

**PSYCHOGRAPHIC CHARACTERISTICS OF WEEKEND WINE TOURISTS: A  
MULTIPLE CASE STUDY OF FOUR WINERIES IN THE NIAGARA REGION**

**By**

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### Abstract

The purpose of this study is to examine the psychographic (product attributes, motivation opinions, interest, lifestyle, values) characteristics of wine tourists along the Niagara wine route, located in Ontario, Canada, using a multiple case study method. Four wineries were selected, two wineries each on the East, and West sides of the wine route during the shoulder-season (January, February, 2004). Using a computer generated survey technique, tourists were approached to fill out a questionnaire on one of the available laptop computers, where a sample of N=321 was obtained. The study findings revealed that there are three distinct wine tourist segments in the Niagara region. The segments were determined using an exploratory factor analysis (EFA) and a K-means cluster analysis: *Wine Lovers*, *Wine Interested*, and *Wine Curious* wine tourists. These three segments displayed significant differences in their, motivation for visiting a winery, lifestyles, values, and wine purchasing behaviour. This study also examined differences between winery locations, on the East and West sides of the Niagara wine route, with respect to the aforementioned variables. The results indicated that there were significant differences between the regions with respect to these variables. The findings suggest that these differences present opportunities for more effective marketing strategies based on the uniqueness of each region. The results of this study provide insight for academia into a method of psychographic market segmentation of wine tourists and consumer behaviour. This study also contributes to the literature on wine tourism, and the identification of psychographic characteristics of wine tourists, an area where little research has taken place.

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## CHAPTER I: INTRODUCTION

### 1.1 Introduction

The burgeoning Niagara region wine industry contributes \$1.1 billion annually in economic benefits to Ontario, employing 13,500 people (WCO, 2003). Wineries in the Niagara region have expanded steadily. Twenty years ago there were only 7 or 8 wineries in the area, while today the Niagara region accounts for 49 of the 90 plus wineries across Ontario (WCO 2003). The wine industry in Ontario in 2003 generated 13,614,867 million litres, a 21% increase from 2002 (VQA 2004). Total revenues for the fiscal year 2003 was \$197,767,573, an estimated 36.5 million dollar increase from the 2002 fiscal year, equating to a +22% change (VQA, 2004).

While wineries in Ontario are successful producers, they are also becoming very popular tourist attractions. The wineries, whether large, small, new or old are attracting significant numbers of tourists to the Niagara region (WCO, 2003). Given the significant number of tourists visiting wine country in Niagara, wineries are using tourism as a marketing tool to showcase their wines in the domestic and global markets, through tours and personalized wine tasting. However, very little research has been conducted into analyzing the psychographic characteristics of wine tourists visiting wineries in the Niagara region.

Thus, the intention of this study is to examine the psychographic (Product Attributes, Motivations, Opinions, Interests, Lifestyles and Values) characteristics of wine tourists at wineries along Niagara's wine route. According to Mitchell, Hall and MacIntosh (2000), there is an "absence of any research dedicated to identifying the psychographic profile of wine tourists; data relating specifically to wine tourists is once



again relatively scarce” (p. 123). This study provides results on wine tourist market segmentation in the Niagara region and a framework that facilitates furthering an understanding of the psychographic characteristics of wine tourists. The study will provide a basis for enabling wineries, to better understand their client’s needs (psychographic), wine purchasing behaviour, and entice more visitors through the development of more appropriately targeted marketing strategies. Consequently, this study will contribute to filling the void in the academic literature pertaining to the psychographic characteristics of wine tourists.

## **1.2 Purpose & Research Questions**

### Purpose

The purpose of this study is to identify and segment the Niagara wine tourist market, using a wine interest inventory developed from previous wine related literature. Specifically, the wine interest inventory segments examined differences in psychographic characteristics such as: motivation for visiting wine country; lifestyle; values; and wine purchasing behaviour, in Niagara wine country. Lastly, the study examined differences between tourist segments that visited wineries on the East and West side of the Niagara wine route. Below are the research questions guiding this study.

### Research Questions

- 1) What are the demographic characteristics of wine tourists in the Niagara region?
- 2) What are the underlying themes that will emerge from the wine interest inventory?
- 3) What segments will emerge from the wine interest inventory?

- 4) Is there a main effect of a) the wine interests segments, and b) location of wineries (East & West), on c) motivation for visiting wine country in the Niagara region?
- 5) Is there a main effect of a) the wine interest segments, and b) location of wineries (East & West), on c) the type of activity group lifestyle of wine tourists visiting wineries in the Niagara region?
- 6) Is there a main effect of a) the wine interest segments, and b) location of wineries (East & West), on c) wine tourists terminal values (desirable state of existence) in the Niagara region?
- 7) Is there a main effect of a) the wine interest segments, and b) location of wineries (East & West), on c) wine purchasing behaviour of wine tourists visiting the Niagara wine route?

Specific hypotheses for the research questions will be presented in Chapter III (section 3.6) of the thesis.

### **1.3 The Importance of the Study**

The literature on wine tourism suggests that it is a growing phenomenon in the world of tourism. There have been major advances in concepts, ideas, and new architectural designs in wine tourism in such places as Australia, New Zealand, the United States, and Canada. These new concepts, ideas and architectural designs in wine tourism have prompted new innovative ways for wine producers to showcase their product more effectively on a global scale. According to Bruwer (2003), there is a lack of market research in the area of wine tourism, thus confirming much need for extensive research in the area of wine tourism market segmentation.

By examining consumer psychographic characteristics, it will enable researchers to understand the intricate nature of how and why consumers behave as they do in the marketplace (Shiffman & Kanuk, 2000). Since the area of consumer research is broad, the intention of this thesis is to focus on the psychographic characteristics of wine tourists in the field of consumer research. For example, it is important to identify what motivates people to visit wine destinations. Psychographic variables play an important role in identifying characteristics of consumers, because they reveal a much broader array of characteristics, which will influence how to deliver marketing that is appropriately targeted (Piiro, 1991; Nichols, 1990). While demographics provide a portrait of whom the consumer is, psychographic information provides marketers with an understanding of human behaviour, which is much more complex than demographic data, and varies with each person (Piiro, 1991; Nichols, 1990). Psychographics allow researchers to more effectively segment consumers, not solely based on who they are but on how they live (Michman, 1991). According to Michman (1991), "the addition of value and motivational information to demographic data can readily increase market segmentation effectiveness" (p.186). When incorporating the components of psychographics (motivation, interest, values and lifestyle), and purchasing behaviour into marketing products and/or services, the worth of these variables may be enhanced significantly to the consumer, because the marketer is able to target markets more effectively (Michman, 1991). Understanding the "why" question (motivation) for people visiting a wine destination, and understanding "what" people's interests, values, and lifestyles are, and how these factors may have an impact on how they act in the marketplace are critical to effective marketing. Furthermore, knowing what trends of products individuals are purchasing, enhances

marketing strategies, for wineries in the Niagara region, which will assist in attracting more visitors to wine country. According to Sommers and Barnes (2001), a valuable way for marketers to examine markets is by looking at people's values and lifestyle traits. Marketers develop marketing strategies based not only on demographic characteristics, but also on how people spend their leisure time, and what things they consider to be important in their lives (Sommers & Barnes, 2001). Once marketers develop an understanding of how groups of people think and live, marketers can better understand how to expand their products, services, advertising and other marketing techniques to appeal to the consumer (Sommers & Barnes, 2001).

Conducting this research on wine tourism in the Niagara wine region provides a clearer and a more comprehensive understanding of what type of tourists are visiting wineries and a method of how to segment these markets. The study was conducted on weekends during the shoulder-season (January, February, 2004). Examining tourists during the shoulder-season provides a better idea of who is traveling to Niagara wine country during a slower time of year when there are not as many tourists visiting wineries. An indication of the types of tourists coming to their wineries during the shoulder-season, provides wineries with a better idea of the appropriate marketing strategies to employ through an understanding of their consumer behaviour. Conducting exploratory research in this area: 1) contributes to filling a void in psychographic information as it pertains to wine tourism; 2) provides information to the industry on Niagara wine tourists and the method of segmentation; and 3) indicates whether or not there are differences and/or similarities between wine regions (East and West).

The East side of the wine route defined by Hashimoto and Telfer (2003) is considered to be the area closest to Niagara-on-the-Lake, Ontario. Typically the East side of the wine route is considered to be more of a tourist destination, with Niagara-on-the-Lake being closer to Niagara Falls. Whereas, the West side of the wine route as defined by Hashimoto and Telfer (2003) as wineries that are located closest to the Niagara Escarpment, near Jordan and Vineland, Ontario (Please refer to Appendix A wine route map for further detail of East and West locations). Results from the study also will provide valuable target market information for wineries in the East and West region of Niagara.

#### **1.4 Information on the Study of Wine Tourism**

It is important to note that wine tourism is a growing field. Studies have been conducted and literature written on wine tourism development, management, marketing, motivation, intentions and the segmentation of wine tourists (Cambourne, Macionis, Hall, & Sharples, 2000; Charters, & Ali-Knight, 2002). Charters and Ali-Knight (2002) note that there has been little cross-cultural research in wine tourism and that the majority of wine tourism literature is produced by Anglophone speaking countries such as Australia, New Zealand and the United States. In Canada there have been studies that have examined wine tourism in the Niagara region from a variety of perspectives such as, economic, development, planning, marketing, cultural, and geographical (i.e., Hashimoto & Telfer, 2003; Telfer & Hashimoto, 2003; Telfer, 2001a; Telfer, 2001b; Telfer, 2000; Telfer & Hashimoto, 2000; Northwood, 2000; Hashimoto & Telfer, 1999). With the variety of perspectives examined in wine tourism in the Niagara region, there has not been a study to date, in this region that has focused on a psychographic perspective of

wine tourists. There have been studies in Australia and New Zealand on wine tourism that have attempted to segment the wine tourist population using wine interest variables such as, wine education (Charters & Ali-Knight, 2002), wine collecting (Mitchell & Hall, 2001c), and lifestyle related variables (Bruwer, 2003). Therefore, it is important to broaden the literature base in wine tourism, especially as it relates to psychographics and market segmentation. The next section will review the outline of the thesis.

### **1.5 Delimitations of the Study**

Literature on wine tourism market segmentation is limited. Only a few studies have begun to identify different tourist profiles for visitors to wineries. Market segmentation has been predominantly based on demographic data and the scope of the work has been limited in the area of psychographic analysis of wine tourists. However, research as it pertains to the general wine drinking population in Australia has successfully segmented wine drinkers using psychographic information (values & lifestyle) (Hall & Winchester, 1999; Hall & Lockshin, 1999; Bruwer et al., 2001). Furthermore, the tourism literature has had some success in using psychographic information such as, values to predict tourist segments on destination choice (Lehto et al, 2002).

This thesis used statistical techniques employed from the literature on wine drinkers in Australia, and the literature on tourism segmentation, to establish wine tourist psychographic characteristics between wine regions (East & West) in Niagara. The study deliberately excluded participants who tour wineries during the week. It can be hypothesized, that tourists who tour wineries during the week may be different than tourists who tour wineries during the weekends. The primary emphasis of this research

was not to show distinct differences between types of tourists who travel during various timelines, but rather, to provide new insight into the area of the psychographic characteristics of wine tourists in Niagara wine country. The study did not segment the population based on demographic variables since there has been much research that has confirmed these profiles. However, a demographic analysis was carried out as a part of the descriptive information required for describing the sample, but however, demographics was beyond the scope of this study. The focus of this study is to provide insights into the psychographic characteristics of wine tourists, an area in which little attention has been paid in the wine tourism literature.

Furthermore, the findings of Telfer and Hashimoto's (2003), indicate that there are differences in consumer behaviour and motivation between the East and West side of the Niagara wine route. The results of this study supported their findings by examining the psychographic differences of wine tourists between wineries in the two regions in Niagara.

Another delimitation of the study is the homogeneity (similarities between cases) of wineries. Sampling wineries that have similar characteristics on the East and West side of the Niagara wine route aids in making comparisons about the wine tourists who tour Niagara wine country. Examining a much larger population of wineries was not feasible since the study was conducted in the wine tourism shoulder-season and some wineries see few tourists during these times. However, exploring a smaller set of wineries provided a delimitation because it can be hypothesized that tourists who tour wineries during the shoulder-season may have a high interest in wine. Segmenting and targeting markets during the shoulder-season can provide a better understanding of these types of

wine tourists touring Niagara wine country during this time. Understanding the characteristics of wine tourists (shoulder-season tourists) using psychographic variables and wine purchasing behaviour can aid wineries in targeting markets to potentially increase tourist flow, and increase revenues during the shoulder-season. It must also be noted that only individual wine tourists were surveyed and not those on group tours.

### **1.6 Limitations of the Study**

Since research in wine tourism is relatively new, there were limitations pertinent to the study. A list of limitations are shown in no particular order.

- 1) Exploring the area of psychographics, as it relates to wine tourism, poses a limitation, since there is not one specific system or instrument that is dominant in the field.
- 2) There is a limitation to the relative timeline of the study, as the study was conducted in the shoulder-season in Niagara wine country. The end of wine tourist season is typically noted to have finished at the end of October, since table wine harvest season has ended. At the end of the wine tourism season, winter is approaching relatively quickly and it is more difficult to find participants for a study. Peak tourist season is typically during the warmer months in the Niagara area (May-Oct).
- 3) A recognized limitation to the study is the decline of Ontario tourism, especially as it pertains to the Niagara Region. At the outset of this study, the tourism industry in Canada had been impacted by a number of negative international and domestic events. In 2003 tourism in Canada reached its lowest levels of international and domestic visitations since 1990 (Canadian Tourism



Commission, 2003). International visits declined by 23.2% due to, Severe Acute Respiratory Syndrome (SARS), and the war in Iraq in May 2003. Canada saw a decrease in revenues during the months of July through August of \$519 million (Canadian Tourism Commission, 2003). According to KPMG (2003), Niagara Falls saw a decline in tourism revenues of \$9,249,000 between March 2<sup>nd</sup>, 2003 and August 2<sup>nd</sup>, 2003. The impact on the Niagara region made it problematic to ensure a high sample size for the study. Uncontrollable world and current events such as: Severe Acute Respiratory Syndrome (SARS); increased national border security due to terrorism and decreases in American tourists; the war in Iraq; increasing concern over the West Nile virus; Mad Cow disease scare; and the “Black-out” of 2003, have all had a major impact on Ontario tourism.

Recognizing this limitation posed the threat of not obtaining a large sample size due to the decline in the number of tourists visiting the area, especially during the shoulder-season.

- 4) There is a limitation for the study using a computer-generated questionnaire since some wine tourists may have limited computer experience or may have vision impairment problems, or may not want to participate. To compensate for this limitation, the principal investigator and/or research assistants read the questions from the computer questionnaire and checked off the appropriate answer on the computer for the participant. Nevertheless, the computer can act as a deterrent for some people to participate in the study.
- 5) Incomplete or missed questions on the computer-generated questionnaire may pose a potential problem. However, every precaution was taken into account via

the use of a computer generated questionnaire technique (see Methodology sections 3.9).

- 6) There may be a limitation in selecting participants for the study. The study only selected participants who visited the wineries on the weekend (Saturday & Sunday).
- 7) There may be a limitation in the demographic analysis that may bias the sample. Couples that filled out the questionnaire together did not provide an accurate count between who predominantly visits wineries, males or females? Future studies should integrate a couples category with that male and female category.
- 8) The computer-generated questionnaire posed a limitation, because the researcher only had access to three laptop computers. When all computers were in use it was difficult to recruit participants to wait to complete a questionnaire.
- 9) There may be a limitation to using wineries that are similar to one another. Similarity between wineries provides a snapshot picture of only some of the wineries in the area. There are many different types of wineries in the area, and different types of tourists may tour different types of wineries. Nonetheless, the study elected to keep wineries as homogenous as possible so that more definitive comparisons could be made to these specific wineries.
- 10) There was a limitation in trying to get wineries to participate because it was the shoulder-season. Some wineries felt they were too small to achieve a high enough sample size. One winery felt that the study would not benefit their winery.
- 11) Winery D only had 36 respondents completed the questionnaire, since they did not receive as many visitors as the other wineries. The target was to try to attain

one hundred completed questionnaires from each winery, but it was necessary to halt data collection at this winery due to timeline restrictions (See Chapter III per winery selection).

- 12) There is a possible limitation regarding the validity or relevance of items pertaining to the motivation questions in the survey. Items used in the survey were from previous studies in Australia and New Zealand. Some participants found some of the items were not relevant to their motivation for visiting the winery. Future studies should examine what items related to motivation would be relevant to Niagara wine tourists, since items on motivation from other studies in wine tourism were not relevant.
- 13) Given that there is empirical support in Australia that different segments purchase differently there may be a limitation in this study, since this study did not find differences in purchase behaviour between the segments. This study may have not found differences because of the time of year the study was conducted; number of people sampled in the survey; the limited number of wineries sampled in the survey; or a limitation pertaining to the questions on purchase behaviour in the survey.
- 14) The results of this study should be interpreted with caution as there were difficulties in attaining similar sample sizes from the four wineries, which also represents difficulties in making generalizations. Furthermore, the four wineries used in this study may not be representative of the different types of wineries in the area (large medium, small).

