gave		
you a positive feedback)		
I usually know/choose any of	1.000	0.429
my preferred products Through		
an ad		

Extraction Method: Principal Component Analysis.

In the communalities output, which shows how much of the variance in the variables has been accounted for by the extracted factors. For example, 98.1 % of the variance in question 'I choose my favourite wine brand because it is a well-known brand', while 57.5 % of the variance in 'My religion is important to me is accounted for'. Table 33 below illustrates how these factors loaded.

Table 33: Factors and Extractions

	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
Compon ent	Total	% of Variance	Cumulat ive %	Total	% of Varian	Cumulat ive %	Total	% of Varian	Cumulat ive %

						ce			ce		
1	4.251	17.002	17.002	4.251	17.002	17.002	3.354	13.416	13.416
2	3.756	15.024	32.026	3.756	15.024	32.026	3.145	12.580	25.997
3	2.608	10.434	42.460	2.608	10.434	42.460	2.690	10.759	36.755
4	2.442	9.769	52.229	2.442	9.769	52.229	2.524	10.097	46.852
5	1.779	7.114	59.343	1.779	7.114	59.343	2.268	9.073	55.926
6	1.513	6.050	65.393	1.513	6.050	65.393	1.898	7.591	63.517
7	1.190	4.760	70.153	1.190	4.760	70.153	1.461	5.845	69.362
8	1.140	4.559	74.712	1.140	4.559	74.712	1.337	5.349	74.712
9	0.930	3.718	78.430						
10	0.846	3.383	81.813	.					
11	0.816	3.266	85.079						
12	0.693	2.773	87.852						
13	0.600	2.400	90.252						
14	0.497	1.990	92.242						
15	0.448	1.791	94.033						

16	0.400	1.600	95.632
17	0.372	1.487	97.120
18	0.248	0.994	98.114
19	0.179	0.716	98.830
20	0.119	0.477	99.307
21	0.078	0.314	99.620
22	0.048	0.193	99.813
23	0.027	0.109	99.922
24	0.019	0.078	100.000
25	2.052E-17	8.209E-17	100.000

Extraction Method: Principal Component Analysis.

In the total variance explained in Table 33 above shows all the factors extractable from the analysis along with their Eigenvalues, the percent of variance attributable to each factor, and the cumulative variance of the factors and the previous factors. The first factor accounts for 17.002 % of the variance, the second 15.024 % and the last one 4.559 % we have 8 factors and all the remaining factors are not significant).

Table 34: Component Matrix

Rotated Component Matrix[a]								
	Brand	Beliefs	Environment	Ethics	Religion	Belief & Ethics	Pleasure / Health	Religion& Marketing
I choose my favourite wine brand because it is a well-known brand	0.984							
I choose my favourite wine brand because it has the best quality	0.984							
I choose my favourite wine brand because it has the best price	0.981							
Praying time is sacred and I never miss a pray		0.924						
It is not right to drink alcohol and I don't drink as a result		0.906						
I drink wine (alcohol) because my religion does not prohibit it		0.831						
My good decisions in life is what makes me happy, not religion		0.905						

I am an advocate for the proverb: "little of wine is good for the health of the heart	0.890						
I choose my favourite wine brand because it is displayed well in stores		0.944					
I choose my favourite wine brand because it Have a good packaging		0.935					
Where I live impacts on my ability to drink wine		0.971					
My life is given true meaning through my religion			0.918				
I follow my own ethics based on logic to know what is right and what is wrong			0.963				
I usually drink wine at restaurants			0.890				
I don't do anything that violates my religion and beliefs			0.970				
I usually know/choose any of my preferred			0.814				

products Through an ad								
I choose my favourite wine brand because it has good ads				0.871				
Religion is more important to me than logic					0.940			
My religion and beliefs give me strength					0.937			
I believe that wine is good for my health						0.820		
There are places where I drink wine in and at other places it is not ethically right (i.e. at work, university,…)						0.783		
I usually drink wine at home, chalet, etc…							0.726	
I usually drink wine To enhance my heart health							0.805	
My Religion is important to me								0.907
I usually know/choose any of my preferred products through a friend (who used it and gave you a								0.915

positive feedback)								

Extraction   Method: Principal   Component   Analysis.

 Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 15 iterations.

The idea of rotation is to reduce the number factors on which the variables have high loadings. Rotation makes the interpretation of the analysis easier. Items below 0.5 were excluded from the data analysis. In this table 34, we can see for example that the first 3 questions or variables loaded on Factor (Component) 1. While the next 4 questions loaded on Factor2 and so on. These factors can be used as variables for further analysis. Binary logistic regression allows the researcher to assess how well the set of predictor variables predicts or explains the categorical dependent variable. It gives an indication of the adequacy of your model (Set of predictor variables) by assessing goodness of fit. It provides an indication of the relative importance of each predictor variable. It provides a summary of the accuracy of the classification of cases. Logistic regression does not make assumptions concerning the distribution of scores for the predictors' variables. But before doing the test, we have to check for the multicollinearity assumption, if there is high inter-correlations among the independent variables and if it exists high correlations (>0.7) so we need to remove factors

Table 35: Factors and Extractions

Correlations								
	Factor1	Factor2	Factor3	Factor4	Factor5	Factor6	Factor7	Factor8

Spearman's rho	Factor 1	Correlation Coefficient		-0.011	0.003	0.095	-0.013	.140*	.226**	.175**
		Sig. (2-tailed)		0.844	0.959	0.092	0.816	0.013	0.000	0.002
		N		317	308	317	317	317	308	317
	Factor 2	Correlation Coefficient			-0.042	-.149**	-.282**	.137**	-.117*	-0.064
		Sig. (2-tailed)			0.463	0.001	0.000	0.003	0.040	0.173
		N			312	456	456	456	312	456
	Factor 3	Correlation Coefficient				.214**	-0.007	-0.040	.239**	.158**
		Sig. (2-tailed)				0.000	0.901	0.483	0.000	0.005
		N				312	312	312	308	312
	Factor 4	Correlation Coefficient					0.075	.134**	0.058	.236**
		Sig. (2-tailed)					0.108	0.004	0.304	0.000
		N					456	456	312	456
	Factor 5	Correlation Coefficient						-.113*	.163**	-.093*

		Sig. (2-tailed)							0.015	0.004	0.047
		N							456	312	456
	Factor 6	Correlation Coefficient							-0.015	.143**
		Sig. (2-tailed)							0.795	0.002
		N							312	456
	Factor 7	Correlation Coefficient								-.228**
		Sig. (2-tailed)								0.000
		N								312
	Factor 8	Correlation Coefficient								
		Sig. (2-tailed)								
		N								

*. Correlation is significant at the 0.05 level (2-tailed).

**. Correlation is significant at the 0.01 level (2-tailed).

As seen in the table above, multicollinearity doesn't exist because all coefficient correlation between factors are less than 0.7 so all factors will be included in the model.