- 15) There may be a limitation in the survey due to its length, as participants who filled out the questionnaire found it longer than anticipated leading to some incomplete responses to questions on the survey.
- 16) On the questionnaire the word “rank” was used, however, the term “rate” should have been used. Future use of the questionnaire should use the word “rate” instead of “rank” as was used in this study.

### **1.7 Thesis Outline**

Chapter II will review the literature pertaining to, wine tourism’s history, define wine tourism and explore the direction of wine tourism globally and domestically. Second, the chapter will examine and define the key concepts of consumer behaviour, motivation, demographics, and psychographics. Immediately following each section of the literature review relevant to each key concept, the chapter will then review these terms in relation to wine tourism. A synthesis of the literature will be presented highlighting the voids in the literature pertinent to the study. The chapter will conclude by examining the conceptual framework to be used in this study by re-examining the key concepts mentioned in the literature review.

Chapter III will examine the methodology used to conduct the study, revisit the research questions and present the hypotheses. Chapter IV will present the results of the study beginning with the descriptive statistics. Comments are also made on the computer-generated survey. The chapter will present the results according to the research questions, and evaluate each of the hypotheses. Evaluating each research question and hypotheses was obtained using factor analysis, cluster analysis and a MANOVA.

Chapter V will provide information pertaining to the summary of the findings; the relationship of the findings relative to academia; implications of results as it relates to industry; possible marketing initiatives related to the wine tourist segments and East and West wine regions; and lastly discussion, conclusions and future research considerations.

## CHAPTER II: REVIEW OF LITERATURE

### 2.1 Wine Tourism History

The origins of wine tourism are not clearly identifiable. However, an early history can be found in France. In 1855 the French government, upon the recommendation of the Syndicate of Bordeaux Wine-brokers, created an appellation system (Appellation Origine Contrôlée) to provide geographical distinction and ensure quality control (Hall et al., 2000). The appellation system alone, not only gave distinction to Bordeaux wines in France, but it also inspired wineries to create chateaux like structures, as a marketing tool, to promote their wines and to create tradition (Hall et al., 2000). While the primary motivation of Bordeaux wine-makers was to promote the quality of their wines, and the prestige associated with chateaux(s), these structures, in their own right, became tourist attractions, an early form of wine tourism (Hall et al., 2000).

According to Frochot (2001), there is a complex relationship between wine tourism and the French culture. In the early 13<sup>th</sup> century, religiously crafted societies called *confreries* (Brotherhoods) were created to protect the interests of the workers in the industry (e.g., training, skills and trades) (Frochot, 2001). These *confreries* were also heavily involved in hedonistic community activities such as eating, drinking and lengthy impressive dinners. In the late 18<sup>th</sup> century, parliament outlawed these guilds and they did not re-emerge until the early 20<sup>th</sup> century. During the 1930's hard economic times were at hand and wine makers in the area of Burgundy, France realized that they might not survive. Believing strongly that they were producing superior quality wines in the area, some local wine-makers decided to reintroduce the *confreries* with what was called "*Confrerie des Chevaliers du Tastevin*" (Frochot, 2001). The newly created *confreries*

were formed to invite friends and potential new customers to try their product and thus ensure the viability of their wineries during those difficult economic times (Frochot, 2001). While in 1934 there were only 10 *confrerie* members known to exist in France, today there are more than 35,000 active members (Frochot, 2001). Thus, in one of the oldest wine regions of world, forms of wine tourism emerged, out of the necessity to survive during difficult economic times, by promoting their brands. Similarly, in today's extremely competitive world wine market, "New World" wine regions must use wine tourism as an important tool to ensure market share.

## **2.2 Wine Tourism**

Before defining wine tourism, it is important to examine the definition of tourism. The World Tourism Organization defines tourism as comprising "the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited" (WTO, 2004). McIntosh, Goeldner, and Ritchie (1995), define tourism from a supply side perspective, indicating that it is a combination of visitor activities, services and industries where the motivation is generated by a travel experience. Tourism like most industries in the world has also been impacted by advanced modernity, with new technologies, architecture, concepts and ideas that have transformed the way people perceive the industry (Ritzer & Liska, 1997). Thus, crafting one widely accepted definition for tourism has been difficult.

As with tourism, wine tourism has experienced some difficulty in developing one widely accepted definition for the industry, since wine tourism is a developing field of study that encompasses many stakeholders, and geographical destinations, and can occur

in many places and forms (Cambourne, Macionis, Hall, & Sharples, 2000). According to Cambourne et al. (2000), wine tourism can occur at vineyards, wineries, tasting rooms, restaurants, and hotels. According to Getz (2000), most existing definitions of wine tourism are associated with traveler's motivation. The Winemakers Federation of Australia's (2002) wine tourism strategic business plan defines wine tourism as: "wine tourism is visitation to wineries and wine regions to experience the unique qualities of contemporary Australian lifestyle associated with the enjoyment of wine at its source-- including wine & food, landscape and cultural activities" (p. 5). Getz (2000) defines wine tourism from a consumer behaviour perspective as: "wine tourism is travel related to the appeal of wineries and wine country, a form of niche marketing and destination development, and an opportunity for direct sales and marketing on the part of the wine industry" (p. 4). However, the most widely utilized definition of wine tourism is by Hall and Macionis (1998). They state that wine tourism is, "visitation to vineyards, wineries, wine festivals and wine shows for which grape wine tasting and/or experiencing the attributes of a grape wine region are prime motivating factors for visitors"(as cited in Hall, Sharples, Cambourne & Macionis, 2000, p. 3). In this context, wine tourism can occur in either rural settings (e.g., winery amongst the vines) or urban settings, where wine festivals or wine shows may be held. However, this definition is limiting since it does not adequately describe the profile of the wine tourist (Hall et al., 2000). Therefore, what one can understand about wine tourism is that its main components deal with aspects of the wine tourists' experience with wine and/or grape(s) and visiting an urban or rural location. In order to better understand the function of wine tourism, the literature on wine tourism in the "New World" wine regions will be examined.



### **2.3 New World Wine Tourism**

According to Hall et al. (2000), "New World" wine tourism is attracting many visitors in places in the United States, Canada, New Zealand and Australia. Other "New World" wine tourism destinations include Chile, Argentina, China, Hungary, Switzerland, and South Africa. Carlsen and Dowling (2001) note however, that Australia is receiving a considerable amount of attention relative to the development of "New World" wine tourism programs and strategies.

Wine tourism strategies in Western Australia were not only fostered to promote Australian brands globally, but also to create employment in the area and to stimulate neighbouring businesses in an effort to improve the local economy (Carlsen & Dowling, 2001). Australia's ultimate goal is to be recognized as the leading wine tourism destination in the world by 2005, by creating industry standards through training and development, and creating food, hospitality and lifestyle links to the industry (Carlsen, 2002).

Wine tourism is also growing in the United States, where wineries like Robert Mondavi have taken wine tourism into a new dimension. The Robert Mondavi winery has created a partnership with Disney. A new theme park in Anaheim, California called Vinopolis at Disneyland was built in 2001 to celebrate the bounty, history, wine and food of California (Smith, 2000). Michael Mondavi, son of Robert Mondavi points out that this is an excellent venture for the industry, because "Disney is the best storyteller in the world" (Smith, 2000, p.46). Mondavi also points out that many are intimidated by wines and Disney will be able to make learning about wine fun, hence removing much of the mystique surrounding wine (Smith, 2000). It is apparent that wine tourism is growing at

such a rapid pace in the “New World” that innovative wine tourism strategies and new ventures will be necessary to enhance the experience. For example, Robert Mondavi’s winery was designed originally to have a carrying capacity of 25,000 to 50,000 people per annum; however, today the winery often sees ten times those numbers (Smith, 2000).

Furthermore, wine tourism is also growing in Canada and Donald Triggs, President and Chief Executive Officer of Canadian wine company Vincor International (4<sup>th</sup> largest wine producer in North America), notes that wine tourism enhances the awareness of wines in their respective regions, by demonstrating the strengths of their domestic market, before penetrating foreign ones (Starr, 2002). Thus, wine tourism can act as a direct catalyst to increasing a winery’s viability and tourism market share, both domestically and globally.

From a business perspective, an analysis of the literature suggests that there are many advantages and some disadvantages for wineries that accrue from wine tourism, as outlined in Table 2.1. Wine tourism as a business has far more advantages than disadvantages, especially as it relates to marketing and sales. In order for wineries to thrive, revenue from wine sales are the bottom line (Getz, 1999 as cited in Dodd, 2000, p. 139). Wine tourism presents a unique marketing opportunity that enables wineries to effectively develop and promote their brands with their existing customer base (Dodd, 2000). It also provides an opportunity for wineries to expand their client base and strengthen customer/brand affiliation (Dodd, 2000). [Wine tourism can alter a consumer’s attitude and behaviour by providing a positive cellar door experience, predisposing a consumer to purchase the vendor’s product above others] (Bruwer, 2002). The cellar door

sale has a much higher value to a winery as it creates a customer relationship that fosters brand loyalty (Bruwer, 2002).

*Table 2.1: Advantages and Disadvantages of Wine Tourism for Wineries*

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**Advantages**

- **Increased consumer exposure** to product and increased opportunities to sample product
- **Brand awareness and loyalty** built through establishing links between producer and consumer, and purchase of company-branded merchandise.
- **Increased margins** through direct sale to the consumer, where the absence of distributor costs is not carried over entirely to the consumer.
- **An additional sales outlet** or, for smaller wine producers who cannot guarantee volume or constancy of supply, the only feasible sales outlet.
- **Marketing intelligence on products.** Wine producers can gain instant and valuable feedback on the consumer reaction to their existing products, and are able to try new additions to their product range.
- **Marketing intelligence on customers.** Visitors to the winery can be added to a mailing list, which can be developed as a customer database to both target and inform customers.
- **Educational opportunities.** Visits to wineries help create awareness and appreciation of wine and the wine industry, the knowledge and interest generated by this can be expected to result in increased consumption.

**Disadvantages**

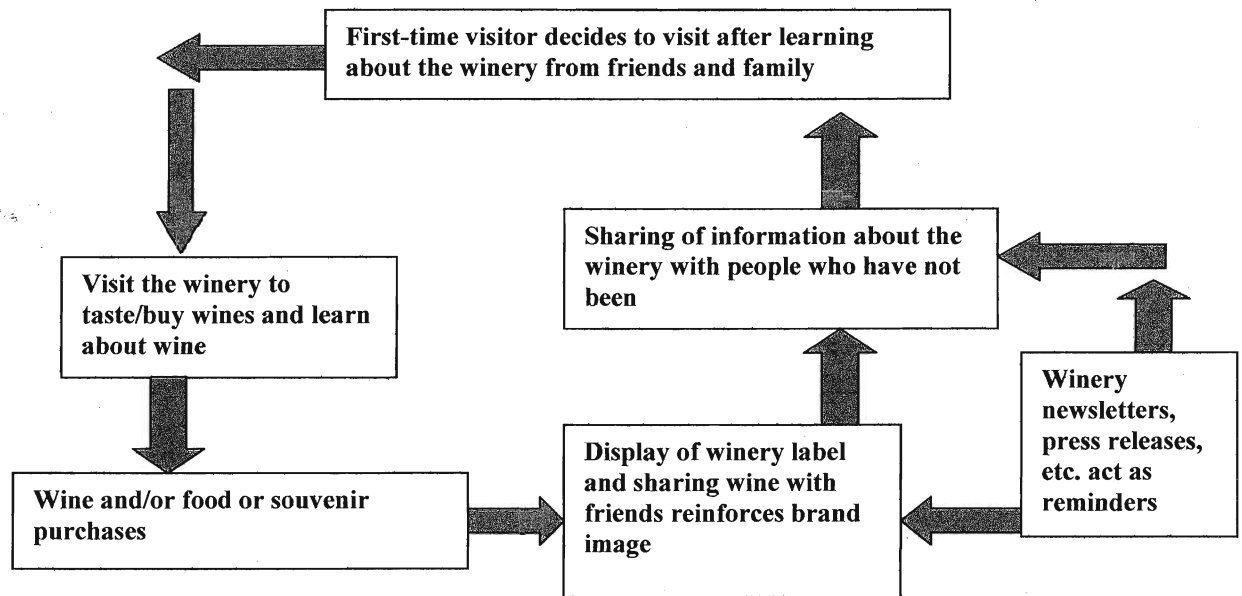
- **Increased costs and management time.** The operation of a tasting room may be costly, particularly when it requires paid staff. While the profitability gap is higher on direct sales to the consumer, profit may be reduced if wineries do not charge for tastings.
- **Capital required.** Suitable facilities for hosting visitors may be prohibitively expensive, especially as wine making is an expensive business.
- **Inability to substantially increase sales.** The number of visitors a winery can attract is limited and if a winery cannot sell all of its stock it will eventually need to use other distribution outlets.

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(Dodd & Bigotte, 1995, as cited in Hall et al., 2000. p. 11)

A model by Dodd (1999) (Figure 2.1), illustrates the importance of first time visitors to a winery and how the cellar door experience provides information flow as a vital marketing tool.

Figure 2.1: Circle of influence of the first time winery visitor



(Dodd, 1999, p. 24)

The model reveals that first time visitors to a winery are generally influenced by friends and family to visit wineries (Dodd, 1999; Bruwer, 2002). Once at the winery, the first time tourist tastes and learns about wine, then proceeds to purchase wine, food or souvenirs (Dodd, 1999; Bruwer, 2002). The wine, food or souvenir purchase is then shared with friends and family by reiterating the positive winery experience thus encouraging new people to come to the winery (Dodd, 1999; Bruwer, 2002).

Having a better understanding of how visitors hear about visiting wineries and who they are, allows wineries to create loyal customers, hence ensuring repeat visits and strengthening partiality to their brand (Dodd, 1999; Bruwer, 2002; Charters & O'Neill, 2000). A positive cellar door experience produces an allegiance by ensuring high quality customer service and customer satisfaction in the tourist winery experience (Dodd, 1999; Bruwer, 2002; Charters & O'Neill, 2000)

A study by Getz, Dowling, Carlsen, and Anderson (1999), examined “critical success for wine tourism”, in comparing wine tourists from Australia and Washington State. Getz et al. (1999), looked at the total visitor experience of visiting wine country, and their findings indicated that communing with nature, admiring the specialist knowledge when visiting, wine styles, atmosphere and regional culture and cuisine were of interest in both sample groups. However, the highest appeal category for visiting wine country, from both groups was the wine itself (Getz et al., 1999). This category was noted to be the highest because both tourist groups enjoyed tasting the wine before purchasing (Getz et al., 1999). According to Charters and Ali-Knight (2000), results in New Zealand wine country are similar to those of Getz et al. and found that 80% of the respondents rated tasting wine as the most important factor for visiting wine country.

Wine tourism also provides other advantages such as linkages to art, wine and food, as well as enhancing social and cultural values and economic growth for a region (Charters & Ali-Knight, 2002). Telfer (2001b) supports this contention and concurs that there is a need for cooperation between wineries, governmental agencies and tourism boards to sustain and promote wine tourism. For example, there are strong affiliations between tour companies and wineries that have been found to be an important ingredient in establishing wine tourism in the Niagara area (Telfer, 2001b). To further understand wine tourism, the next section will examine wine tourism in the young and growing wine region of Niagara, Ontario, Canada.

#### **2.4 Niagara Region Wine Tourism**

When one thinks of the region of Niagara, vines and wine are not the first thing that come to mind, but rather Niagara Falls, Casino Niagara and the beautiful gardens that

surround the Niagara Parkway. Nonetheless, there is a well-rooted history of viticulture and oenology in the area dating back to as early as 1873 (Rannie, 1960). However, it was not until 1975 that the Iniskillin winery was granted the rights to the first ever estate winery to be established in the area since the early days of prohibition (WCO, 2002). During the late 1970's and early 80's other wineries began to emerge like Hillebrand Estates, Chateau des Charmes, Cave Spring Cellars and Henry of Pelham (WCO, 2002). All of these wineries started out very small, purchasing grapes and juice from outside the region to make their wines, to be sold commercially. The reasoning behind this business strategy was that European varieties (*vitis vinifera*) purchased, produced better quality wine than the native grape varieties (i.e., *lubrusca* & *concord*). The native varieties made up more than two thirds of the grapes planted in the area (WCO, 2002). Consequently, in 1988 a plan was implemented to tear out most native varieties and replant the area with *vitis vinifera* and French hybrids (e.g., Chardonnay, Pinot Noir, Riesling, Merlot) (WCO, 2002).