Table 36: Case processing

Case Processing Summary

Unweighted Cases[a]		N	Percent
Selected Cases	Included in Analysis	308	67.5
	Missing Cases	148	32.5
	Total	456	100.0
Unselected Cases		0	.0
Total		456	100.0

a. If weight is in effect, see classification table for the total number of cases.

Summary results for testing each 2 factors in the model and what they effect on the dependent variable Q8 (if they drink alcohol or not).

Table 37: Classification Table

Classification Table[a]

		Predicted		
		Does the price of wine affect your consumption?		Percentage
	Observed	No	Yes	Correct
Step 1	Does the price of wine No	88	12	88.0

affect your consumption?	Yes	17		23			57.5	
Overall Percentage							79.3	

a. The cut value is .500

Table 38: Variables in the Equation

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)	95% C.I.for EXP(B) Lower	Upper
Step 1ᵃ	Factor1	6.709	3687.333	.000	1	.999	819.518	.000	.
	Factor2	-.598	.134	19.900	1	.000	.550	.423	.715
	Factor3	-.030	.239	.016	1	.899	.970	.607	1.551
	Factor4	-.017	.118	.020	1	.888	.983	.781	1.239
	Factor5	-.528	.164	10.303	1	.001	.590	.427	.814
	Factor6	.002	.207	.000	1	.993	1.002	.668	1.503
	Factor7	-.755	.320	5.569	1	.018	.470	.251	.880
	Factor8	.709	.249	8.099	1	.004	2.032	1.247	3.311
	Constant	-52.842	33185.995	.000	1	.999	.000		

a. Variable(s) entered on step 1: Factor1, Factor2, Factor3, Factor4, Factor5, Factor6, Factor7, Factor8.

As we see that factor 2, 5, 7 and 8 are statistically significant. This indicated that for every additional score of factor 2, factor 5 and factor 7, respondents were 0.598, 0.528 and 0.755times less likely that the price of wine affects their consumption from respondents that who do not drink wine, and 0.709 more likely that the price of wine affects consumption in all groups. The Omnibus test of model coefficients gives us an overall indication of how well the model performs which is very good (Sig<0.05).

Table 39: Model Summary

Model Summary

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	107.141[a]	.425	.581

a. Estimation terminated at iteration number 6 because parameter estimates changed by less than .001.

The model as a whole explained between 42.5 % (Cox& Snell R square) and 58.1 % (Nagelkerke R square) of the variance in price if it affects the wine consumption and correctly classified 79.3 % of cases as shown below.

Table 40: Classification Table[a]

Classification Table[a]

Observed	Predicted

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		If you live in a city known for its high religiosity; does that affect your wine consumption?		Percentage
		No	Yes	Correct
Step 1	If you live in a city known for its high religiosity; does that affect your wine consumption?	No	75	13	85.2
		Yes	16	36	69.2
	Overall Percentage				79.3

Table 41: Variables in the Equation

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1[a]	Factor1	-.034	.283	.014	1	.906	.967
	Factor2	-.606	.141	18.495	1	.000	.546
	Factor3	1.799	.407	19.542	1	.000	6.043
	Factor4	-.239	.124	3.713	1	.054	.788
	Factor5	.057	.187	.094	1	.759	1.059
	Factor6	.224	.235	.906	1	.341	1.251

Factor7	-.972	.470	4.274	1	.039	.378
Factor8	-.443	.251	3.112	1	.078	.642
Constant	1.692	4.400	.148	1	.701	5.431

As we see, factors 2, 3, and 7 are statistically significant. This indicated that for every additional score of factor 2, and factor 7, respondents were 0.606 and 0.972 times less likely that respondent was affected. It affects their wine consumption and 1.799 more likely that if they live in a city known for its high religiosity; it affects their wine consumption. This poses the question, if all factor scores predict that the place where one lives does not have wine sellers, would the consumer go somewhere else to buy a wine bottle?

Table 42: Case Processing Summary

Case Processing Summary

Unweighted Cases[a]		N	Percent
Selected Cases	Included in Analysis	180	39.5
	Missing Cases	276	60.5
	Total	456	100.0
Unselected Cases		0	.0
Total		456	100.0

a. If weight is in effect, see classification table for the total number of cases.

Table 43: Classification Table[a,b]

Classification Table[a,b]

	Observed	Predicted		
		If the place where you live in does not have wine sellers, would you go somewhere else to buy a wine bottle?		Percentage Correct
		No	Yes	
Step 0	If the place where you live in does not have wine sellers, would you go somewhere else to buy a wine bottle? No	0	24	.0
	Yes	0	156	100.0
	Overall Percentage			86.7

a. Constant is included in the model.

b. The cut value is .500

The Omnibus test of model coefficients gives us an overall indication of how well the model performs which is very good (Sig<0.05).

Table 44: Model Summary

Model Summary

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	77.897[a]	.297	.546

a. Estimation terminated at iteration number 20 because maximum iterations has been reached. Final solution cannot be found.

The model as a whole explained between 29.7 % (Cox& Snell R square) and 54.6 % (Nagelkerke R square) of the variance in If the place where you live in does not have wine sellers, would you go somewhere else to buy a wine bottle and correctly classified 90 % of cases as shown below.

Table 45: Classification Table

Classification Table[a]

		Predicted		
		If the place where you live in does not have wine sellers, would you go somewhere else to buy a wine bottle?		Percentage
	Observed	No	Yes	Correct
Step 1	If the place where you live in does not have wine sellers, would you go somewhere else to buy a wine bottle? No	14	10	58.3
	Yes	8	148	94.9
	Overall Percentage			90.0

a. The cut value is .500

Table 46: Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1[a]	Factor1	-5.893-	2417.356	.000	1	.998	.003
	Factor2	.296	.159	3.453	1	.063	1.344
	Factor3	.577	.398	2.100	1	.147	1.781
	Factor4	.813	.228	12.760	1	.000	2.255
	Factor5	1.131	.311	13.208	1	.000	3.098
	Factor6	.870	.297	8.601	1	.003	2.386
	Factor7	1.722	.576	8.936	1	.003	5.598
	Factor8	-.697-	.415	2.823	1	.093	.498
	Constant	23.460	21756.209	.000	1	.999	15438335301.949

a. Variable(s) entered on step 1: Factor1, Factor2, Factor3, Factor4, Factor5, Factor6, Factor7, and Factor8.

Factors 4, 5, 6 and 7 are statistically significant. This indicated by every additional score of factor 4, 5,6and factor 7, respondents were 2.255, 3.098, 2.386 and 5.598 times more likely if the place where they live in does not have wine sellers, they would go somewhere else to buy a wine bottle.

Table 47: Classification Table for Residence and Religiosity

Classification Table[a]

			Predicted		
			If you live in a city known for its high religiosity; does that affect your wine consumption?		Percentage
	Observed		No	Yes	Correct
Step 1	If you live in a city known for its high religiosity; does that affect your wine consumption?	No	75	13	85.2
		Yes	16	36	69.2
	Overall Percentage				79.3

a. The cut value is .500

Table 48: Variables in the Equation

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1[a]	Factor1	-.034	.283	.014	1	.906	.967
	Factor2	-.606	.141	18.495	1	.000	.546
	Factor3	1.799	.407	19.542	1	.000	6.043
	Factor4	-.239	.124	3.713	1	.054	.788
	Factor5	.057	.187	.094	1	.759	1.059
	Factor6	.224	.235	.906	1	.341	1.251
	Factor7	-.972	.470	4.274	1	.039	.378
	Factor8	-.443	.251	3.112	1	.078	.642
	Constant	1.692	4.400	.148	1	.701	5.431

As we see that factor 2, 3, and 7 are statistically significant. This indicated that for every additional score of factor 2, and factor 7, respondents were 0.606 and 0.972 times less likely that respondent if they lives in a city known for its high religiosity; it affects their wine consumption and 1.799 more likely that if they live in a city known for its high religiosity; it affects their wine consumption.

In conclusion this chapter summarized the analyses of the quantitative and qualitative of this DBA research study. It attempted to allow for quantifications, examples, and explanations where deemed fit and necessary. These results are further advanced in the following chapter in the outright rejection of or acceptance of the hypotheses postulated at the onset of this document.

CHAPTER 5- DISCUSSION AND CONCLUSION

The aim of this chapter is to provide a discussion of the quantitative and qualitative findings, to answer the research questions and validate the hypotheses of this research. Additionally, the limitations of the study are discussed, implications for marketers are reviewed and contributions to theory are explored. Directions for future research are also suggested. The chapter finishes with managerial recommendations and a conclusion of the whole study.

The aim of the study was to investigate the demographic and psychographic factors which play a role in the consumer behaviour of wine purchases in Lebanon. At the onset of the study, the researcher completed a review of the relevant literature on the topic of the investigation. Reading of previous research on: (i) consumer behaviour and demographic and psychographic variables, (ii) factors of Lebanese culture and the Lebanese context that effect consumer behaviour, led to the formulation of the research questions, hypotheses and methodology for this study. The methodology adopted was pragmatist and relied predominately on questionnaire results. Qualitative data was also used to develop the questionnaire and supplement the quantitative data with findings from interviews with wine producers and consumers. These interviews offered further insights into the quantitative results.

5.1 Discussion of Findings

The analysis presented in the findings in chapter four enabled the researcher to either accept or reject the proposed hypotheses first presented in chapter one of this research study. Table 49 provides a summary of which hypotheses are rejected or accepted

according to the quantitative analysis and relevant insights from the qualitative interviews are also highlighted. This is followed by a more detailed discussion.

Table 49: Summary of Findings relating to RQ1

Research Question	Hypothesis	Questionnaire Items	Accepted/Rejected based on quantitative analysis	Qualitative Findings
1	H1			
1a	H1.1	3;1; 8; 8.a.i; 8.a.ii; 8.b.i; 8.b.ii.7; 9	Rejected	The wine producers explicitly stated that they were targeting younger markets, and were aiming to give wine a trendier, younger look. In contrast, the consumers themselves stated that since wine was a more respectable drink, they were allowed to drink it from a young age, along with beer
1b	H1.2	1; 8; 8.a.i; 8.a.ii; 8.b.i; 8.b.ii.7; 9	Accepted	
1c	H1.3	8 ; 8.a.i ; 8.a.ii ; 8.b.i ; 8.b.ii.5 ; 8.b.ii.6 ; 8.b.ii.7 ;	Accepted	Wine producers reported that they lacked a presence in

		8.b.ii.12 ; 9 ; 10 ; 11 ; 16		predominately Muslim areas and respected the wishes of those municipalities, but they had found their consumers would go to the nearest town and make their wine purchases regardless
1d	H1.3a	6; 7; 8.b.ii.6; 8.b.ii.12	Accepted	
1e	H1.4	8 ; 8.a.i ; 8.a.ii ; 8.b.i ; 8.b.ii.5 ; 8.b.ii.6 ; 8.b.ii.7 ; 8.b.ii.12 ; 9 ; 10 ; 11 ; 16	Accepted	The qualitative datasets both illustrated a belief among participants that it was not necessarily the religious group you belonged to, but it was a belief system which led one to abstain from alcohol or not.
1; 1a; 1e	H1.4a	3 ; 8 ; 8.a.i ; 8.a.ii ; 8.b.ii.5 ; 8.b.ii.6 ; 8.b.ii.12 ; 10 ;11 ; 16	Rejected	
1f	H1.5	8 ; 8.a.i ; 8.a.ii ;	Accepted	

		8.b.i ; 8.b.ii.4 ; 8.b.ii.7 ; 9 ; 11 ; 16		

H1: There is a significant relationship between certain demographic, psychographic, and cultural factors and wine consumption in Lebanon

H1.1: There is a significant correlation between age and wine consumption in Lebanon.

This first subsection of hypothesis one was rejected. The research did not illustrate a relationship between one's age and wine consumption. The rejection of the hypothesis was not surprising given the results of the two qualitative studies within this document. The wine producers explicitly stated that they were targeting younger markets, and were aiming to give wine a trendier, younger look. In contrast, the consumers themselves stated that since wine was a more respectable drink, they were allowed to drink it from a young age, along with beer, and that this was one of the things that they had continued to drink as they got older.

H1.2: There is no significant correlation between gender and wine consumption in Lebanon.

This second subsection of hypothesis one was accepted. The research did not illustrate a relationship between one's gender and wine consumption. This was the original belief of the researcher, and the research in this study supports the idea that gender does not play a role in the consumption of wine. This finding is not only in contrast with previous literature (Abou Chedid, 2007; Hall et al., 2000; Lianne (2005) but also contrasts with the reporting in the qualitative portion of this document. The qualitative data found for example that wine producers believed that women drank more wine, that it was a more female friendly as a drink, and that women were making wine

trendier. Abou Chedid (2007) also found gender interacted with other socio-demographic variables thereby influencing consumption. Other variables included occupation (Burt and Scott 2002) income, social class, ideology, and age (Baxter and Kane 1995; Harris and Firestone 1998; Zou 1997) and religion or religiosity (Wilcox and Jelen 1991; Haddad 1994). This interaction, which was not explored in the quantitative data, could explain why the results of this quantitative section illustrated no correlation. There is a large interplay of these variables within the Lebanese context which suggests the need for further research that explores the role of gender and the interaction with other socio-demographic variables. So the fact that the questionnaire found that Lebanese men drink wine just as much as Lebanese women could be because wine is served as part of meals, holidays and social occasions, making it less gender oriented, and instead tied to the seasonality, or the type of meal eaten.