All the *vinifera* and hybrids came from France and were grafted onto a local rootstock to make the vine more hardy and disease resistant to the temperate Canadian climate. In 1989, major developments in the industry were occurring, especially with the creation of the Vintners Quality Alliance (VQA). The VQA is a government sanctioned body that regulates by law, as of 2000, the production of premium quality wine in Canada (WCO, 2002). The VQA was created by the producers themselves and was designed as an appellation system, similar to the French system (*Appellation Origine Contrôlée: A.O.C.*) that ensures not only quality control, but also the geographic origin of the grapes in the wine that is being sold. For example, a wine designated "VQA Niagara Peninsula"

means that the grapes (*vitis vinifera* only) used to produce the wine must be at least 85% harvested in Niagara Peninsula and the wine must be produced from 100% Ontario grown grapes (WCO, 2002). In the case of "Estate Bottled" wines, 100% of the grapes must come from the estate winery vineyard (WCO, 2002). According to Getz (2002), creating an appellation system in Canada is seen as being beneficial for wine tourism. VQA enhances a wineries credibility to its visitors, by asserting that the wine is of exceptional quality and value. Hence, the better quality the product, the more likelihood people will be back to visit and spend money at the winery.

According to the VQA (2004), it introduced 10 new members in 2003, bringing its membership in Ontario to 66 producing VQA wine. Macdonald (2003), the Executive Director of VQA Ontario, notes that of the 66 members of the VQA, 49 wineries are from Niagara alone. Macdonald (2003) also acknowledged that there are more licensed wineries, including those that produce fruit wine, not legislated under the VQA Act. In 2003 the volume of VQA wine produced in Ontario was 13,614,867 litres, a 21% increase from 2002 (VQA, 2004). Total revenues for VQA wine in Ontario for the 2003 fiscal year was \$197,767,573, an estimated \$36.5 million increase from the 2002 fiscal year, equating to a +22% change (VQA, 2004). With the introduction of the VQA, sales of Ontario VQA wines in 1996-97 equated to \$65 million (VQA, 2004). Since 1996-97 VQA wines in Ontario have seen an approximate 33% increase in revenue (VQA, 2004). One can speculate that sales are increasing due to the growing numbers of wineries in the area, superior quality wines and increased popularity of Niagara as a wine tourism destination.

The number of wineries in the Niagara region is growing rapidly and today there are 49 member wineries with the Wine Council of Ontario (Macdonald, 2003). The region estimates visitors to the area to be over 300, 000 people per annum (WCO, 2003). However, according to Telfer (2001a), records of the number of visitors are not an accurate assessment, since many wineries do not keep detailed records, but as wine tourism grows in the area it will be essential to know their customers' demographic and psychographic profiles. One of the functions of the Wine Council of Ontario is to promote and provide research on clientele touring the area (WCO, 2003).

The Wine Council of Ontario (WCO) is a non-profit trade association whose role is to provide leadership, standards, and policies, relevant to improving the future direction of the Ontario wine industry (WCO, 2002). The majority of wineries in the Niagara Peninsula are members of the WCO and all have a key stake in the decision-making processes within the industry (WCO, 2002). The WCO also acts as a liaison between wineries and government agencies such as the Liquor Control Board of Ontario, Provincial Government Ministries, Niagara-on-the-Lake Tourism Marketing Board, as well as the Grape Growers Marketing Board to sustain a viable product for the area (WCO, 2002). The WCO is in its initial stages of developing a more viable wine industry in the Niagara Peninsula and is proposing a "Wines of Ontario Sales and Marketing Plan" that is comprised of a wine and culinary tourism strategy. The strategy will be developed to promote Niagara and Toronto as a wine and tourism destination. Since wine and food are intended to compliment one another, the WCO has proposed that Toronto and Niagara restaurants sell entrées that match Ontario VQA wines to promote the Niagara wine region (WCO, 2002). This strategy will give wineries more exposure to



international tourists, who tour these primary destinations, with the hope to attract more visitors to wine country. The strategy has also looked into creating wine and culinary tour packages in partnership with hotels, inns and bed and breakfast establishments in the Niagara region (WCO, 2002). According to the Ministry of Consumer and Business Services (2004), the culinary tourism strategy was developed to:

“Establish compelling, high quality experiences for visitors; build on the world class winemaking, agriculture and culinary offerings of the Niagara region; the diverse and multicultural dining opportunities in Toronto and the unique cultural and culinary offerings of communities and destinations in the province; build on the many complementary tourism attractions and visitor appeal of these areas of the province” (Ministry of Consumer Business Services, 2004). This strategy will enhance the popularity of tourism in the Niagara wine region, but further study is required into the psychographic characteristics of wine and culinary tourists. Psychographic characteristics allow marketers to understand a consumer’s behaviour, such as, purchasing and product choice or destination choice, thus enhancing the effectiveness of the tourism strategy.

A growing and healthy Niagara wine and the wine tourism industry bodes well for the future, especially with the development of state of the art wineries and new hotel construction in the area (Telfer, 2001a). With the increased popularity of wine related events such as: the Niagara Grape and Wine Festival (attendance over 400,000); the Taste of Niagara Annual Showcase; Cuvee; Niagara Food Festival; and the Icewine Festival (Getz, 2002), the Niagara wine region will continue to grow stronger every year with new innovative wine tourism marketing strategies.

Since wine tourism plays such a key role in promoting brands, especially for those wineries in “New World” wine countries, it is important to further understand the characteristics of the wine tourist. Examining wine tourists’ psychographic characteristics will further enhance wine tourism success in meeting customer needs for the future, by targeting markets.

In this context, the thesis will first examine some key concepts of consumer behaviour. Once an overview of consumer behaviour has been established, an examination of concepts that aid in segmentation such as motivation, demographics, and psychographics will be investigated. These key concepts will then be explored in relation to the literature on wine tourism.

## **2.5 Consumer Behaviour**

The concept of consumer behaviour is multifaceted, since it reflects that individuals and situations in the marketplace are never constant (Peter & Olsen, 1990). Consumer behaviour is dynamic, exemplifying that consumer groups change and evolve over time (Peter & Olsen, 1990). Wells and Prensky (1996), defined consumer behaviour as “the study of consumers as they exchange something of value for a product or service that satisfies their need” (p. 5). In this context, consumer behaviour involves products and/or services that encompass tangible or intangible products (Well & Prensky, 1996). Tangible goods include physical products such as sodas, computers, and cars to name a few (Wells & Prensky, 1996). Intangible products are those that provide experiences that include interaction between people, places, events, ideas or services (Wells & Prensky, 1996). Much of the research in consumer behaviour has primarily focused on tangible

products and processes, which provide a utilitarian function (Holbrook & Hirschman, 1982; Addis & Holbrook, 2001).

Utilitarian products are functional and include items, such as flashlights, pens, laptops or motor oil (Addis & Holbrook, 2001). However, intangible products appeal to the experiential or hedonic side of consumer behaviour (Holbrook & Hirschman, 1982). These products or services provide symbolism, meaning, sociability, leisure, and sometimes cheerfulness (Holbrook & Hirschman, 1982). Products or services that are related to experience include such things as entertainment, arts, television, movies and books (Addis & Holbrook, 2001). A study by Loffman (1991) found that consumers perceived appliances, automobiles, and services such as travel agencies as essential or having a utilitarian purpose (Loffman, 1991). Whereas, products such as music, live events, movies, television and food, alcohol, restaurants were perceived as hedonic in nature (Loffman, 1991).

The experiential products or services receive different treatment when marketing or selling as they evoke a much more hedonic response in consumers (fantasies, feeling and fun), versus utilitarian products (tangible or functionality) (Holbrook & Hirschman, 1982; Addis & Holbrook, 2001). Hedonic experiences include products/services that provide nonverbal cues that may be seen, heard, tasted, felt or smelled to offer stimulation (Holbrook & Hirschman, 1982). Holbrook and Hirschman (1982), compare the contrasting views between the Information Processing Model (IPM) and the experiential view of consumer behaviour. The IPM notes that products that are goods and services, are objective, and tangible; whereas the experiential view focuses on items such as entertainment or leisure, that are subjective, and provide a symbolic benefit (Holbrook

& Hirschman, 1982) in the buyer/seller relationship, values, and interactivity (Addis & Holbrook, 2001). The IPM purports that when individuals search for products they are primarily for information acquisition, while the experiential view focuses primarily exploratory behaviour (Holbrook & Hirschman, 1982). The model asserts that purchasing behaviours differ, when the IPM is focused on a purchasing decision that is looking for function, results and purpose, while the experiential view examines consumption experience that results in fun, enjoyment and pleasure (Holbrook & Hirschman, 1982). A study by Mittal and Lee (1988), indicated that the hedonic value of the product and brand in beer drinking were correlated to use and frequency, perceived brand differences, brand commitment, and brand comparison (Mittal & Lee, 1988). The study notes that if the product is seen, as being hedonic in nature as well as the brand, then there is greater likelihood of consumer brand affiliation the more hedonic the brand is perceived (Mittal & Lee, 1988). However, no empirical evidence is available to support this supposition and future research maybe required to look at the relationship (Mittal & Lee, 1988). In this context, the literature suggests that there is a distinct difference in purchasing decisions and patterns between products that are considered to be utilitarian versus those that are hedonic in nature. These distinct differences are depicted in Figure 2.2 (Addis & Holbrook, 2001).

Figure 2.2: Utilitarian Consumption versus Hedonic Consumption

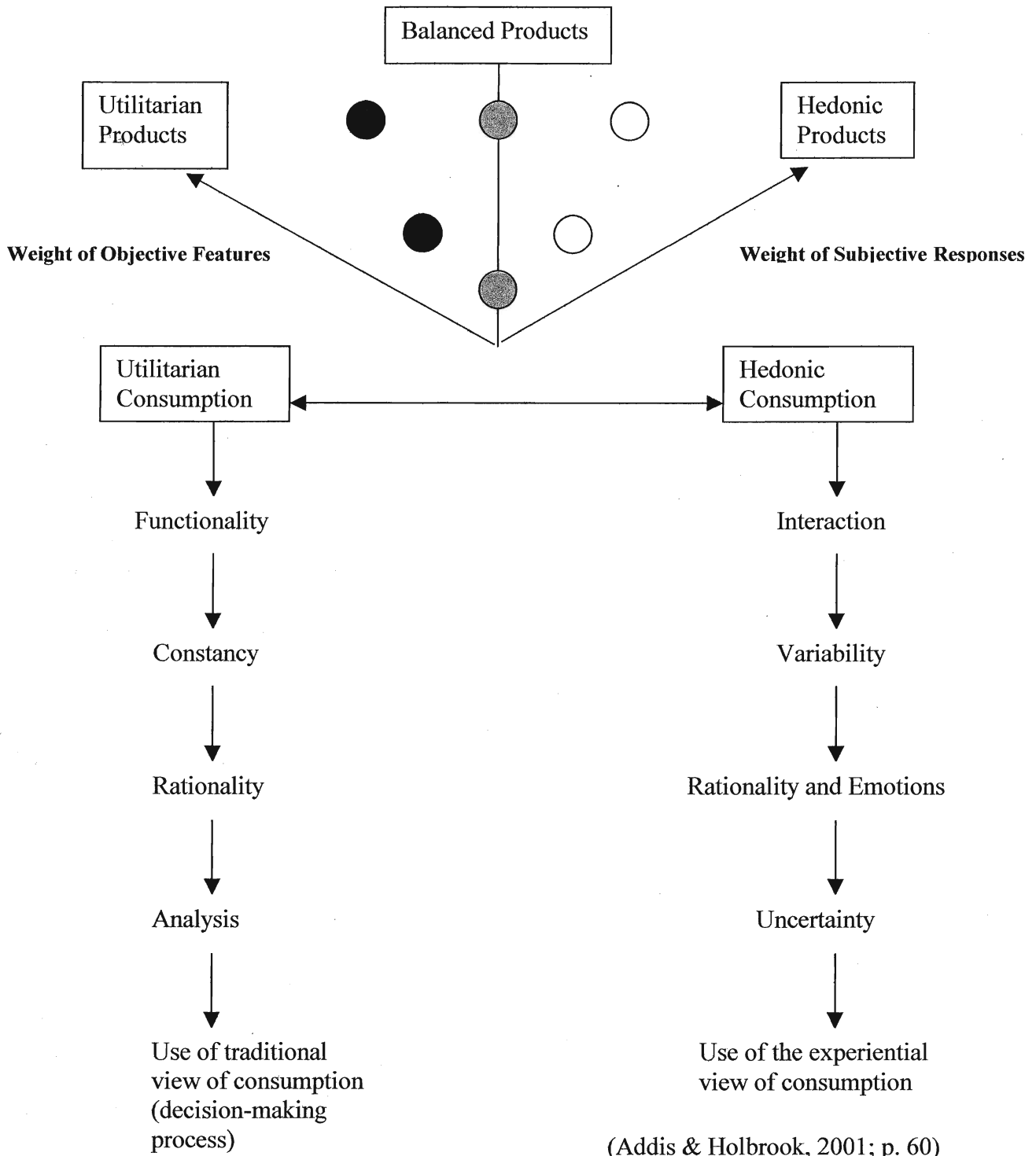


Figure 2.2 sets out the primary differences between utilitarian and hedonic consumption as reflected in the characterization of consumer behaviour and consumption experiences (Addis & Holbrook, 2001). The Figure shows that utilitarian consumption is primarily decision-making oriented, whereas the experiential view is hedonistic in nature. Utilitarian consumption patterns have been studied with the assumption that the consumer is an information processing decision maker (Addis & Holbrook, 2001). The determinants of consumer satisfaction are that the consumer will adopt perspectives for assessing affinity to a product as follows: 1) does the consumer benefit or satisfy a need from the product/service; 2) examine the absolute product performance (absolute measure)—ensuring that the product performed optimally to the expectation of the consumer's level of satisfaction or dissatisfaction; 3) review relative product performance (relative measure) — the product performed relatively well compared to the customer's expectation; and 4) evaluate the product based on performance which would lead to a satisfied or dissatisfied customer (Wells & Prentsky, 1996). According to Holbrook and Hirschman (1982), the experiential view or hedonic consumption is driven primarily by products where emotion and symbolism play a central role. The experiential view can be applied to a more holistic view of consumer behaviour that suggests “that product usage is not separate and isolated from the rest of the consumer's world; rather is embedded in that world – that is, the product is closely related to a person's feelings, other products, relationships of the person, the surrounding society, the consumer's whole life world” (Addis & Holbrook, 2001, p. 62). In this context, hedonic consumption is a consummation based on the total life experience of the individual. This concept will be further explored in wine tourism.

## **2.6 Wine Tourism and Consumer Behaviour**

Wineries in wine regions around the world have recognized that using tourism as a marketing tool can create brand awareness and loyalty in domestic and global markets, by providing educational opportunities through tours and personalized wine tasting. As noted previously, for a wine consumer, it is not necessarily the taste of the wine that the consumer always remembers, but rather the total experience that one has with the wine that makes a personal connection for most people (Dowling, 2001).

In today's modern wine regions around the world, traditional wine selling strategies are production based in a fairly saturated global market where it is difficult to facilitate change (Spawton, 1991). Often in the wine industry, market acumen can be enhanced with a name that provides appeal like "Dom Perignon" Champagne, and is thus legendary (Spawton, 1991). Products such as Dom Perignon sell like a tangible product because of the name and its utilitarian function for celebration and guarantee for quality with a very expensive price tag. However, in a very saturated marketplace, few will achieve this "legendary" status in order to attract customers that will buy their expensive wines. Wineries that are trying to establish a reputation can and will increase market share via wine tourism using an experiential view of consumer behaviour. The experiential view of consumer behaviour involves interaction with others; and is also based on emotion, where a customer is driven by what they feel, taste, smell and hear (Addis & Holbrook 2001). The experiential view of consumption provides a new outlook in the way wine can be sold via wine tourism in such a competitive marketplace. Through an experiential view of consumer behaviour customers remember and enjoy the experience. According to Holbrook and Hirschman (1982), the experiential view instils

an emotional attachment that the consumer receives from the product/experience. In the case of selling wine from a winery, rather than look at the product as an objective entity (the product as a whole), wineries through wine tourism sell the wine as a subjective entity that provides symbolism (product has meaning) and results in future purchases of wine based on recall from the experience.

Spawton (1991), points out that wine can have two components in consumer behaviour. As shown in Figure 2.3 the wine as a product has intangible and tangible features. Figure 2.3 indicates that wine has many core benefits, for example, the enjoyment of wine and food, celebration, or health reasons (Spawton, 1991). These core benefits are made up of tangible and intangible features, which can influence a consumer to purchase wine (Spawton, 1991). The tangible benefits can be variables such as the brand, the bottle, grape variety, wine style and region. The intangible features could include the winery image, education, tasting and promotion (via tour) (Spawton, 1991).