H1.3: There is a significant relationship between the geographic region and wine consumption as opposed to religion.

This proved to be true, in that some areas do not sell alcohol, however, it does not seem to be a factor in consumption, in that people living in these areas purchase less due to lack of access, but that they are willing to go outside of their residential areas to purchase wine when needs be. This is in keeping with what wine producers told the researcher. They reported that they lacked a presence in predominately Muslim areas and respected the wishes of those municipalities, but they had found their consumers would go to the nearest town and make their wine purchases regardless.

H1.4: There is a significant relationship between a person's religiosity and the person's wine consumption; the existence of the first implies the elimination of the other.

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This hypothesis was accepted. The research has shown that it is not religion which decides on whether or not a person will buy wine. Rather, it is their belief that an alcoholic product truly is a sin, and not just a religious law, that prevents them in wine consumption. Therefore, religion alone is not a basis on which to judge consumption. Again, this was in keeping with results of the qualitative studies which both illustrated a belief among participants that it was not religious identity, but it was a belief system which led one to abstain from alcohol or not. The literature was also in keeping with these findings. The limited literature suggests that the impact of religion on consumer behaviour is dependent on the extent to which an individual follows the doctrines and the level of involvement that person has with their religious group, that is their expression of 'religiosity' as part of their own values (Johnstone, 1975; Sood and Nasu, 1995; Vitell et al., 2005; Mokhlis, 2009;).

H1.4a: There is a significant relationship between religiosity and age in so much as the older a consumer becomes in years of life, the more religious he or she may appear to be.

This hypothesis and its sub-hypothesis were rejected. Age and religiosity were shown not to be correlated, therefore becoming older would not necessarily make one more religious, and thus not affect wine consumption. This result does not fit with previous literature (Alam, Mohd, and Hisham, 2011), which illustrates the importance of religiosity.

H1.5: There is a significant relationship between the less an individual knows about the health benefits of wine and the likeliness the individual has to consume it.

This hypothesis was accepted. The research illustrates that knowledge of the health benefits of wine will increase one's agreement to wine consumption. Chang,

Thach, and Olsen (2016) found consumers felt red wine to be very healthy, and that wine to be healthier than other alcoholic beverages in general. Higgins and Llanos (2015) found consumers who valued health had greater wine intake that those who did not. They also found those with fewer health issues were moderate wine drinkers and these same consumers had greater wine intake than less healthy participants. These same consumers tended to purchase wines that were more health-enhanced. The research from this study, and from the literature mentioned above, seem to coincide with one another in that the more the consumer understands about the benefits of wine, the greater the chance that they will purchase it. This same thought was mentioned during the qualitative portions of this study with the wine producers and consumers. This finding is interesting as it would appear to be in contrast to the wider, global concerns about over-consumption of alcohol and the negative impact it can have on an individual's health (WHO, 2018).

Based on the findings, an amended conceptual framework was developed . This new framework demonstrates that personal factors, the Lebanese context, and wine properties influence a person's decision to consume wine. The findings suggest that religion and religiosity are both personal and environmental factors affecting wine consumption in the Lebanese context.

Figure 8 presents the revised conceptual framework based on the results of the study.

Figure 8: Revised Conceptual Framework Doc 5
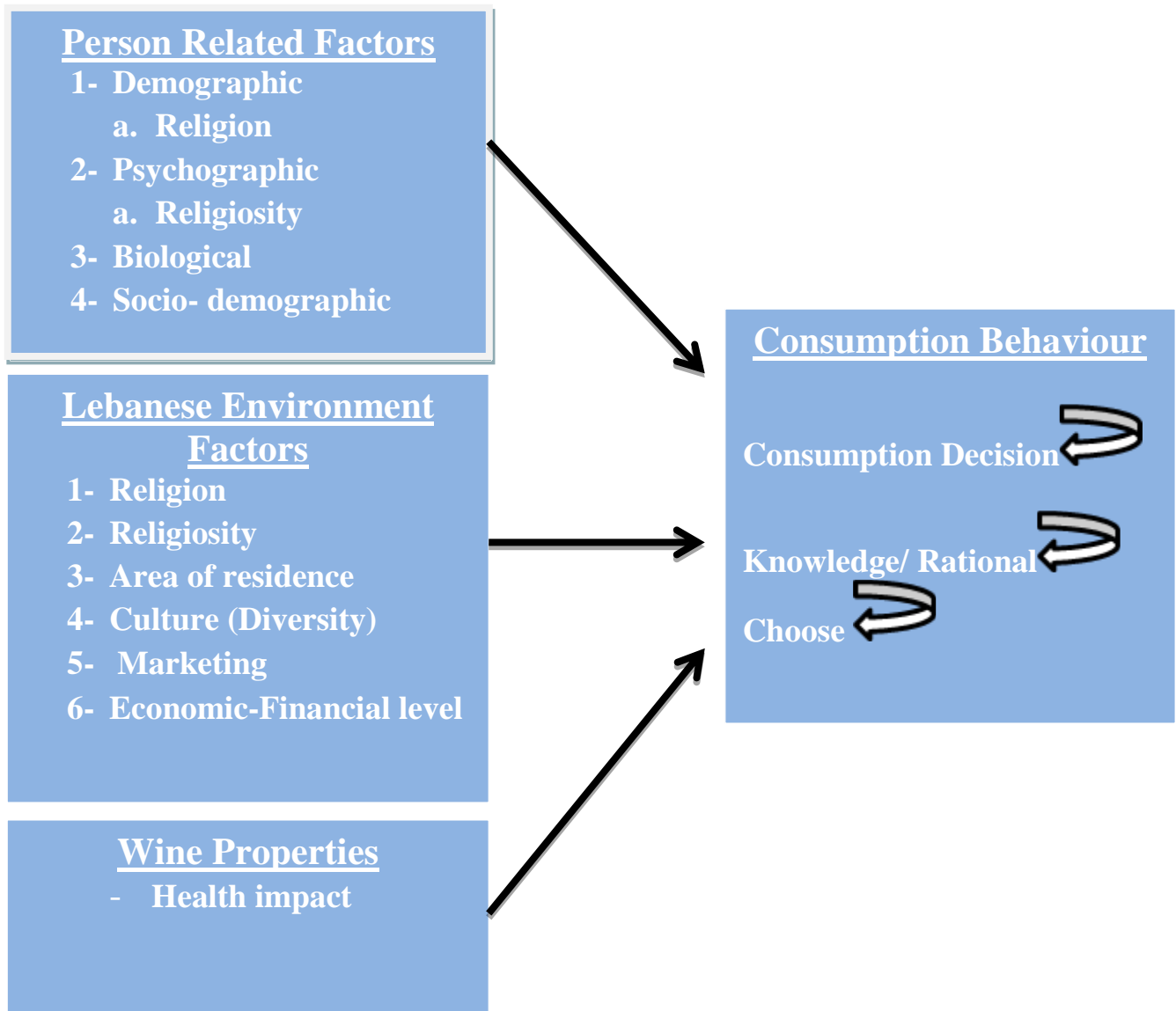
Overall, the results of the study have significant impact on various stakeholders in the wine industry, including those entrepreneurs who potentially would like to enter the market. So, for example, if there is a family vineyard in a certain agriculture area of Lebanon, based on the results of this study, said vineyard could grow commercially by

entering the market using the information from this DBA. The results from the study suggest that to commercialize the product and create the appropriate advertising and marketing campaigns, producers should look at the needs of the consumer in terms of their religion and religiosity instead of just supermarket sales data which may not correctly reflect the target market, or the potential target market for the product in various geographical locations throughout Lebanon.

Additionally, the study has the potential to create great impact on the current and future managerial and marketing practices that relate to the industry. The study has shown that wine producers may be negatively affected by high religiosity in some Lebanese cities. However, this is not necessarily due to a cause-effect relationship where consumers are not purchasing wine because of their beliefs, rather it is illustrative of the current situation where wine is not available in these areas, and therefore this is potentially a missed wine market, although minimal in size.

Instead citizens are willing to travel and purchase their wine, or even other alcoholic beverages, in another city. This suggests that the wine marketer needs to ensure that these potential consumers in areas where wine is not physically available, have access to their advertisements and marketing promotions. Marketers therefore need to be aware of the geographic limitations the country presents to wine consumers. Nevertheless, the study stresses the need to have a sensitive marketing presence in physical locations and geographical areas where potential consumers may reside, but who may not have access to the product itself. This initiates a need for religious sensitive advertising in areas where drinking may be less acceptable. This sensitivity in marketing may be relayed, for example, in the imagery selected, or in the slogans or in the channels used to promote the product itself. Understanding how the location of the

store and religious beliefs impacts upon wine consumption would not only enhance sales in larger retailers but also the small "mom and pop" general stores, small wine retailers, and other business which sell wine, or wine experiences.

The results of this study contribute to the literature on consumer behaviour in so much as it illustrates that what consumers say they are going to do and what they actually do is relevant but not always the same, particularly in terms of the role religion & religiosity play in decision-making. Some participants who identify as Muslim and should not consume alcohol, actually do consume wine. Therefore, what they say is their identifier, is not necessarily in line with their actions. This notion relates to the assumption that not all consumer decision-making is rational (Engel et al 1991;Hawkins and Mothers Braugh, 2010; Zhang and Benyoucef, 2016).

Likewise, the results contribute to the previous literature in that age was not found to be a useful marketing variable. Instead, the study found that for this sample, consuming wine was related to lifestyle, values, and other variables that cut across age. Similarly, religion on its own is not necessarily helpful in terms of estimating consumer behaviour, however, religiosity is in terms of assessing impact on purchasing power. The variable of geography was found to be helpful but only in terms of where the consumer shops as opposed to where they reside. Given this, marketers should do more than just identify where one lives. Relying on data relating to where a consumer lives will not provide a clear or full picture, rather the data must be gleaned in conjunction with other geographical variables, like where they shop.

Overall, this study has found that 'standard' demographic variables such as religion and the area in which people live are not necessarily always helpful as they do not pick up the nuances in consumer behaviour. It also highlights the importance of

using a mixed-methods approach to consumer behaviour studies as the qualitative findings in this study provided a richer description of people's decisions by helping to understand the 'why' behind their decision-making Cohen et al. (2007).

5.2 Limitations

Research is not static, nor is it linear. The research process is complicated and filled with unaccounted for variables and ups and downs (Remenyi et al., 1998). With this in mind, the researcher tried to plan for the best and worst case scenarios, in as much as it is possible to, in an attempt to successfully complete the DBA and document five of the research process. However, there were various obstacles that limited the ability of the researcher to fully study all aspects. These limitations are expanded on here.

The difficult political situation in Lebanon and the country's position next to turbulent countries such as Syria proved to be one of the biggest challenges to this research study, particularly in terms of data collection. Over the entire course of the preparation of this document, Lebanon was quite literally been plagued by numerous battles with the Lebanese army and groups such as ISIS, within the country. The battles were rarely limited to one geographical location, and fighting would suddenly surge up towards the South, East, West, and North without any prior notice. This lack of security in the country made data collection potentially physically dangerous for the researcher. Before each day of data collection, the researcher would call the Lebanese internal security forces for an update on conflict in the area in order to secure her movement from one location to the next. This resulted in frequent changes to planned data collection at short notice. In February 2019, the tension experienced in the country

almost sent Lebanon into another war similar to that of July 2006 between Israel and Hezbollah on Lebanese soil.

These bouts of violence were coupled with more than 1 million Syrian refugees entering the country living at below poverty levels in addition to Palestinian refugees who have been living in the same conditions on Lebanese soil prior to the Lebanese civil war. The consumers and wineries who were the focus of this study were therefore living in economical, emotional, and psychological distress which was likely to impact upon their attitudes, behaviours and responses. If the study were to be carried out in a less turbulent environment, then results may potentially be different.

Furthermore, in the context of a country of mixed religious sects, where politics intertwines with religion, using a questionnaire proved to be challenging. Lebanon has a culture of people that favour conspiracy theories, and every time they see religious terms, or know that the study dealt directly with religious taboos, problems were encountered often resulting in their refusal to take part. In locations, which are primarily in geographic areas heavily populated with people of the Islamic faith, it would take an entire week to obtain 50 complete questionnaires. Even then, after the data was analysed, it would become evident that many of the questionnaires could not be utilised because the data was incomplete.

The sensitive situation and tension in some of these geographical Lebanese areas resulted in oversensitivity among members of Lebanese society. This affected the total possible sample size of the research and may have well been a cause for the sample not to be representative. Unfortunately, despite the efforts of the researcher, the sample size of the 173 participants who consume wine included 71% Christians, and only 21% Muslims. This means the religious representations in this investigation do not accurately

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reflect the religious groups in Lebanon. These difficulties illustrate once again the impact of political instabilities on research and the industry in general, and the Lebanese consumer in particular. For future research, the sample should be much larger, and hopefully include greater representations of the different Lebanese populations.

The limitations of this study were not just limited to the political situation. There was also the issue of the creation of the questionnaire. Items on the questionnaire, or lack of items on the questionnaire, were limitations. Although the researcher made every effort to ensure that those factors selected for analysis were relevant and significant to the study, the market, and Lebanon, the researcher experienced issues related to producing a questionnaire where:

1. The majority of participants understood the question;

2. The questions are all both reliable and valid.

In retrospect, the researcher would have changed some questions, or at least the question formation on the questionnaire. There were a number of questions that were not really related to the subject at hand and did not need to be posed in such a manner on the questionnaire. The inclusion of such items only served to lengthen the questionnaire, increase the amount of time needed for analysis, and to result in data that is of no direct benefit to this particular investigation.