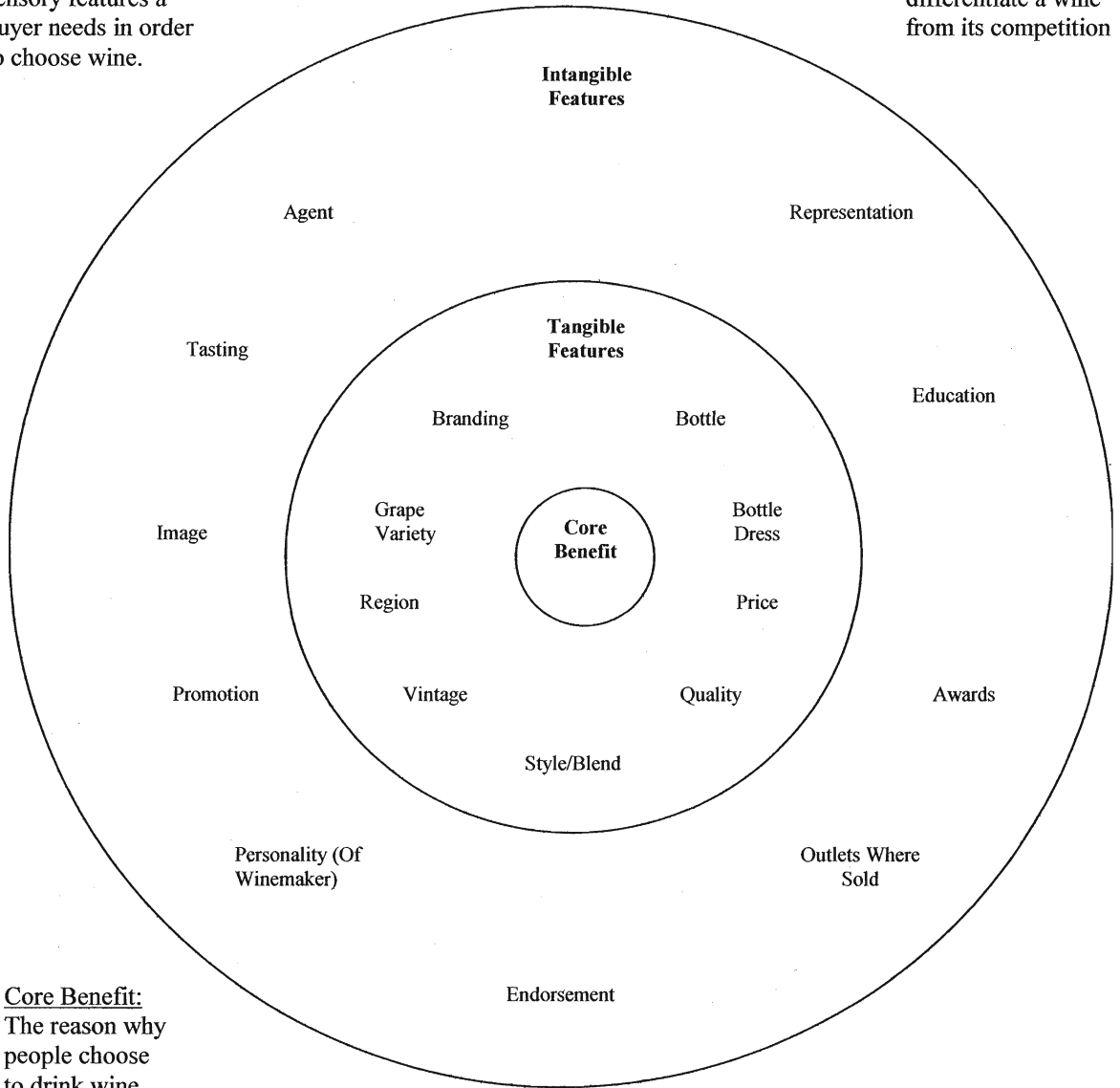


Figure 2.3: The Benefits Spectrum for Wine (Spawton, 1991, p. 20)

Tangible feature:  
The physical & sensory features a buyer needs in order to choose wine.

**Consumer Behaviour**

Intangible features:  
The features that differentiate a wine from its competition



Core Benefit:  
The reason why people choose to drink wine

According to Spawton (1991) all of these variables work in “concert” with one another and are therefore complementary. Any disruption in this process can alter the consumer’s perception and can result in a major disadvantage for selling wine (Spawton, 1991).

According to Spawton (1991), the majority of wine purchasers are risk-sensitive because there are a myriad of wine choices during the purchasing process. Wine purchasers experience three main risk facets: 1) psychological, where one has the potential to make the wrong choice for themselves; 2) functional, where some people have the inability to determine if the wine is faulty or is the wrong choice of wine for the occasion or meal; and 3) economic, where the customer is receiving a wine of perceived value for the price paid. Spawton (1991) notes that wine consumers will reduce these risk factors by purchasing well-known brands, recommendations from others or wine appreciation education (as shown in Figure 2.3). Wine tourism provides all of these facets to reducing risk to consumers via tours, tastings, with a positive experience from the cellar door, and by providing recommendations from others, that ensure repeat visits to the cellar door, as noted from wine tourism studies above.

A study in the Niagara region by Telfer and Hashimoto (2003), examined wine tourists profiles by examining information on consumer behaviour. Telfer and Hashimoto (2003) noted that taste (81.3%) and the quality of the wine (54.7%) were very important influential factors for purchasing wine at a winery in this region. Factors such as price, aroma, and the label were noted to be important and somewhat important (Telfer & Hashimoto, 2003; Hashimoto & Telfer, 2003). They also found that winery cleanliness, winery environment, smell in the building, and friendly, knowledgeable, courteous and

prompt customer services were very important factors contributing to customers purchasing wine (Telfer & Hashimoto, 2003; Hashimoto & Telfer, 2003).

The Hashimoto and Telfer (2003) study also indicated that the range that visitors spend at a winery on wine is between \$1-\$25 (West side of the Niagara wine route 26.9%; East side of the Niagara wine route 29.9%) and \$26-\$50 (West side of the Niagara wine route 29.1%; East side of the Niagara wine route 21.0%). Findings from these reports suggest that wine tourists in Niagara show some differences in purchasing behaviour patterns between the East and West side of the wine route. However, further research on the differences in lifestyle traits and purchase patterns along the Niagara wine route is required to identify the characteristics of people are visiting and buying wine in this area.

The benefits that consumers seek in the wine experience include those that are conducive to the wine culture, image of the wine relative to consumer's values, and the influence of wine in a country (Spawton, 1991). Understanding the psychographic characteristics of wine tourists provides a much clearer picture of wine tourist's consumer behaviour in purchasing wine. If one can identify a wine tourist's demographic, psychographic characteristics, motivation to visit, and amount and types of wine purchased, such information can enable marketers to cater to various types of wine tourists to enhance cellar door wine sales.

Jarvis (2002), points out that there may be different types of tourists who visit wineries. Wine tourists may be consumers who are "wine focused" who enjoy tasting and purchasing from the cellar door (Jarvis, 2002). There may be tourists who are "browsers" who are interested in the local history and surroundings (Jarvis, 2002). There

may also be “time-out” wine tourists who are with others simply for a social outing (Jarvis, 2002). According to Jarvis (2002), understanding profiles has a direct impact on how to influence future purchases, since wineries will be able to understand how to draw consumers to their establishments and what product(s) appeal to their target markets. Jarvis (2002), also points out that it is important to target all wine tourist markets whether they are purchaser’s or not, since the experience at the winery can produce a product brand loyalty for the future.

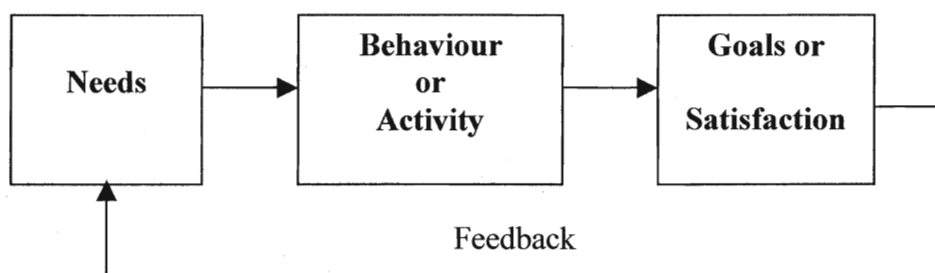
As noted earlier, the literature suggests that wine consumers are risk-sensitive, and therefore it is essential to explore the motivation of wine tourists visiting wineries, and their psychographic characteristics to garner a better understanding of the nature of the wine tourist. Understanding consumer behaviour aids marketers in devising successful marketing strategies, and in turn allows for successful market segmentation approaches (Bruwer, Li, & Reid, 2001).

According to Sommers and Barnes (2004), market segmentation is “the process of dividing the total market for a product or service into several parts, each of which tends to be homogeneous in all significant aspects” (p. 101). According to Mitchell et al., (2000) demographic data provides the basis for simple market segmentation of wine tourists. Wine marketers are more aware, through an analysis of the literature, that not all wine consumers are all alike and they differ in terms of their motives, demographic and psychographic profiles. Therefore, the following sections will examine key concepts such as motives, demographics, and psychographics and also their relation to wine marketing and the wine tourism literature.

## **2.7 Motivation**

According to Ali-Knight (2000), the definition of motivation is “derived from the word ‘motivate’ which is to cause a person to act in a certain way or to stimulate interest in inducing a person to act” (p. 4). Mannell and Kleiber (1997) (Figure 2.4), illustrate a simple model of motivation to further explain the motivational process. The difference between a “need” and “motivation” is motivation is a “process by which an individual recognizes a need and takes action” (Wells & Prensky, 1996, p. 227). A “need” is the “drive to eliminate the discrepancy between one’s current state and some ideal state” (Wells & Prensky, 1996, p. 227). Figure 2.4 demonstrates that there are three core variables that explain the motivational process. The first variable “need” is a stimulus, which triggers an intention (e.g., hunger), which causes an instrumental behavioural effect (e.g., visit to the supermarket) in an attempt to satisfy the stimulus (i.e., motive); lastly, the instrumental behaviour becomes focused on achieving a desired objective (e.g., food) to satisfy the stimulus (e.g., hunger) (Williams, 1994).

*Figure 2.4: Model of Motivation*



(Mannell & Kleiber, 1997, p. 189)

The foregoing diagram reveals that behaviour is intended to overcome needs, and the achievement of attaining these needs (Williams, 1994). However, in consumer research, a consumer’s motivation is not as easily attainable as the aforementioned model indicates.

Consumer research suggests that motives are constantly changing in relation to an individual's physical condition, the environment, interactions, and experiences (Shiffman & Kanuk, 2000). Therefore, motivation is not a single process, but rather encompasses different types of motivation such as intrinsic and extrinsic. According to Loffman (1991), "extrinsic motivation underlies consumption as a means toward an end (utilitarian or instrumental consumption), intrinsic motivation underlies consumption as an end in itself (hedonic consumption)" (p.729). In extrinsic motivation the source of motivation is external to the person (Hidi, 2000). While, intrinsic motivation is a behaviour that is self-governed in the form of support or reward and in performing an activity for its own sake (Hidi, 2000).

In tourism and leisure there are various typologies that exist when it comes to motivation. Dann (1977), found that there were two main indicators that aided in the decision-making process for travelers, which are identified as push and pull factors. The push factors are those influences that give one the desire to travel (e.g., escape, nostalgia), and the pull factors are those that have an affect on where one might want to travel too (e.g., sunshine, sea, sand) (Dann, 1977). Mannell and Iso-Ahola (1987), examined leisure and tourism motivation with principles similar to the push and pull factors. According to Mannell and Iso-Ahola, (1987), leisure and tourism motivation is two dimensional, and leisure behaviour influences two simultaneous motivational forces. Thus, leisure behaviours are sought to alter or offer novelty to every day routine, and leisure activities allow people to escape their normal environment (Mannell & Iso-Ahola, 1987). Mannell and Iso-Ahola, (1987) note that people and/or tourists are looking to escape their personal and interpersonal environment and seek personal and interpersonal

rewards. The motivational force in this construct is that individuals are attempting to seek an intrinsic benefit personally and interpersonally through participation in leisure activities (Mannel & Iso-Ahola, 1987). The personal benefit could be things such as relaxation, escape, learning, and the interpersonal benefit could be the reward of social interaction. The construct lends credence to the notion that leisure and tourism motivation is primarily intrinsic, as it provides self-fulfillment by seeking rewards and escaping from the personal and interpersonal world. However, the construct does not take into account that there may be extrinsic rewards that motivate people to participate in leisure activities. For example, a person may take a book to the beach to read for pleasure [intrinsic motivation], and also kill time [extrinsic motivation] (Cooper, 2000). In this context, leisure or travel activities are performed to seek or escape social conditions and environments (intrinsic) (Iso-Ahola, 2000). However, the construct does not take into account that there may be an instrumental motivation that provides an external force for the activity (extrinsic) (Cooper, 2000). Gountas, Carey and Oppenheim (2000), note that while the main motivator for travelers is to seek escape or to have a unique experience, such motivations do not usually result in the purchase or consumption of tangible goods.

Understanding an individual's motivation is essential to appreciating consumer's psychological needs (Ali-Knight, 2000). The leisure or tourist experience is generally driven by social and environmental preconditions to undertake a specific holiday or activity (Ali-Knight, 2000). According to Robinson, Long, Evans, Sharpley and Swarbrook (2000), individual identities, motivations and behaviours have an interrelationship with consumption patterns in society and are often based on a person's lifestyle. The concept of values can also be linked to changes in tourist motivation and

behaviour that influences tourism destinations and product demand (Robinson et. al., 2000). In an analysis of the literature Gountas, et al. (2000), state that the motives of individuals will be different and dependent on peoples values that guide their action, lifestyle, environment, and personal and interpersonal situations. The following section will now examine motivation in wine tourism.

### **2.8 Motivation For Visiting Wineries**

Hall et al. (2000), note that wine tourists are motivated by many factors; the fundamental factor is not the desire to purchase, but the desire to learn about wine and wine making. According to Mitchell, Hall and McIntosh (2000) the literature from New Zealand suggests that there are many external and internal motivating factors that entice tourists to visit wineries, as outlined in Table 2.2 (in no particular order). The external motivators are known as the pull factor and generally labelled as activities at a winery, while the push factors, internal motives are driven from needs within the person (Mitchell et al., 2000). Hashimoto and Telfer (2003) also found that purchasing wine, tasting, a day out, socializing, learning, relaxation and meeting the wine maker were important factors for visiting a winery. In this context, there are many aesthetic pleasures that accompany wine tourism for tourists visiting wineries and it is these motivating factors that act as a catalyst for tourists to returning to the wineries.



*Table 2.2: Motivation for those Visiting Wineries*

Activity	Internal/External Motivation
Tasting wine	External
Buying wine	External
A day out	N/A
Socializing	Internal
Learning about wine	Internal
Relaxation	Internal
Winery tour	External
Meeting the wine-maker	Internal
Eating at a winery	External
Picnic/BBQ	External
Entertainment	N/A
Rural setting	External

(Maddern & Golledge, 1996; Macionis, 1994, 1996; Johnson, 1998, as cited in Mitchell et al., 2000, p. 127).

According to Bruwer (2003), a study conducted in South Africa noted that the four most popular motivational factors for visiting a winery were wine purchasing (94.9%), wine tasting/sampling (94.9%), country setting/vineyards (70.6%), and a winery tour (53.8%).

Telfer and Hashimoto (2003) indicated that purchasing was the most common motivational factor. Other factors that were pertinent were taking a tour, learning, and rural setting for visiting a winery in Niagara, Canada. Bruwer's (2003), and Telfer and Hashimoto's (2003) findings suggest that in other geographic wine tourism regions, purchasing is a prime-motivating factor for visiting wine country for wine tourists. Other motivational factors seem to play a role in motivating tourists to visit wine country, but future research should investigate what the prime-motivating factors are pertaining to a specific geographic wine tourism region.

According to the literature, motivation in wine tourism is measured by internal and external factors. While there are many internal and external motivating factors that

entice tourists to visit wineries, there are also other variables that aid in resolving wine purchasing behaviour. To further understand customer profiles and the purchasing behaviour that coincides with various cohorts, it is critical to understand the demographics of the clientele (Mitchell, Hall & McIntosh, 2000).

## **2.9 Demographics**

Demography is the study of human populations and is a commonly used tool to understand past, present and future behaviour in relation to economics, business, and social issues that occur in everyday life (Foote, 1998). According to Foote (1998), demographics allow people to forecast what products could be in demand at present or in the future. The key variables that typically measure demographics generally include age, income, gender and education (Crask Fox & Stout, 1995). Demographics also offer further insight into people's characteristics that enable marketers to segment the population into smaller groups (Nichols, 1990). However, the age composition of the population is the most useful variable in demographics for understanding behaviour patterns (Foote, 1998). Determining the number of people in a particular age group, and the probability of someone participating in a certain activity will be a reasonable indicator of a type of behaviour. The age variable is always changing in society and therefore it is never constant. Also people's behaviour patterns tend to change as a person increases in age. Hence, understanding the age demographic is important in predicting behavioural patterns and in recognizing customer behaviours in relation to the purchasing of goods and services.