Additionally, the researcher would, for future research, include a variable pertaining to political parties and how the doctrines of the various parties may be reflected in the results. This could include data on parties like the Shiite 'Party of God', otherwise known as Hezbollah, and how the beliefs of this party may impact the results of a study like this as it pertains to variables like age, gender, and religiosity.

Furthermore, the lack of statistical knowledge on the part of the researcher led to great difficulty in selecting the tests that needed to be run in order to understand which differences were significant between groups and which were not. This resulted in a great amount of time studying and attempting to better understand various aspects of statistical tests in order to select methods of analysis and then analyse these.

Additionally, upon analysis, the researcher realized that specific tests which might have been useful to the investigation could only be used if a certain type of question format had been adopted. This limited the tests the researcher could use in the analysis. The researcher also chose to do a cross-sectional study, however future research could focus on a longitudinal study to measure how consumer variables change particularly in relation to the impact religious beliefs and wine consumption may have in relation to age. One example could be consumers at ages 18, 21, 25, 30, 35, 40, 50 etc. following them throughout their life stages, measuring the changes in their demographics, and psychographics and relating these changes to changes in their consumer behaviour.

Such limitations to the study served to be lessons for the researcher. In terms of future research, studies could consider perhaps studying the consumption of wine in other Middle Eastern countries, or in Lebanon again during a more stable period of time. Although other Middle Eastern countries may not match Lebanon in terms of religious diversity, there are other variables, such as socio-economic status, foreign contact, and educational level, that may prove interesting or more insightful in terms of consumer behaviour and what makes a consumer behave as they do. Additionally, future research could focus not just on one specific type of drink, but on various alcoholic drinks. The study could also be expanded into future research areas in

Lebanese lifestyle, such as the tourism and hospitality sector, and the decision to attend events or locations where other 'forbidden' food, drink or activities may be available such as pork products, other alcoholic drinks and dancing (such as Beirut's night club scene). These may all be linked to lifestyle and religiosity, and would be interesting to look at from a more in depth perspective. In doing so any study that examines lifestyle as an area of study could take into consideration variables such as consumer attitudes, experience, and trust. It is also important to note that Lebanon has been very tumultuous as a landscape to study from a sales, marketing, advertising, and consumer perspective because of its unstable and deteriorating political, social and economic situation. If the situation in Lebanon were to ever stabilize then it would be interesting to delve once again into a similar study to reflect upon changes in the results which could be due to the socio-economic and environmental change and how that changed consumer behaviour.

Finally, a comparative study could be done between Lebanon and various members of the Arab world, Middle East, and Africa especially since the religious fabric may differ greatly from that found in Lebanon. Lebanon could be compared with a variety of countries where alcohol is sold, even if they are not wine producers. This could also create possibilities to open up the market to Lebanese wine outside of Lebanon.

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APPENDIX 1:

الأسئلة المباشرة هي باللون الأسود, الأسئلة الغير المباشرة هي باللون الرمادي

1- ما هو عملك و كيف تشرح عنه ؟

2- ما هي التحديات التسويقيّة الرئيسيّة التي تواجه شركتك؟

    a. هل هذه التحدياتالتسويقيّة تختلف فيما يتعلق بمواقع المدن اللبنانيّة ؟

3- ما هي أهم نقاط القوّة بالنسبة لشركة إنتاج النبيذ التي تعمل بها؟

    a. هل هي نقطة قوّة ان تنتج النبيذ في بلد يعتبر من أهم منتجين و مصدرين العنب ؟

    b. هل العامل التاريخي لإنتاج النبيذ في لبنان يبرر و يبرز عامل قوة الشركة المنتجة؟

4- ما هي المدن اللبنانية الرئيسية التي تعتمد شركتك عليها عندما يتعلق الأمر باستهلاك النبيذ؟

5- لماذا تعتقد أن اللبناني يشرب النبيذ ؟

    a. هل يتأثراستهلاك النبيذ بالموسم المرتفع والموسم المنخفض؟

6- كيف تقوم بإجراء استراتيجيات التسويق لتلبية الاحتياجات المستهلك الذي تستهدفه في لبنان؟

    a. هل ترويج الخصومات و العروضات جزءا من الاستراتيجيّات الخاصّة بالشركة المنتجة؟

    b. ما هو السبب وراء عدم إظهار الفوائد الصحية للنبيذ في أيّ من إعلانات النبيذ الخاص بشركتكم؟

    c. هل تعتبر وتستخدم استراتيجيات التسويق نفسها للمنتجعات ,والمطاعم ,والنوادي الليلية، ومحلات السوبر ماركت؟

7- هل تأخذ الشخصية، والقيم ,والآراء, والمواقف، والمصالح، وأنماط حياة المستهلكين في الاعتبار في استراتيجيات التسويق الخاصة بالشركة ؟و لماذا ؟

    a. هل تختلف هذه الإعتبارات بين المدن اللبنانية المختلفة؟

8- هل تعتقد أن التديّن يؤثر على استهلاك النبيذ في لبنان؟ لماذا؟

a. في الأماكن العاليّة التدين (كضاحية بيروت الجنوبيّة, المنية, الخ...) ، هل الاستهلاك أقل أو أنه يكاد أن لا يذكر؟

9- ما هي نقاط الضعف التي تؤثر على استهلاك النبيذ في لبنان؟ و ما مدى صلتها بالدين والتديّن؟

10- ما هي اقتراحاتكم لتحسين الأرباح الخاصة بالشركة من خلال ارتفاع معدل استهلاك النبيذ (وليس من خلال عوامل أخرى كخفض تكلفة الإنتاج مثلا) ؟

a. هل ممكن أن تشملاقتراحاتكم ابراز الفوائد الصحية للنبيذ في إعلاناتكم؟

11- ما هي الفرص المتاحة أمام الشركة في توسيع نطاق عملها في بلدان الشرق الأوسط (العربيّة منها والأجنبيّة)؟

a. هل تحتلّ الدول ذات طابع التديّن المنخفض اولى اهتمامات استراتيجيات التوسّع للشركة؟

APPENDIX 2:

Interview Questions

Indirect questions are in Grey.

1- How do you introduce your business?

2- What are the main marketing challenges that face your company?

   a. Do these challenges vary with respect to location (between Lebanese cities)?

3- What are the main points of strength for your company?

   a. Is it a point of strength being in a grapes production country?

   b. Does the historical factor of wine production in Lebanon highlight its strength?

4- What are the main Lebanese cities that your company relies on when it comes to their wine consumption?

5- Why do you think the Lebanese drink wine?

   a. Is wine consumption affected by high and low season?

6- How do you conduct marketing strategies to meet your target's needs in Lebanon?

   a. Are promotions part of your strategy?

   b. What is the reason behind not showing the wine health benefits in any of your ads?

   c. Do you consider same marketing strategies for resorts, restaurants, nightclubs, and supermarkets?

7- Do you take the personality, values, opinions, attitudes, interests, and lifestyles of consumers into consideration in your marketing strategies? Why?

    a. Does this vary between different Lebanese cities?

8- Do you think religiosity affects wine consumption in Lebanon? Why?

    a. Places of high religiosity, do they consume less or is it negligible?

9- What are the weaknesses that affect wine consumption in Lebanon? Are they related to religiosity?

10- What are your suggestions in terms of improving your company's profits through a higher rate of wine consumption in the Lebanese Market?

    a. Would that include showing the health benefits of wine in your ads?

11- What are the opportunities for your company in expanding your business in the Middle East?

    a. Do you consider countries of low religiosity in your expansion strategy?

APPENDIX 3:

Dear Participant,

Please find attached the transcripts of the interviews at the winery. We have attached them here for your approval. If you have any comments, would like any explanations, or would like to discuss the transcripts with the researchers, please feel free to contact Ms.Maya via email or private phone call.

APPENDIX 4:

1. Do you drink wine?

    1.1.   If yes, how did you get introduced to wine?

2. Does wine have a religious meaning?

    2.1.   If yes, do you only consume wine when practicing religious rituals?

3. Does your consumption of wine collide with your religious beliefs?

    3.1.   If yes, why you drink wine?

4. Do you prefer not to consume wine when there are people who have religious restraints towards alcohol consumption?

5. Do you think wine has health benefits? Is it harmful? What are the benefits or what are the disadvantages?

6. Do you think that consumption of wine is a matter of social status? How and why?

    6.1.   Do you think that people who drink wine are more educated? Or educational level is not related to wine consumption?

    6.2.   Do you drink when there is a social event or business meeting even though you do not drink alcohol including wine?

7. Does your drinking include consumption of other types of alcoholic beverages or it is only limited on consumption of wine? And why?

8. Does your spouse drink wine? Your parents? Your brothers or sisters? Your friends? Your neighbours? If they do not drink, why?

9. Does your family and friends know that you drink wine?

9.1. Is there any reason that forbids you not to let the others know that you drink wine?

10. Is wine available in your environment or you have to go to other regions to get it?

10.1 . Does the region, where you live, have a moral issue for drinking alcohol?

APPENDIX 5:

Please fill the questions below.

1- What is your gender?

    a. F

    b. M

2- Marital Status?

    a. single

    b. married

    c. other

3- What is your age?

    a. 18 – 24

    b. 25 – 34

    c. 35 – 44

    d. 45 – 54

    e. 55 – 64

    f. Above 65

4- Educational Background (Highest Qualification)?

    a. Primary education

    b. High school

    c. University

    d. Masters

    e. PhD

5- Your average Monthly Income (in Lebanese Pound)?

    a. Less than LL 1,000,000

    b. LL 1,000,001 - LL 2,000,000

    c. LL 2,000,001 - LL 3,000,000

    d. LL 3,000,001 - LL 5,000,000

    e. More than LL 5,000,001

6- Where do you live?

    a. Beirut

        i. Near or in Hamra

        ii. Near or in Beirut Suburb

        iii. Near or in Taree'k el Jdeedeh

        iv. other

    b. North

        i. Near or in Tripoli

        ii. Near or in Batroun

        iii. Near or in A'kkar

        iv. Near or in Zgharta

    c. South

    d. Kesserwan

    e. Mount Lebanon

    f. Bekaa

        i. West Bekaa

        ii. North Bekaa

        iii. Zahle

7- Is wine available where you live? ☐ Yes ☐ No

    a. If yes, is it available in (you may choose more than one answer):

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☐ Alcohol Shops ☐ Restaurants ☐ Bars ☐ Stores

8- Do you drink alcohol?   ☐ Yes ☐ No

    a. If "No":

        i. Why? (you can choose more than one answer

            1. Health concerns

            2. My religion forbids drinking alcohol. Religious, Moral, and Ethical Concern.

            3. It changes my mood and I want to stay conscious, I hate to lose my consciousness (control and alertness concerns)

            4. I hate its taste

            5. Social image concern

            6. Economic concerns

            7. Availability concerns: it is not available where I live

            8. Another reason, please state:_____

        ii. Did you drink alcohol before?

            1. Yes

            2. No

    b. If "Yes":

        i. Which type of alcohol drinks you prefer most?

            1. Whisky

            2. Vodka

            3. Beer

            4. Wine

            5. Other

ii. If your previous answer was wine (4)

1. Do you choose the wine according to :

   a. Low price

   b. High price

   c. Best quality

   d. A taste that you liked and tried before

2. What is the Nationality of wine that you drink?

   a. French

   b. Lebanese

   c. Spanish

   d. Other…

3. Does the price of wine affect your consumption?

   a. Yes

   b. No

4. Why you drink wine?

   a. It is a trend

   b. Being snob and prestigious

   c. Tasty

   d. Show off

   e. Health benefit

5. If you live in a city known for its high religiosity; does that affect your wine consumption?

   a. Yes

   b. No

6. If your previous answer was yes, why does this affect your wine consumption?

    a. Lack of stores selling wine in the neighborhood

    b. It is extremely dangerous to be caught drinking or buying alcoholic drinks

    c. I respect my city's culture and will not drink alcohol inside it

    d. Other, specify_____

_____

___

_____

___

7. On average how much do you drink (at one time)?

    a. 1 glass

    b. 2 glasses

    c. Half a bottle

    d. One bottle

    e. More than one bottle

8. Do you prefer to drink wine in winter, summer, or during special holidays (Christmas, New Year, Valentine, etc...)?

    a. Winter

    b. Summer

    c. Special holidays

      d. All of the above

9. What type of wine you drink in Winter Season?

      a. White

      b. Rosé

      c. Red

10. What type of wine you drink in Summer Season?

      a. White

      b. Rosé

      c. Red

11. What type of wine you drink in special holidays (Christmas, New Year, Valentine, etc...)?

      a. White

      b. Rosé

      c. Red

12. If the place where you live in does not have wine sellers, would you go somewhere else to buy a wine bottle?

      a. Yes

      b. No

13. Are you knowledgeable about wine production, and how to differentiate between tastes and being selective?

      a. Yes

      b. No

9- How much do you drink alcohol (per month)?

      a. 0 drink

b. 1-3 drinks

c. 3-6 drinks

d. 6-10 drinks

e. More than 10 drinks

10- Does your religion forbid drinking alcohol? ☐ Yes ☐ No

11- To what extent you agree or disagree with the following statements:

	Very Strongly Disagree (1)	Strongly Disagree (2)	Disagree (3)	Neutral (4)	Agree (5)	Strongly Agree (6)	Very Strongly Agree (7)
My Religion is important to me	☐	☐	☐	☐	☐	☐	☐
Where I live impacts on my ability to drink wine	☐	☐	☐	☐	☐	☐	☐
I believe that wine is good for my health	☐	☐	☐	☐	☐	☐	☐
I know that the Lebanese wine is one	☐	☐	☐	☐	☐	☐	☐

of the finest

wines in the

world

12- How likely you are willing to choose the following brand:

	Very Strongly Disagree (1)	Strongly Disagree (2)	Disagree (3)	Neutral (4)	Agree (5)	Strongly Agree (6)	Very Strongly Agree (7)
Kefraya	☐	☐	☐	☐	☐	☐	☐
Ksara	☐	☐	☐	☐	☐	☐	☐
Nakad	☐	☐	☐	☐	☐	☐	☐
Massaya	☐	☐	☐	☐	☐	☐	☐
Ixsir	☐	☐	☐	☐	☐	☐	☐
St. Thomas	☐	☐	☐	☐	☐	☐	☐
Wardy	☐	☐	☐	☐	☐	☐	☐
Fakra	☐	☐	☐	☐	☐	☐	☐

Other:_____ ☐ ☐ ☐ ☐ ☐ ☐ ☐

13- You choose your favorite wine brand (for example: Kefraya) if:

	Very Strongly Disagree (1)	Strongly Disagree (2)	Disagree (3)	Neutral (4)	Agree (5)	Strongly Agree (6)	Very Strongly Agree (7)
It is a Well known Brand	☐	☐	☐	☐	☐	☐	☐
It have Best Quality	☐	☐	☐	☐	☐	☐	☐
It have the Best Price	☐	☐	☐	☐	☐	☐	☐
It is displayed well in stores	☐	☐	☐	☐	☐	☐	☐
It Have a good	☐	☐	☐	☐	☐	☐	☐

packaging							
It have good ads	☐	☐	☐	☐	☐	☐	☐
People say it's tasty	☐	☐	☐	☐	☐	☐	☐
It have promotions or on discount	☐	☐	☐	☐	☐	☐	☐

14- What is the price that you are willing to pay for a bottle of wine of average quality?

    a. Below 5000 LBP

    b. 5001-10000 LBP

    c. 10001-20000 LBP

    d. 20001-30000 LBP

    e. Above 30001

15- I usually drink wine (mark an "X"):

Very Strongly Disagree	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Very Strongly Agree

	(1)	(2)	(3)	(4)	(5)	(6)	(7)
At home, chalet, etc…	☐	☐	☐	☐	☐	☐	☐
On specific occasions, events, dinners	☐	☐	☐	☐	☐	☐	☐
At restaurants	☐	☐	☐	☐	☐	☐	☐
At the Beach	☐	☐	☐	☐	☐	☐	☐
On a Romantic dinner	☐	☐	☐	☐	☐	☐	☐
To warm your body	☐	☐	☐	☐	☐	☐	☐
To enhance your heart health	☐	☐	☐	☐	☐	☐	☐

Outside your home location, outside your town	☐	☐	☐	☐	☐	☐	☐

16- Please select your level of agreement to the following statements:

	Very Strongly Disagree (1)	Strongly Disagree (2)	Disagree (3)	Neutral (4)	Agree (5)	Strongly Agree (6)	Very Strongly Agree (7)
My religion and beliefs give me strength	☐	☐	☐	☐	☐	☐	☐
I don't do anything that violates my religion and beliefs	☐	☐	☐	☐	☐	☐	☐
My life is given true meaning through my religion	☐	☐	☐	☐	☐	☐	☐

Eating pork is forbidden and this is why I don't eat it	☐	☐	☐	☐	☐	☐	☐
It is not right to drink alcohol and I don't drink as a result	☐	☐	☐	☐	☐	☐	☐
I know that the Lebanese wine is one of the finest wines in the world	☐	☐	☐	☐	☐	☐	☐
I am an advocate for the proverb: "little of wine is good for the health of the heart"	☐	☐	☐	☐	☐	☐	☐
Religion is	☐	☐	☐	☐	☐	☐	☐

more important to me than logic							
I follow my own ethics based on logic to know what is right and what is wrong	☐	☐	☐	☐	☐	☐	☐
Praying time is sacred and I never miss a pray	☐	☐	☐	☐	☐	☐	☐
My good decisions in life is what makes me happy, not religion	☐	☐	☐	☐	☐	☐	☐
I drink wine (alcohol) because my religion does	☐	☐	☐	☐	☐	☐	☐

not prohibit it

I must never drink and drive	☐	☐	☐	☐	☐	☐	☐
There are places where I drink wine in and at other places it is not ethically right (i.e. at work, university,…)	☐	☐	☐	☐	☐	☐	☐
I am against drinking for underage	☐	☐	☐	☐	☐	☐	☐
I am a big fan of drinking alcohol each weekend	☐	☐	☐	☐	☐	☐	☐
I usually get into fights after drinking alcohol	☐	☐	☐	☐	☐	☐	☐

Statement							
Sometimes I miss my work after a long drinking night	☐	☐	☐	☐	☐	☐	☐
I often vomit after drinking more than 5 drinks (cups, glasses, beer bottles)	☐	☐	☐	☐	☐	☐	☐
I feel I am a better person when I drink	☐	☐	☐	☐	☐	☐	☐
I am relieved from stress and day pressure by having a drink	☐	☐	☐	☐	☐	☐	☐
I take a cold shower if I am drunk	☐	☐	☐	☐	☐	☐	☐
I never get	☐	☐	☐	☐	☐	☐	☐

drunk from
wine

17-You usually know/choose any of your preferred products (whether alcoholic drinks, or any other product)

	Very Strongly Disagree (1)	Strongly Disagree (2)	Disagree (3)	Neutral (4)	Agree (5)	Strongly Agree (6)	Very Strongly Agree (7)
Through a friend (who used it and gave you a positive feedback)	☐	☐	☐	☐	☐	☐	☐
Through an ad							
By luck	☐	☐	☐	☐	☐	☐	☐

APPENDIX 6:

Dear Participant,

Please find attached a set of questions pertaining to Lebanese wine consumption. These questions are being asked as part of a research study for a DBA student at Nottingham Trent University. We would appreciate your participating in answering the questions.

Your answers will be kept completely confidential and are anonymous. They are in no way related to, nor do they affect your customer status at this supermarket. You may stop answering the questionnaire at any time and are under no obligation to complete it.

If you wish, you may sit at the private table and answer on your own and drop the questionnaire into the closed box. If you wish, you may request the help of the researcher in filling out the form if you have trouble.

The results of the study will be published as part of the researcher's DBA work, and perhaps later in professional and academic journals. Please feel free to contact the researcher via email if you wish to view those results.

Your decision to complete the questionnaire attests to your consent to participation and all that this entails.

Regards,

The Researcher

Contact Information: maya.daher.massoud@hotmail.com