Each age cohort will act differently in varying situations (Foote, 1998). For example, people of the same age that live close to one another, and have a similar

economic status, tend to share the same demographic characteristics and will recommend similar sets of products to one another (Wells & Prensky, 1996). Based on the above scenario, a consumer's behaviour in purchasing a product may be predicted based solely on the behaviour patterns of others who have the same demographic characteristics (Williams, 1994). Understanding a consumer's background enables businesses to segment a market by predetermined attributes that influence the behavioural processes of consumers (Wells & Prensky, 1996).

However, demographics do not adequately answer questions as it relates to human behaviour, but rather paints a portrait of various cohorts or segments based on a set of these predetermined attributes. In this perspective, Foote (1998), argues demographics answer two thirds of what one needs to know about a specific population and provides a glance at the characteristics of a particular market segment. Conversely, demographic and psychographic information combined will provide marketers more detailed information on predetermined attributes and understand human behaviour characteristics. The next section will examine demographics in wine tourism. The focus of this study is not to delve into the demographic nature of wine tourist's since there has been many studies that have examined these attributes. However, it is still important to provide background information from previous studies on the demographic profile of the wine tourists as a foundation, before focusing efforts on the psychographic nature of wine tourists, the primary focus of this study.

### **2.10 Demographics of Wine Tourists**

Mitchell and Hall (2001a), studied the demographics of wine tourists in New Zealand and found that 76% were between the ages of 25 and 54. A study conducted by

Carlsen (2002), divided the wine tourists at wine festivals into two segments (i.e., Young Affluents & Serious Wine Lovers). The young affluents ranged between the ages of 18 and 40, had professional managerial backgrounds, with an average income of \$20,000 (AUS\$) to \$50,000 (AUS\$), and were eager to learn more about wine. The serious wine lovers were between 35 to 65 years of age, also with a professional managerial background, with annual incomes between \$70,000 (AUS\$) to \$90,000 (AUS\$) plus, were highly educated about wine, and bought wine for cellaring (Carlsen, 2002). Carlsen (2002), found that the two most common groups visiting wine festivals were the serious wine lovers in the \$90,000 (AUS\$) plus bracket (65.6%) and the young affluents' in the \$20,000 bracket (71.2%). Moreover, research in Australia noted that there was a high proportion of visitors (71%) less than 44 years of age (Ali-Knight & Charters, 2001; Charters & Ali-Knight, 2000). However, according to Mitchell et al. (2000), in an analysis of the literature, it was concluded that wine tourists are generally between the ages of 30-50 years of age in the moderate to high-income bracket.

Mitchell and Hall (2001a) also studied the characteristics of people visiting wineries in New Zealand by looking at gender, occupation and income. Mitchell and Hall's (2001a) research found that there were slightly more females than males visiting wineries. According to Mitchell and Hall (2001a), literature in other wine areas, such as Australia, confirm observing more females than males. What Mitchell and Hall (2001a), found was that the largest cohorts that visited wineries were females aged 25-39 (49.8%) and males 35-54 (45.3%). The findings also suggested that almost half of the respondents had annual incomes between \$30,000(NZ\$) and \$59,999(NZ\$) and a large proportion were well educated with at least a university background (Mitchell & Hall,

2001a). Other studies also examined demographic variables and found similar findings where 54% of people visiting wineries in Texas and Australia (Margaret River & Swan Valley) were female (Dodd, 1999; Ali-Knight & Charters, 2001; Charters & Ali-Knight, 2000). Also Dodd (1999) found in Texas that 66% had undergraduate or graduate degrees.

To provide an outlook from a Canadian perspective, Telfer and Hashimoto (2003), conducted a study in Niagara, Ontario, Canada and found that wine tourists touring the Niagara region tended to be between the ages of 22-55 years. The study found that the majority of wine tourists had at least a university degree and that the average household income was between \$60,000 to \$89,000 (Telfer & Hashimoto, 2003). The results of this study have similarities with other studies mentioned above in Australia, New Zealand and the United States.

The Telfer and Hashimoto (2003) study also indicated that the majority of wine tourists, touring Niagara wine country were from Ontario (N=263) and there were a number of tourists traveling from the United States (N=81) (Telfer & Hashimoto, 2003). The study also compared the two distinct wine regions in Niagara, notably the East side (Niagara-on-the-Lake, Ontario) and the West side (Jordan, Vineland, Beamsville, Ontario) (refer to Appendix A: Wine Route Map). The findings indicated that of the visitors from Ontario, there was double the number of visitors from the Niagara region touring the West side (30.1%) of the wine route as compared to the East (13.3%) (Telfer & Hashimoto, 2003).

According to Bruwer, et al., (2001), demographic variables are the most widely used tool for target marketing. However, Bruwer et al. (2001) note that demographic

variables do not concisely target markets in wine. Wine consumers can have similar characteristics demographically but will generally vary in terms of attitudes, consumption behaviour and lifestyle with regard to wine. In this context, in order to garner a better understanding of this ascertain psychographics will now be examined.

### **2.11 Introduction to Psychographics**

The consumer world is composed of an extremely broad and diverse array of people and personalities, making it difficult to satisfy all of their demands (Gunter & Furnham, 1992). Analysis of demographic information has been the preferred tool used to make sense of market segmentation when conducting research on target markets (Gunter & Furnham, 1992). According to Plog (2002), psychographic research has not been widely used in business or academia, since no specific system has come to dominate the psychographic field. By understanding more concisely the intricacies of individuals, researchers now realize that while individuals can be similar demographically, these individuals may have different behavioural characteristics from one another (Nichols, 1990).

For example, a study by Lehto, O'Leary & Morrison (2002), examined how psychographics influenced vacation choices made by British travelers to North America, Asia and Oceania. The Lehto et al., (2002) study, tested demographic variables, versus psychographic variables, as to which was a better predictor of destination choice. Lehto et al. (2002), found that demographic characteristics were not as effective as a predictor of destination choice, as were psychographic variables (e.g., travel philosophy, travel benefits, and destination attribute preferences). According to the study, psychographic information proved to be more beneficial in assessing destination choices of British

travelers (Lehto et al., 2002). Psychographic factors, in this study, were more valuable for travel and tourism than demographic information, because they allowed researchers to better understand people's attitudes, and their travel decision-making processes (Lehto et al., 2002). Furthermore, this study suggests that psychographic information is an effective tool for segmenting travelers who favour specific destination choices (Lehto et al., 2002).

The term psychographics was first accredited by Demby (1974), from the development of the term demographics. Demby (1974), provides a three level definition of psychographics as follows:

- 1) "Generally, psychographics may be viewed as the practical application of the behavioural and social sciences to marketing research.
- 2) More specifically, psychographics is a quantitative research procedure that is indicated when demographic, socio-economic and user/non-user analyses are not sufficient to explain and predict consumer behaviour.
- 3) Most specifically, psychographics seeks to describe the human characteristics of consumers that may have a bearing on their response to products, packaging, advertising, and public relations efforts. Such variables may span a spectrum from self-concept and lifestyle to attitudes, interests and opinions, as well as perceptions of product attributes"(Demby, 1974, p. 13).

Demby (1974), points out that the term psychographics, according to the above definition, falls into three different classes: product attributes; lifestyle attributes; and psychological attributes. The following sections will examine each of these classes that aid in defining psychographics.

According to Demby (1974), there are many ways to describe a product. A product can be described by price/value, taste, texture, quality, benefits, and trust. These items were first developed with motivation research, which relayed back to market researchers what respondents deemed as important for a particular product (Demby, 1974). Gunter and Furnham (1992), state that product attributes aid in classifying consumers based on their relevant purchasing behaviour and in turn the expected benefits derived from the product itself.

Lifestyle research is often considered to be the foundation of psychographic research (Demby, 1974). Demby (1974), notes that early psychographic research was based on the allocation of time, leisure choices, and also product purchasing, which in turn aided in explanations of purchasing decisions. For example, the type of lifestyle can aid as a predictor of the type of purchase a consumer might make. For example, Demby (1974), points to a study that examined alcoholic beverages. The study indicated that people who were medium to heavy purchasers of alcohol, were people who enjoyed going to the theatre, restaurants, traveling and participating in sports, indicating that these individuals might be seen as people who lead an outgoing lifestyle (Demby, 1974).

Lifestyle variables help describe the sociological concept of peoples daily lives, while psychological attributes attempt to explain why people do what they do in their daily lives (Demby, 1974). Psychological attributes, are often categorized or expressed as self-concept and involve aspects of people's interests and opinions. Thus psychological attributes are viewed as how one sees themselves, or what kind of individual a person is (Demby, 1974). According to Demby (1974), there may be a close link between



psychological variables and lifestyle, as one strengthens the other, or aids in providing more meaning, and thus psychographic information requires both.

Sommers and Barnes (2004), state, “psychographics is used in marketing as a synonym for those variables that include lifestyle and values” (p. 77). Sommers and Barnes (2004), define lifestyle as “a person’s activities, interests and opinions” (p. 83).

Consequently, Demby’s (1974) definition states that psychographic analysis requires both psychological and lifestyle attributes. The most current definition from Sommers and Barnes (2004) of psychographics states: “psychographics is a concept in consumer behaviour that describes consumers in terms of psychological and sociological influences” (p. 77). Thus for the purpose of this paper the definition of Sommers and Barnes (2004) will be used for this thesis. The next section will expand on the two terms, lifestyle and values, that are aspects that encompass psychographic research.

### **2.12 Psychographics – Lifestyle and Values**

According to Michman (1991) lifestyles are multidimensional and lifestyles derive from a person’s social influences, personal values and personality. Michman (1991), notes that it is important to study lifestyle in consumer behaviour as it allows marketers to better target markets, to understand how consumers live, spend money, and how they make purchasing decisions. Michman (1991), notes that there are many factors that influence lifestyle, and hence consumer decision-making. Lifestyles are learned predispositions that impact on consumer decision-making and encompass influences from culture, subculture, social class, reference groups, and family (Michman, 1991). Furthermore, activities, interests and opinions, impact consumer’s beliefs and how they spend their time (Michman, 1992). Lastly, lifestyles are mechanisms of consumer

personal values and personality (Michman, 1992). However, it is important to note that since each individual is different, one must allow for differences in lifestyles (Michman, 1991). Michman (1991), does point out that people's activities, interests and opinions can be influenced by the perception of others or developed through interaction with others. Lifestyle constructs enable researchers to interpret events that can happen around people, and also conceptualize or forecast events that may happen (Gunter & Furnham, 1992). For example, a study by Silverberg, Backman & Backman (1996), examined the psychographics of nature-based travelers in the southeastern United States looking at lifestyle benefits that accrue to people when traveling in the outdoors. Their research enabled them to segment the population on the basis of traveler's interests when traveling in the outdoors (Silverberg et al., 1996). According to Silverberg et al. (1996), segmenting the population aids in providing information that will be useful for making decisions related to products and or services.

Plummer (1974) (as cited in Williams, 1994; Piirto, 1991), states that lifestyle dimensions are encompassed by four main factors: activities, interests, opinions and demographics (refer to Table 2.3).

*Table 2.3: Major Elements of Lifestyle*

<b>Activities</b>	<b>Interests</b>	<b>Opinions</b>	<b>Demographics</b>
Work	Family	Themselves	Age
Hobbies	Home	Social Issues	Education
Social Events	Job	Politics	Income
Vacation	Community	Business	Occupation
Entertainment	Recreation	Economics	Family Size
Club Membership	Fashion	Education	Dwelling
Community	Food	Products	Geography
Shopping	Media	Future	City Size
Sports	Achievements	Culture	Stage in Life-cycle

(Plummer, 1974, p. 160)

Table 2.3 demonstrates clearly that demographic and psychographic attributes combined, can provide a clearer characterization of the individual. One will also notice from Table 2.3 that “Activities”, “Interests” and “Opinions” (AIO) all have some connection to leisure styles. Activity Interest and Opinions in relation to wine marketing are defined by Bruwer et al. (2002) as follows:

“Activity: an action such as visiting wineries, shopping for wine at cellar doors, or having lunch at the winery restaurant. Although these acts are usually observable, the underlying reasons for the actions are seldom subject to direct measurement.

Interest: the degree of excitement that accompanies both special and continuing attention to an object, event or topic, for example wine festival.

Opinion: an expression in spoken or written form, of a person’s reaction to a ‘question’. It describes interpretations, expectations, and evaluations such as beliefs about other people’s intentions or anticipations concerning future events, for example that the Generation X female consumer is the ‘future’ of the wine industry” (p. 225).

Leisure styles are defined as factors that are challenge-seeking, status symbolizing and family focused, with aspects of individual, or social activity, that are learned, and provide feeling and/or meaning (Kelly, 1999). According to Kelly (1999), leisure style is one dimension of lifestyle encompassing the social domain having connection with people, orientation with values, traditions, and thus influencing people’s everyday behaviours. In this context, leisure styles play an optimal role in lifestyles and overall psychographic characteristics. According to Gunter and Furnham (1992), a person’s AIO provide an excellent measure of lifestyle, because they allow one to better understand what people do. The concept of lifestyle focuses on people’s activities; in how they spend

their time at work and/or leisure; people's interests are defined as what people perceive as important in their surroundings; and opinions are their stance on social issues, institutions or themselves (Plummer 1974). The last dimension of lifestyle is demographics, as it provides one with the basic facts about a persons age, income, gender, and where they live. All four components of the lifestyle dimensions provide a much clearer picture of whom individuals are and what they do, what is important to them and what they believe. However, AIO batteries have been known to be lengthy and very time consuming for respondents to complete. AIO batteries have been known to contain up to 250 items on a questionnaire (Vyncke, 2002). While AIO batteries have been proven to be an effective tool to provide an excellent form of psychographic information, other research suggests that values (what someone deems as important in their life), and lifestyle research combined have aided in generating psychographic research, and alleviating the extensive and onerous AIO approach (Vyncke, 2002).

Values are defined as being learned predispositions, that act as a guide, that motivates behaviour (e.g., attitudes & beliefs), and aid in differentiating individuals (Hall & Winchester, 2000). Values have also been defined, by Vyncke (2002), as "desirable, tran-situational goals, varying in importance, that serve as guiding principles in peoples lives" (p. 448). Understanding consumer values allows marketers to segment or forecast changes in purchasing behaviour (Sommers & Barnes, 2004; Williams 1994). Kamakura and Novak (1992), note that values play a more crucial role in the decision-making process and people naturally rely on their value system to resolve conflicting factors in their lives. In this context, values provide a more precise understanding of the motivation behind people's beliefs, attitudes and behaviour (Kamakura & Novak, 1992; Homer &

Kahle, 1988). According to Homer and Kahle (1988), "values are abstract social conditions that form the most basic condition of adaptation to one's environmental surroundings to ensure optimal functioning for an individual" (Kahle, 1983, as cited in Homer and Kahle, 1988, p. 638). Furthermore, values serve as a function to which attitudes and behaviours in individuals are formed (Homer & Kahle, 1988). Kahle and Kennedy (1989), state that "values are one of the most abstract forms of individual knowledge; therefore tying a specific product, service, or idea to an abstract value should increase the ease with which the specific item can be stored and remembered" (p. 6). For example, food may be purchased on the basis of certain attributes such as tastes, texture, visual appeal and/or nutritional value, some of which will form the basis for the purchasing decision. How food fits into a person's lifestyle dictates the decision for someone to purchase.

One of the most well known scales for examining values and lifestyles is the VALS typology, which stands for "values and lifestyles". The VALS typology emulates Maslow's hierarchy of needs model (i.e., people have many diverse needs that must be satisfied) (Kraus & Curtis 1990; Piirto, 1991). Arnold Mitchell, the developer of VALS, expanded the idea of Maslow's hierarchy of needs, to better suit consumer behaviour theory, by focusing on how individuals mature (Piirto, 1991; Gunter & Furnham, 1992). Piirto (1992), cites Mitchell's quote regarding VALS, 'There are the times when a person's values change—and lifestyles are transformed' (p. 37). The quote simply points out that peoples behavioural patterns will change over their life cycle and that values and lifestyles can be altered by various variables (Piirto, 1991; Gunter & Furnham, 1992).

Thus, Mitchell developed the VALS typology on the premise that an individual's values and lifestyle can be classified into different groups (Piirto, 1991).

The VALS typology provides linkages between the psychographic variables of values and people's lifestyle activities (Gunter & Furnham 1992). The VALS typology provides a guideline that offers insight into how researchers can classify people's values and lifestyle traits. An individual's personality is influenced by their values, which can change over time, but lifestyle change can occur more rapidly, suggesting that it will play a more crucial role in determining marketing strategies (Gunter & Furnham, 1992).

In 1983, Kahle developed a "List Of Values" (LOV) instrument, a condensed version of the Rokeach Value Survey (RSV), which rated 18 instrumental values and 18 terminal values (Kahle & Kennedy, 1989). Gountas et al. (2000), state that instrumental values are "desirable modes of conduct" (p. 131), such as being clean, courageous, forgiving, helpful. Terminal values are a "desirable state of existence" (p.131), such as family security, self-respect, and social recognition (Gountas et al., 2000). Gountas et al., (2000), note that there are less terminal values than there are instrumental values and therefore it is easier to administer, and it is easier to attain a better understanding of a person's behaviour.

The LOV instrument has nine terminal values that are more closely related to consumer's personal daily life roles and events (Beatty, Kahle, Homer, & Misra, 1985), that are evaluated as shown in Figure 2.5. Furthermore, the LOV instrument includes internal and external value dimensions that have been empirically tested (Homer & Kahle, 1988). The first six values (i.e., sense of belonging, excitement, warm relationship with others, self fulfillment, being well respected, and fun and enjoyment in life) in the

scale are internal values, and the last three values are external (i.e., security, self-respect, self-accomplishment) (Homer & Kahle, 1988). Homer and Kahle (1988), findings indicated that people who have a preference for internal values tend to want more control over aspects of their lives as compared to those people who preferred the external values. Specifically, people who preferred internal values, preferred control over factors regarding decisions about what food to eat and where to shop. In this context, these people will take extra effort when they purchase and are less apt to let retailers convince them to buy certain products over others that are important to them (Homer & Kahle, 1988). On the other hand, infrequent purchasers of products tended to prefer the external values as being important.

Figure 2.5: Questionnaire Format for the List of Values

The following is a list of things that some people look for or want out of life. Please study the list carefully and then rate each thing on how important it is in your daily life. Where 1 = not at all important and 9 = extremely important.

	Very Unimportant	Very Important
1. Sense of Belonging	1-2-3-4-5-6-7-8-9	
2. Excitement	1-2-3-4-5-6-7-8-9	
3. Warm Relationships with Others	1-2-3-4-5-6-7-8-9	
4. Self-Fulfillment	1-2-3-4-5-6-7-8-9	
5. Being Well Respected	1-2-3-4-5-6-7-8-9	
6. Fun and Enjoyment of Life	1-2-3-4-5-6-7-8-9	
7. Security	1-2-3-4-5-6-7-8-9	
8. Self-Respect	1-2-3-4-5-6-7-8-9	
9. A Sense of Accomplishment	1-2-3-4-5-6-7-8-9	

Now reread the items and circle the one thing that is most important in your daily life.

(Kahle & Kennedy, 1989, p.8)

While the LOV is not as well known as the VALS typology for studying peoples values and lifestyles, studies have begun to embrace the LOV instrument (Kamakura & Novak, 1992; Hall, Lockshin & O’Mahony, 2001). VALS is “based on a set of about 30

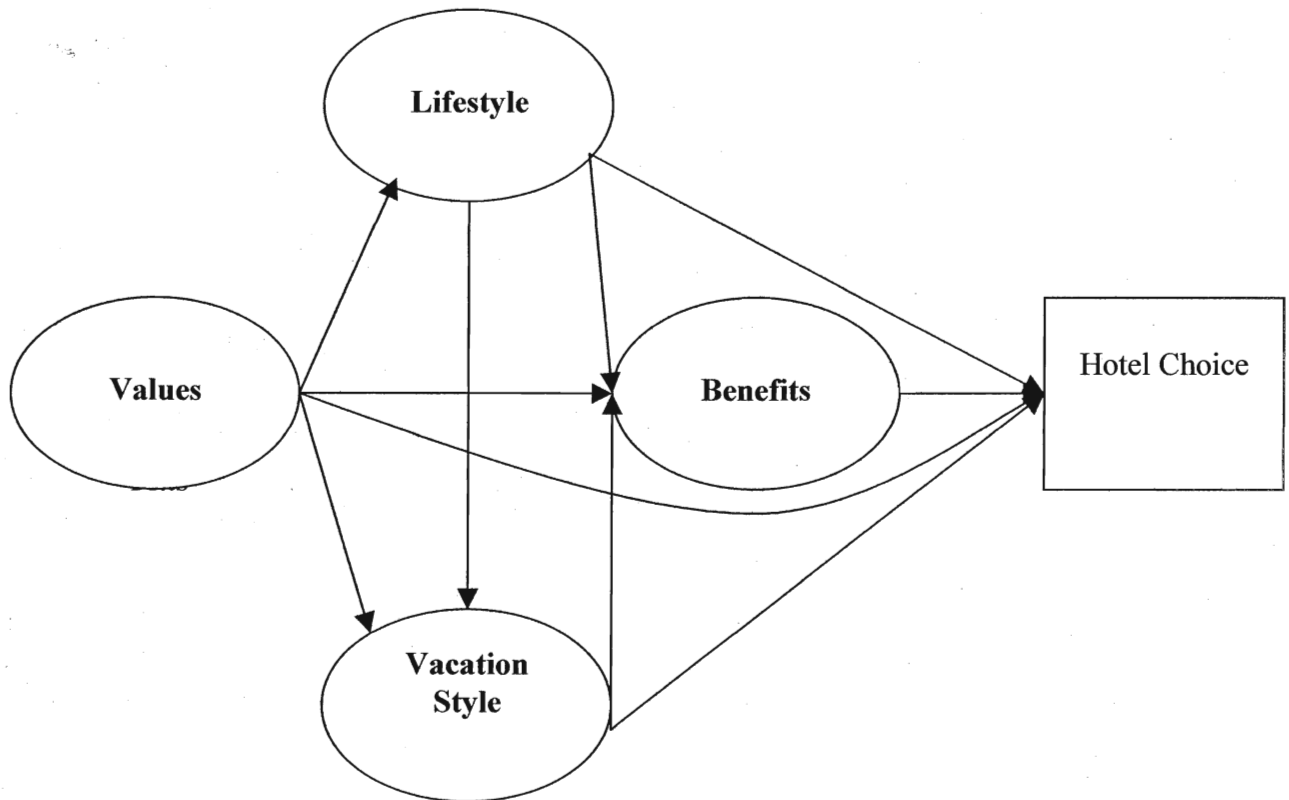
demographic and attitudinal questions” (p.8) and on the basis of the response, consumers are then classified into lifestyle groups as noted previously (Kahle & Kennedy, 1989). According to Kahle and Kennedy (1989), VALS is too reliant on demographic variables and thus not able to predict consumer behaviour as effectively as the LOV. Kahle and Kennedy (1989), state that the VALS questions are culturally biased, as many questions are aimed at religion, and also questions regarding the United States. According to Michman, (1991), LOV is more predictable as it allows researchers to obtain demographic information separately, which enables researchers to identify the influential source or behaviour. LOV uses interval level data versus VALS which is solely based on nominal level data, suggesting that interval level data is a more powerful measure in using advanced analysis techniques and causal models (Kahle & Kennedy, 1989). LOV is also a more effective tool for measuring purchasing behaviour (Novak & MacEvoy, 1990; Kahle, Beatty, & Homer, 1986; Kahle & Kennedy, 1989). LOV is easier to administer than VALS and it is much simpler to attain an exact phrase and perhaps incorporate that phrase into an advertisement (Michman, 1991).

A study by Zins (1998), also found that in travel and tourism, the LOV instrument provided meaningful insight, revealing that personal values play a key factor in determining hotel choices. The Zins (1998), study hypothesized that the four psychographic constructs were interrelated (as per Figure 2.6). The findings of the study indicated the hierarchy of psychographics that influence hotel choice as they pertain to the model as follows: 1) personal values; 2) vacation style; 3) benefits sought; and 4) lifestyle (Zins, 1998). The findings of the study also suggest that all four variables influence each other in some form (Zins, 1998). This study shows that by understanding



how products and services fit into a consumer's lifestyle and values, aids in being able to better position products and/or services for market segments (Michman, 1991).

*Figure 2.6 Hotel Choice Model Using Psychographic Concepts*



(Zins, 1998, p. 6)

Pitts and Woodside (1986) also examined the relationship between personal values and travel or leisure decisions in the United States (Pitts & Woodside, 1986). Data was collected to examine personal values, using the Rokeach value instrument (the premise on which the LOV was created), to examine leisure/recreation behaviour of 250 respondents from the University of South Carolina Consumer Panel, who had similar socio-economic status (Pitts & Woodside, 1986). Findings of the study indicated that the four travel groups displayed differences in their values, which in turn had an impact in determining travel choice behaviour (Pitts & Woodside, 1986). While the group was

demographically similar in terms of socio-economic characteristics, value segmentation served as an influential tool to segment the travel group based on behaviour characteristics.

Other studies such as Madrigal and Kahle (1994), examined an English-speaking tourist group visiting Scandinavia, to determine if personal values were a better predictor of activity preferences. The LOV scale was used to measure values because it can identify internal and external domains (Madrigal & Kahle, 1994). The results of the study indicated that there were differences in three of the four factors and respondents values (Madrigal & Kahle, 1994). Therefore, regardless of demographic differences, values were an excellent indicator of travel activity preference and furthermore, other demographic variables may enhance knowledge as it pertains to value segments (Madrigal & Kahle, 1994). According to Pitts and Woodside (1986), provided indications of peoples motives for visiting a destination, and furthermore facilitated the satisfaction of individuals needs by examining their values. The implication of values research in the tourism field indicates more precisely who the tourist is; where particularly tourists are visiting (destination); reasons for travel activity choice; and what attracts tourists to a destination (Madrigal & Kahle, 1994).

The following section provides information on market segmentation studies in wine tourism and wine related lifestyle. However, it is important to note that there has been limited work in the area and the literature on wine tourism does not provide extensive detail as other tourism studies pertaining to psychographic information.

### **2.13 Psychographics of Wine Tourists**

Mitchell et al. (2000) and Dodd (2000), point out that psychographic data permits researchers and winery managers to learn more information about wine tourists, that will aid in understanding consumer product involvement (i.e., importance of the product in a consumers life). Dodd (2000) found that a significant relationship exists between people having a strong interest in wine and spending more at a winery.

According to Bruwer (2003), there is a lack of quality and sufficient market research in the area of wine tourism to accurately profile wine tourists, and thus extensive focus in the area is needed. Given that there is scant research in the area, only a few studies in wine tourism have recently attempted to provide quality data as it pertains to segmenting wine tourists (Bruwer, 2003). Hall and Macionis (1998), note in an analysis of the literature, that very few wineries have knowledge of the type of people visiting their establishments (Hall & Macionis, 1998). Research in the area of wine is more extensively conducted on the oenology and viticulture practices, rather than focusing on who is drinking the product (Hall & Macionis, 1998). Hall and Macionis (1998), in a series of interviews with winemakers and staff were able to identify three main wine tourists segments: *Wine Lovers*, *Wine Interested*, and *Wine Curious Tourists*. Hall and Macionis (1998), findings provide insight into the types of wine tourists who could potentially be visiting a wine region. However, Hall and Macionis's (1998), findings are strictly based on the opinions from the employees and do not entirely provide a true portrait from the consumer point of view.

Charters and Ali-Knight (2002), also examined "who is the wine tourist" by attempting to segment the wine tourist population in two regions in Australia based on

culture and wine education level. Culture was examined, because Australian wine tourism is different than in European wine countries (Charters & Ali-Knight, 2002). For example, the wine industry in European countries has a much different wine drinking population, as this has been a way of life for most in countries like Italy and France (Mitchell et al., 2000).

Thus, Charters and Ali-Knight (2002) examined the Australian culture of wine tourism and also education, to provide cross-cultural work in the area of study. The study using a survey segmented the wine tourist population using adopted categories from Hall and Macionis (1998) (Charters & Ali-Knight, 2002). However, Charters and Ali-Knight (2002), opted to change the name *Wine Curious*” tourist to *Wine Novices*, to remain with their theme of wine interest. They categorized *Wine Lovers* (highly interested), *Wine Interested* (self-classify as interested), and *Wine Novices* (limited interest). The findings also suggest that there is a strong link between a wine tourist wanting to buy, learn, and taste wine, suggesting that lifestyle characteristics can provide a better understanding of wine tourists (Charters & Ali-Knight, 2002). Furthermore, Charters and Ali-Knight (2002), suggest that the entire wine lifestyle is particularly important for *Wine Lovers* as compared to the other segments.

A detailed description of the Hall and Macionis and Hall (1998), and Charters and Ali-Knight (2002), findings related to the wine tourists segments are shown in Table 2.4.

Table 2.4: Literature comparison of wine tourist segments.

Hall and Macionis (1998)	Charters and Ali-Knight (2002)
<ul style="list-style-type: none"> <li>● <b>Wine Lovers:</b> <ul style="list-style-type: none"> <li>- Extremely interested in wine.</li> <li>- Extremely interested in winemaking.</li> <li>- May work in related wine or food industry.</li> <li>- Visiting wineries is their primary purpose.</li> <li>- High income and highly educated.</li> <li>- Likely to be purchasers of wine or food magazines.</li> <li>- Have visited other wine regions.</li> <li>- High likelihood to purchase wine at a winery and put name on mailing list.</li> </ul> </li> <li>● <b>Wine Interested:</b> <ul style="list-style-type: none"> <li>- Have a high interest in wine.</li> <li>- Familiar with winemaking procedures.</li> <li>- Sole purpose is not to visit, but rather to purchase.</li> <li>- Likely to have been to other wine regions.</li> <li>- Occasional purchaser of wine or food magazines.</li> <li>- Moderate to high-income bracket and university educated.</li> <li>- Potential for repeat purchase of wine having visited the winery.</li> </ul> </li> <li>● <b>Wine Curious Tourist:</b> <ul style="list-style-type: none"> <li>- Moderate interest in wine.</li> <li>- Not familiar with winemaking procedures.</li> <li>- Winery tour may be sole purpose of visit.</li> <li>- Interested in novelty to taste and experience.</li> <li>- Interested in general tourism promotions or winery pamphlets.</li> <li>- Opportunity for social interaction with friends and family.</li> <li>- May purchase wine at winery and will not add name to mailing list.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>● <b>Wine Lovers:</b> <ul style="list-style-type: none"> <li>- Have a broad interest and knowledge base about wine.</li> <li>- 74% Read books on wine.</li> <li>- 61% Watch television shows on wine.</li> <li>- 81% Attend regular wine tasting.</li> <li>- 80% Likely to want to learn about wine and food links.</li> <li>- 74% Learning about maturing and storing wine.</li> <li>- 68% Learning how to taste wine is important.</li> <li>- 36% Enjoying a vineyard tour would be appealing.</li> </ul> </li> <li>● <b>Wine Interested:</b> <ul style="list-style-type: none"> <li>- Classified as individuals who are interested in wine.</li> <li>- Have a general interest and knowledge about wine.</li> <li>- 42% Read books on wine.</li> <li>- 46% Watch television shows on wine.</li> <li>- 73% Attend regular wine tasting.</li> <li>- 64% Likely to want to learn about wine and food links.</li> <li>- 71% Learning about maturing and storing wine.</li> <li>- 70% Learning how to taste wine is important.</li> <li>- 36% Enjoying a vineyard tour would be appealing.</li> </ul> </li> <li>● <b>Wine Novices (<i>Wine Curious</i>):</b> <ul style="list-style-type: none"> <li>- New wine drinkers.</li> <li>- Limited interest and knowledge about wine.</li> <li>- 33% Read books on wine.</li> <li>- 36% Watch television shows on wine.</li> <li>- 62% Attend regular wine tastings.</li> <li>- 68% Likely to want to learn about wine and food links.</li> <li>- 54% Learning about maturing and storing wine.</li> <li>- 48% Learning how to taste wine is important.</li> <li>- 45% Enjoying a vineyard tour would be appealing.</li> </ul> </li> </ul>

A study by Bruwer (2003), also attempted to segment the wine tourist population in South Africa, examining wine related lifestyles based on the previous findings of wine tourist segments by Hall and Macionis (1998). Bruwer (2003) found that the majority of wine tourists were *Wine Lovers* (53.3%), followed by *Wine Interested* (27.8%), and *Curious Tourist* (15.9%) and a small portion fit into an "other" category (3%) as they did not represent any of the traits of the other three. Bruwer's (2003), findings provide some insight, in that the segments by Hall and Macionis (1998), can exist in another country. However, the details of the wine tourist segments are not adequately described in the Bruwer (2003) article.

Charters and Ali-Knight (2002), state that segmentation on interest is more useful than that based on knowledge. However, findings from their research do indicate that those who are highly knowledgeable also have high interest in wine. For example, the findings from Charters and Ali-Knight's (2002), suggest, that *Wine Lovers* would more likely respond to an educational driven approach when visiting a winery. The findings also suggest that *Wine Novices* enjoy the process of the wine tourism experience, even though they are the least involved of the tourist segments.

Charters and Ali-Knight (2002), note that there are different approaches to profiling and segmenting. Thus, it is important to consider methods used from the tourism literature on psychographic segmentation. The data from the above studies is only from one state, in one country, in a new world wine destination. Comparative data is needed in wine tourism to determine what trends exist in other wine regions around the world. Bruwer (2003), notes that profiles of wine tourists will vary from one country or wine region and also will vary from various wineries as well. Therefore, one should not

assume that these wine related characteristics would be the same from one place (e.g., country or region) or winery (Bruwer, 2003).

While the above studies provide a portrait of wine tourist's lifestyles based on some demographic and psychographic indicators, the studies concur that there is a need to understand other methods of segmentation. In this context, the next section will review techniques used to segment the wine drinking population in Australia, to whether some parallels can drawn between the wine drinking population and wine tourism.

Spawton (1991), using a qualitative technique, segmented the wine consumer population into four categories: 1) Connoisseurs; 2) Aspirational drinkers; 3) Beverage wine drinkers; 4) New wine drinkers (an explanation of the four segments is outlined in Table 2.5).

*Table 2.5: Spawton's Wine Drinking Segments.*

---

**Connoisseur:**

- Knowledgeable wine segment.
- Primary purchasers of fine wines.
- Broad spectrum of tastes & enjoy to experiment.
- Brand loyal.
- Make purchase decisions in advance.
- Purchase from specialist merchants, auctions, or wineries.
- Wine education is a hobby.
- Read about wine avidly.
- Not price sensitive.

**Aspirational wine drinker:**

- Concerned with social aspects of wine drinking.
  - Attracted to fashionable, wine styles, labels and brands.
  - Brands are a status symbol.
  - Spend a lot of time searching for wine.
  - Often need retail assistance.
  - Choose outlets based on convenience and confidence of staff.
  - Influenced by wine writers, journalist and opinion leaders.
  - Likely to attend wine appreciation courses.
-

Table 2.5: Spawton’s Wine Drinking Segments Continued...

<u>Beverage wine drinker:</u>	<u>New wine drinker:</u>
-Average consumers.	-People are young
-Drink wine with no desire to appreciate it.	-Attracted to wine by influence of parents, or peers.
-Loyal drinkers in wine style and do not experiment.	-Wine style and preference are not established.
-Mostly buy wine from in a supermarket environment.	-Sparkling wine and/or coolers may be the beverage of choice.
-Brand loyal based on consistent taste.	-Wine purchased mostly on social occasions.
-Purchase based on price and promotion	-Consumption of wine influenced by occasion where wine is consumed.
	-Often use price as a determinant for purchase.

(Spawton, 1991, as cited in Hall & Winchester, 1999, p.24)

Other researchers acknowledge the possibility that these four segments may exist (Hall & Winchester, 1999; Bruwer, Li & Reid, 2001; Thomas & Pickering, 2002). Hall and Winchester (1999), attempted to provide some empirical evidence to confirm Spawton’s wine segments. They used a questionnaire designed to elicit responses from a random sample, via a telephone, interview concerning beliefs, attitudes, and values when purchasing wine (Hall & Winchester, 1999). Using a type of factor analysis (Principal Components Analysis), four factors emerged: 1) Connoisseurs, 2) Image, 3) Risk adverse (i.e., makes an educated decision to purchase) 4) Enjoyment (Hall & Winchester, 1999). A cluster analysis was employed to segment the sample: “Cluster 1 were ‘Image Conscious’; Cluster 2 were out for ‘Enjoyment’; Cluster 3 were ‘Connoisseurs’; and Cluster 4 were ‘Risk Adverse’.” (Hall & Winchester, 1999, p. 30). The “Connoisseurs”, “Aspirational Wine Drinkers”, “Beverage Wine Drinkers” segments were supported, but the “New Wine Drinker” was not (as shown in Table 2.6).



*Table 2.6: Comparison of Segments Identified*

<b>Spawton's (1991) Segments</b>	<b>Segments Identified</b>	<b>Hypothesis Related</b>
Connoisseurs	Connoisseurs	Supported
Aspirational Wine Drinkers	Image Concerned	Supported
Beverage Wine Drinkers	Risk Adverse	Supported
New Wine Drinker	Enjoyment	Amended

(Hall & Winchester, 1999, p.30)

The “New Wine Drinker” had different attributes than those stated by Spawton (Hall & Winchester, 1999). The new “Enjoyment” segment was not confirmed to be price conscious, but was rather “out to have a good time” (Hall & Winchester, 1999).

The Bruwer et al. (2001), study used exploratory research to define wine segments using lifestyle characteristics of wine drinkers and by interviewing people in their homes. Using 48 product related questions Bruwer et al. (2001), identified five segments of wine drinkers: 1) Enjoyment Orientated Social Wine Drinkers (14%); 2) Fashion/Image Orientated Wine Drinkers (19%); 3) Ritual Orientated Conspicuous Wine Enthusiasts (18%); 4) Purposeful Inconspicuous Premium Wine Drinkers (25%); and 5) Basic Wine Drinkers. A detailed list of the segments is outlined in Table 2.7.

Table 2.7: Wine Related Lifestyle Segments

<p><b>Enjoyment Orientated Social Wine Drinker:</b></p> <ul style="list-style-type: none"> <li>-25-54 years old.</li> <li>-Female majority</li> <li>-Higher education status =average</li> <li>-Mostly single cohabit/commune</li> <li>-Income &lt; \$40,000 per annum (AUS\$)</li> <li>-Weekend drinker, but regular</li> <li>-Red Wine mainly</li> <li>-1.6 bottles per week average consumption</li> <li>-\$11.07 average spent per bottle</li> </ul>	<p><b>Fashion/Image Orientated Wine Drinker:</b></p> <ul style="list-style-type: none"> <li>-18-44 years old</li> <li>-Female = Male (50:50)</li> <li>-Higher education status =very high</li> <li>-Mostly singles/couples</li> <li>-Income+ \$50,000 (AUS\$) per annum</li> <li>-Regular drinker throughout anytime during the week</li> <li>-Highest group on sparkling, but mainly red wine</li> <li>-0.9 bottle per week average consumption</li> <li>-\$13.50 average per bottle</li> </ul>
<p><b>Ritual Orientated Conspicuous Enthusiasts:</b></p> <ul style="list-style-type: none"> <li>-Under 34 years old</li> <li>-Male majority</li> <li>-Higher education=high</li> <li>-Very high incidence of singles/couples</li> <li>-Income &gt;\$70,000 per annum</li> <li>-Drink wine almost every day</li> <li>-Red wine mainly</li> <li>-1.8 bottles per week average consumption</li> <li>-\$18.29 average spend per bottle</li> </ul>	<p><b>Purposeful Inconspicuous Premium Wine Drinkers:</b></p> <ul style="list-style-type: none"> <li>-35-54 years old</li> <li>-Male majority</li> <li>-High education status=high</li> <li>-Couples/couples with dependent children</li> <li>-Income (Highest) &gt;\$100,000(AUS\$) per annum</li> <li>-Regular wine drinkers</li> <li>-Red wine mainly</li> <li>-1.4 bottles per week average consumption</li> <li>-\$17.11 average spend per bottle</li> </ul>
<p><b>Basic Wine Drinker:</b></p> <ul style="list-style-type: none"> <li>-45 + years old</li> <li>-Female mainly</li> <li>-Higher education status=average</li> <li>-Couple with dependent children</li> </ul>	

(Bruwer et al., 2001, p.106-107)

According to Bruwer et al. (2001), the segments of wine drinkers do exist in the Australian domestic wine market. Each study used different techniques to confirm Spawton's (1991), wine drinker segments. Hall and Winchester (1999), used personal values to understand the wine drinker's consumption patterns and Bruwer et al. (2001), used lifestyle attributes that link product and values (Bruwer et al., 2001). Bruwer et al., (2002), stated that "lifestyle is inextricably linked to values and the processes by which

people seek to achieve their values through various modes of expression, including consumption of wine” (p. 217). These studies provide evidence that wine drinker segments exist in relation to consumer demographics, drinking habits, product perceptions, and wine purchase (Bruwer et al., 2001). From the research, one can conclude that at least two segments are confirmed to exist in the Australian domestic market, namely “Connoisseurs” and “Enjoyment Orientated Wine Drinkers (Bruwer et al., 2001). Further research is required to determine if the other and/or new segments exist. Similar segmentation research is necessary in other geographical wine regions, in other countries, to determine whether there are differences between cultures and regions. Bruwer et al. (2001), notes that to further understand these segments, future research needs to look more closely at consumption patterns, motivation, as well as many other factors pertinent to wine and or wine regions. Furthermore, Bruwer , Li, and Reid (2002), stated that wine is becoming a lifestyle beverage, in that some people feel that wine is connected to a part of their life, by either hobbies, and interests. Socially wine is now becoming desired by a wider spectrum of consumers. Thus it is important to understand wine consumers values, consumption (purchasing patterns) as reflected in their profiles (Bruwer et al., 2002).

While wine related research is scarce, as it relates to psychographics, there have been some studies that have examined psychographic variables such as human values and lifestyle characteristics with wine.

### **2.14 Values and Lifestyle in Wine Consumer Behaviour**

Hall and Lockshin (1999), contend “values play a dominant role in guiding choice patterns” (p. 69) and conducted a study to assess consumer purchasing based on

consumer values. The results indicated that “fun and enjoyment in life” was the value that occurred most frequently when associated with wine (Hall & Lockshin, 1999). When assessing values based on various occasions where wine is consumed, once again “fun and enjoyment in life” rated highest when associated with occasions such as: “outdoor BBQ/picnic” (55.4%); “party/celebration” (51.9%); and “with friends” (46.3%) (Hall & Lockshin, 1999). The results also indicated that the value “being well respected” related to wine and occasions that are “business related” (52.1%), also have a high association with one another (Hall & Lockshin, 1999). A follow-up study by Hall, Lockshin and O’Mahony (2001), examined links between wine choice and dining occasions, as they relate to personal values using the LOV scale. The findings were similar to the first study, indicating that “fun and enjoyment in life” was the preferred value (Hall et.al., 2001). When examining the occurrence of the value, coupled with the occasion, “being well respected” was the highest rated at 52.1% (Hall et al., 2001). This value was mentioned frequently when associated with dining occasions and/or celebrations with friends and the second highest score was “fun and enjoyment in life” (51.9%) (Hall et al., 2001).

As noted earlier by Gunter and Furnham (1992), that peoples personalities are directly influenced by their values. However, their values will change over time, and as people age, their lifestyle preferences such as forms of recreation and leisure change as well. This notion suggests that psychographic information for wine marketers is important to provide a better understanding of their markets to develop marketing strategies (Gunter & Furnham, 1992). Marketing strategies pertaining to psychographic information can target markets, and products, to align with their client’s interests,

lifestyles and values. The next section of the chapter will examine a synthesis of the literature.

### **2.15 A Synthesis of the Literature**

This synthesis of the literature is provided to highlight the importance of areas explored in the subject study and highlights the gaps in the literature. The synthesis also builds to a conceptual framework, which guides the study. The major themes of the literature review are as follows: 1) consumer behaviour of wine tourism; 2) motivation for visiting wineries; and 3) demographic and psychographic characteristics of wine tourists.

#### **Consumer Behaviour of Wine Tourism**

Consumer behaviour plays an important role in wine tourism in terms of selling wine from the cellar door (e.g., the winery). However, the approach used in wine tourism is slightly different from what is traditionally written about consumer behaviour, because wine tourism is mostly experiential based (see section 2.6). A winery's main purpose is to sell wine from the cellar door, and wine tourism's primary function is to provide wine tourists with an experience of tasting, and learning about oenology and viticulture. Therefore, by analyzing the experiential form of consumer behaviour, wineries are able to influence tourists by selling their product through fun, positive feeling and enjoyment. Since wine drinkers tend to be risk sensitive when it comes to purchasing a bottle of wine, wine tourism allows tourists to alleviate this risk sensitive behaviour through a positive experience at the cellar door. Therefore, wineries are able to achieve both goals set out by a winery (to sell wine) and the wine tourism objective (to ensure an experience) via an experiential view of consumer behaviour.

Understanding this concept is important because it underlies the essential reasons why tourists are visiting wineries. In this context, this study will contribute to filling a gap in the literature furthering an understanding of the experiential view of consumers by examining their psychographic characteristics. Understanding a wine tourist psychographic characteristics can enhance: 1) the overall tourism experience, and 2) an understanding of the wine tourist wine purchasing behaviour. While the experiential nature of consumer behaviour is not being examined in this study, the study will provide information on the issue of consumer behaviour based on the psychographic characteristics and wine purchasing behaviour of wine tourists in the Niagara region.

#### *Motivations for Visiting Wineries*

The wine tourism literature notes that tourists are motivated by many internal and external factors to visit wineries. The majority of findings from studies, in different wine regions and countries around the world, concur that wine purchasing is one of the most popular motivating factors for tourists to visit wine country. Many studies agree that while purchasing is the most important motivator, there are other secondary factors that entice tourists to visit wine country.

This thesis addresses the primary (i.e., purchasing) and secondary (tasting wine, eating, learning about wine etc.) motivators for visiting wine country in Niagara. Studies in Niagara have examined motivators between the two regions in Niagara's East and West sides of the wine route (Telfer & Hashimoto, 2003; Hashimoto & Telfer, 2003). While this study will identify whether there are differences or similarities in motivation between the two regions in Niagara, the study will also provide insight to understanding why people are motivated to visit wineries during the shoulder-season. The literature

notes that the differences in an individual's motivation are dependent on a person's values, lifestyle, and personal and interpersonal situations (Gountas et al., 2000).

Therefore, understanding a person's motivation for visiting a winery contributes to a further understanding of psychographic variables (values, wine interest & lifestyle) in the Niagara region.

### *Demographic/Psychographic Profiles of Wine Tourists*

The literature referred to in this chapter suggests that demographic profiles provide a portrait of who the wine tourist is in terms of age, gender, education, and occupation. The literature also identifies globally, a wine tourist as being between the ages of 25 and 54, but this is noted to vary by country. Previous findings also indicated that wine tourists were in the moderate to high-income bracket and were reasonably well educated. It is evident in reviewing the literature that demographics are the most widely used tool in wine tourism to describe target markets. While the premise of this study is not to focus attention on demographic variables, it is important to provide a portrait, from previous literature, to describe the wine tourist market. In this chapter, it was noted that demographic variables do not fulfill all market targeting needs since individuals who are demographically similar can differ psychographically.

The literature review points out that there has been insufficient research in wine tourism as it relates to identifying psychographic characteristics of wine tourists. In the review of literature there are three distinct categories of wine tourists identified by Hall and Macionis (1998), Charters and Ali-Knight (2002), and Bruwer (2003), as: *Wine Lovers, Wine Interested and Wine Curious (Novices)*. Researchers agree that there is the need for more comparative research in other countries or wine regions as it relates to

psychographic data and wine tourist characteristics. Charters and Ali-Knight (2002), indicated that tourist segments will never remain constant, and a method of segmentation in the area of tourism is strongly needed. Understanding the psychographic characteristics of wine tourists and a method of segmentation will enhance the ability to target markets to attract more visitors to wine country, and understand wine purchasing behaviour.

Nonetheless, research in the area for understanding and segmenting psychographic profiles has been more commonly conducted on the general wine drinking population in Australia. This chapter suggests that there should be some parallels between wine drinking and wine tourism. Examining methods employed for psychographic market segmentation in the wine drinking population could prove to be beneficial in learning how to segment wine tourists.

The thesis will fill a gap in the literature by using psychographic variables to characterize and segment the wine tourist population in the Niagara region. The study will not only contribute to identifying wine tourists segments in the Niagara region, but also indicate differences/similarities between two areas in the region (East and West). While research of this nature represents the first attempt at using psychographic data in wine tourism analysis in the Niagara region, it will provide insightful ideas for future research considerations as it pertains to psychographic segmentation in wine tourism.

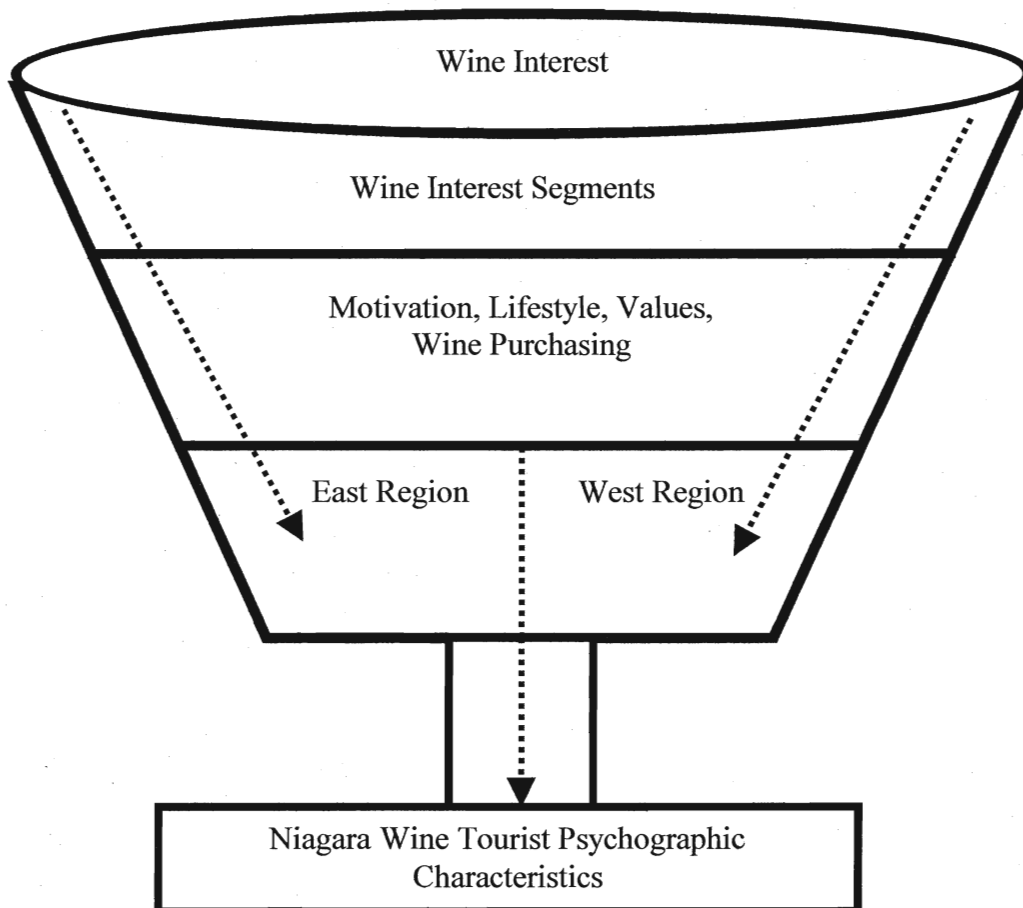
### **2.16 Conceptual Framework**

The framework guiding this study is a top down framework that is shaped like a wine goblet containing the variables in the order in which they are analyzed in the study: 1) wine interest; 2) wine interest segments; 3) wine interest segments and differences in motivation, lifestyle, values, and wine purchasing behaviour; 4) East and West wine



regions and differences in motivation, lifestyle, values and wine purchasing behaviour; and 5) wine tourist characteristics (see Figure 2.7).

*Figure 2.7 Conceptual Framework Guiding the Study: Identifying Niagara Wine Tourists Psychographic Characteristics*



The framework moves from broad to more specific. The first component, wine interest is situated at the top of the goblet indicating that tourists have a relationship with wine interest or involvement with wine in their lives. Moving down the goblet, the wine interest variables are then condensed and segmented into different types of wine tourists. The wine tourists segments incorporate work from previous studies such as Hall and

Macionis (1998) who identified *Wine Lovers*, *Wine Interested* and *Wine Curious* wine tourists. Moving further down the goblet these wine interests segments are then measured for differences on the variables: motivation, lifestyle, values and wine purchasing behaviour, to provide a more concise look at who the wine tourist is. Once a broad view of the wine tourists is determined, the same variables (motivation, lifestyle, values and wine purchasing behaviour) are then measured to examine whether there are further distinct differences between regions (East and West). Thus, one can note from the framework that the model is going from broad (whole Niagara region) to more specific (East and West wine regions). The final component of the framework is at the stem and deals with the component Niagara wine tourist characteristics, which encompasses all the above. This broad to specific framework for examining wine tourists psychographic characteristics allows one to view what type of tourists are traveling to the area, filtering down to more specific details between the regions. Each of the components will be examined briefly in terms of selected literature.

### 1) Wine Interest

According to Dodd (2000), there is a significant relationship between people having a strong interest in wine and wine in their life and spending more at a winery. Thus, it is important to examine what aspects of wine are important to tourists in their lives since not all consumers are alike nor will they have the same interests about wine. The information on wine interest provides a closer examination of wine tourists (consumers) interest in drinking wine, sources of recommendations on wine, purchasing decisions related to wine, hobbies related to wine, and self perception and social statements pertaining to wine. One of the questions on the questionnaire asks, "I enjoy

attending wine special events (i.e., wine shows, wine festivals). According to Weinstein (1987) interests are an aspect of psychographics that aids in understanding why the consumer may act as they do in the marketplace. These questions ask about how wine plays a role in their lives and by understanding what people enjoy about wine, marketers can readily target these particular interests to influence buying decisions.

## 2) Wine Interest Segments

At present in the literature there are three known segments of wine tourists identified, and they are: *Wine Curious* (also known as wine Novices), *Wine Interested* and *Wine Lovers* (Hall, Macionis, 1998; Charters and Ali-Knight, 2002; Bruwer 2003). According to Sommers and Barnes (2004), market segmentation is the process of dividing heterogeneous markets in to homogenous subgroups with a similar set of characteristics. Weinstein (1987), suggests that segmentation is an overall strategy that can aid in improving a companies position to better serve their consumers needs (something a consumer desires out of necessity). According to Weinstein (1987), there are four advantages to market segmentation and they are: “designing responsive products to meet the needs of the marketplace; determining effective and cost efficient promotional strategies; evaluating marketplace competition, in particular the company’s market position; and providing insight on present marketing strategies” (p. 11). Moving down the goblet the next section examines the wine interests segments to determine whether there are differences in motivation, lifestyle, values and wine purchasing behaviour.

### 3) Wine Interest Segments Pertaining to Motivation, Lifestyle, Values and Wine

#### Purchasing Behaviour

##### *Motivation To Visit:*

When a tourist wishes to visit a winery, it is based on motivations that maybe satisfied by visiting a destination or an attraction. However, the process of motivation is not singular, but rather encompasses intrinsic (i.e., a need within the person) and extrinsic (a need external to the person) motivation (Hidi, 2000).

Mannell and Iso-Ahola (1987), suggest that leisure and tourism motivation principles are two-dimensional where leisure behaviours and activities are sought to alter or offer novelty to every day routine, and provide escape for individuals from their normal environment. In wine tourism, tourists are motivated by internal and external stimuli to visit a winery (Mitchell et al., 2000). The internal stimuli that attract tourists to wineries include such factors as, learning about wine, relaxation, and meeting the wine maker (Mitchell et al., 2000). External stimuli that attract tourists to wineries include such factors as tasting wine, buying wine, and wine tours (Mitchell et al., 2000). In this study this section will compare and contrast differences in motivation on the wine segments and winery location (East and West).

##### *Lifestyle:*

Gunter and Furnham (1992), pointed out earlier in the Chapter “that lifestyle is defined as patterns in which people live and spend their time and money” (p. 70).

Mannell and Kleiber (1997) suggest that leisure is an important component of lifestyle and in fact leisure has a major impact on an individuals life, that affect a person’s behaviour and experience. Leisure has been characterized as activities people participate

in or a combination of activity, time and or experience (Mannell & Kleiber, 1997). In wine tourism, it is important to understand and examine what activities people participate in, to provide wineries more information about who these tourists are and reasons why they visit specific types of destinations. These tourists may participate in the same type of activities when on vacation and thus wineries can cater to these specific lifestyle preferences. This type of research is limited, but this study will attempted to provide researchers with a clearer understanding of “who is the wine tourist”, by examining differences in lifestyle activity choice on the wine segments and winery location.

*Values:*

Wine is increasingly becoming more of a lifestyle beverage and is becoming more desired by a wider variety of people, older and younger alike, and therefore understanding consumer values as reflected by various segments is important. Sommers and Barnes (2004), note that values are important psychographic descriptors of consumers, and are considered to be something that individuals deem important in their lives (Sommers & Barnes, 2004). In this context the LOV (List of Values) scale (Kahle and Kennedy, 1989) includes values such as: self-respect; self-fulfillment; security; sense of belonging; excitement; sense of accomplishment; fun and enjoyment in life; being well respected; and having warm relationships with others. Sommers and Barnes (2004), note that while all of these values may be deemed as important in people’s lives, the relative importance will differ in individuals over the course of a person’s life. Examining differences in values may aid in differentiating characteristics among wine tourists segments and tourists in different winery locations.

*Wine Purchasing Behaviour:*

Since wineries indicate that selling wine is the main focus, and the ultimate goal of wine tourism is to provide an experience -- targeting markets on the basis of wine purchasing behaviour (i.e., how much wine they purchase and what type) will provide an indication of the types of wine (red, white, other wine) to be appropriately targeted. For example, if the results of this study indicate that wineries are dealing with tourists who are primarily interested in purchasing white wine, then wineries will be able to appropriately target markets based on the aforementioned characteristics between segments and winery locations.

4) East and West Wine Regions

It has been noted by several authors that there are differences among wine tourists in different geographic areas. As noted by Hashimoto and Telfer (2003), there are two distinct wine regions in Niagara known as East and West. The East and West regions are distinctly different in terms of geography. A more detailed description of East and West wine regions will be provided in Chapter III. Since there are two distinct regions and the literature in Chapter II suggests that there are differences that already exist, a further analysis will be carried out on the two wine regions. Thus it is the intention of this study to examine more specific characteristics of wine tourists and determine if there are any differences in the aforementioned variables, motivation, lifestyle, values and wine purchasing behaviour in the East and West sides of the Niagara wine regions.

5) Niagara Wine Tourist Psychographic Characteristics

In conclusion, the final summary component, at the base of the goblet is called Niagara Wine Tourist Psychographic Characteristics. A composition of all

aforementioned components will provide a detailed analysis of wine tourists characteristics and wine purchasing behaviour, to better understand the wine tourist markets in the Niagara region. Characterizing wine tourists allows wineries to view the market from the consumer perspective. Having the knowledge that different segments have various wine interests, motivations, lifestyles, values, and wine purchasing behaviour, will enable wineries to respond and market their product to these various segments. Demographics do provide valuable background information, but it was not part of the framework, since the primary focus of this study was to only focus on the psychographic characteristics of wine tourists. Demographic information was only used in this study to provide descriptive information.

## CHAPTER III: METHODOLOGY

### 3.1 Case Study Methodology

A multiple case study method was used to gain an in-depth understanding of the psychographic nature of wine tourists, and investigate differences between visitors to the East and the West sides of the Niagara wine route. A multiple case study method was used over other methods, such as a large-scale survey of the whole region, since it would have been difficult to survey all wineries in the area during the shoulder-season. Some wineries for example, during the shoulder-season close their doors to guests or many do not receive many guests during this time of year, thus making it difficult to generalize the results to all wineries in the area. A multiple case study method allowed the researcher to use exploratory research to develop a technique of segmentation of wine tourists and also a direction for future comparative research to be carried out in this area. Since it would have been difficult to obtain a representative sample of wine tourists in the Niagara region during the shoulder-season -- a multiple case study method allowed the researcher to develop a picture of what are the psychographic characteristics of wine tourists in Niagara on the East and West side of the wine route.

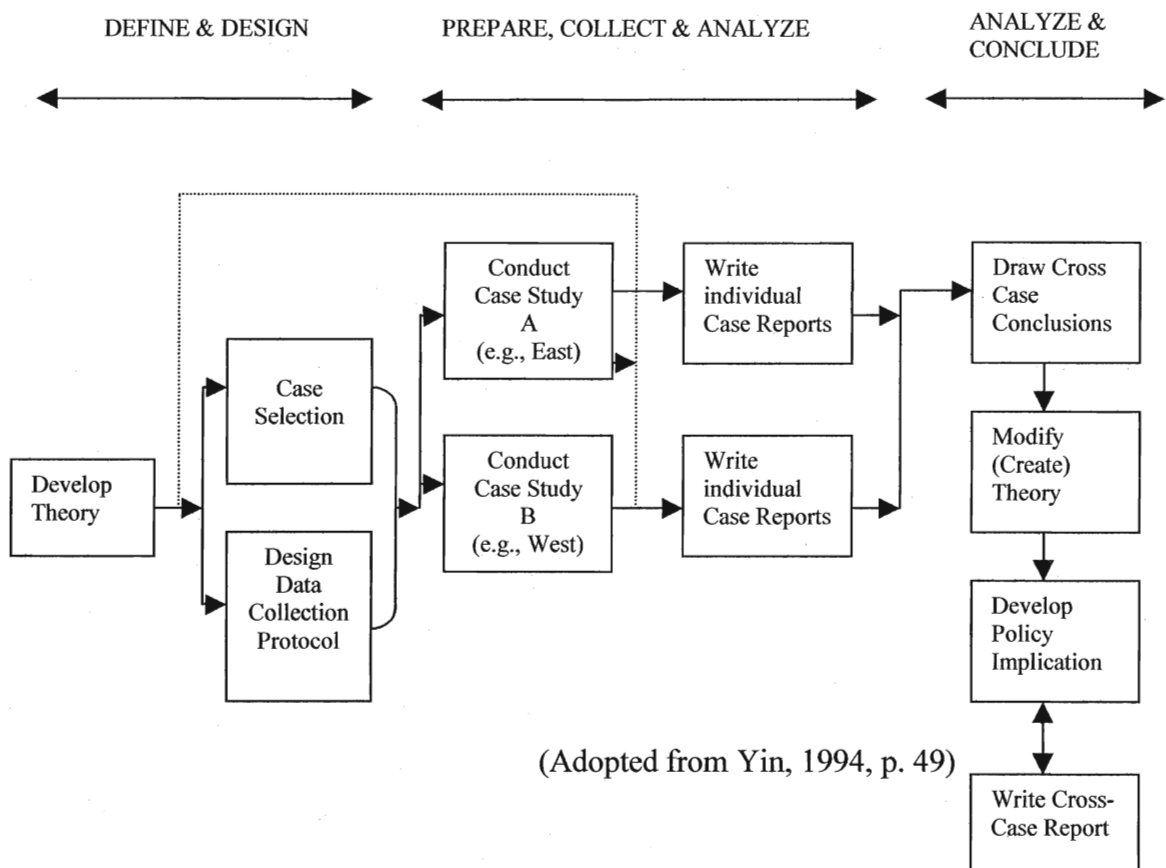
Yin (1994), defines a case study as “an empirical inquiry that investigates a contemporary phenomenon within its real-life context, especially when the boundaries between phenomenon and context are not clearly evident” (p. 13). Using a case study methodology, the study itself is similar to a scientific experiment (Yin, 1994). In scientific experiments, rarely are results generalized based on a single experiment, but rather they are based on a set of multiple experiments which have replicated similar results, under varying conditions (Yin, 1994). Consequently, a case study requires a



similar method of investigation, where the results can be generalized to other cases in which replications of the results are found. Thus, the purpose of case study research is not to generalize the results in reference to a population statistically, but rather to expand or generalize analytically. Analytical generalizations are comparing a particular set of results to other findings or other cases (Yin, 1994). To further understand this concept, multiple case study design will be further explored.

Specifically, a multiple case study methodology was utilized for this study as outlined by Yin (1994) in Figure 3.1. According to Yin (1993), a multiple case method

Figure 3.1: The Multiple Case Study Method



examines, at minimum two or more cases. Figure 3.1 displays that the steps in designing a multiple case study and that there are three main phases. The first includes theory

development, define and show case selection, and design and data collection protocol. The second phase includes, prepare, collect, and analyze the data, where each individual case is studied independently, and evidence regarding the facts and conclusions of each case are sought. Lastly, in the final phase, once cross case conclusions are reported, then theory can be explained, created or modified and policy implications can be developed. Based on the findings, implications are drawn and the cross case report indicates the extent of the findings and reasons for the results. Using Figure 3.1 as a general guide, the chapter will explain how the study was conducted.

### **3.2 Development of Conceptual Framework**

The first phase of the multiple case study method is the define and design stage. Within this phase the first step consists of theory development. Theory development for case studies, according to Yin (1994), is to provide a blueprint for the study and requires a theoretical study proposition. A study proposition deals with the “how” and “why” questions that capture what the researcher is interested in answering (Yin, 1994). The intention of this study is not proposing to build new theory that is used as a basis for explanation or prediction, but rather to use Yin’s multiple case study method as a general guide to carry out this research. Rather than developing theory, the study uses a conceptual framework (see Figure 2.7) developed out of the literature as a guide to provide a method of psychographic segmentation of wine tourists. According to Mitchell (1989) a conceptual framework is used to guide a study and indicates the variables being examined and also attempts to indicate the relationship among the variables. Furthermore, a conceptual framework aids in clarifying the nature of the research problem, and assist other researchers where a proposed study may build upon or extend

their knowledge where gaps exist. Theory is an explanatory and predictive power, whereas a “conceptual framework is an organizational device used to structure a problem and organize various parts” (Mitchell, 1989, p. 28). Therefore, this study wishes to examine the psychographic characteristics of wine tourists and also indicate if there are differences between wine tourists on the East and West side of wine route. This research is exploratory, since knowledge of the psychographic characteristics of wine tourists is limited. Hence the framework outlined in Figure 2.7 is used as a guide to explore whether or not psychographic segments of tourists exist; test a method of segmenting wine tourists using a wine interest inventory that was created based on previous work by Hall and Macionis (1998), Charters and Ali-Knight (2002) and Bruwer (2003); and explore differences in psychographic characteristics of wine tourists on the East and West side of the wine route.

### **3.3 Case Selection**

The next step in the define and design phase is the case selection. There are two distinct growing regions in the Niagara Peninsula wine country, known as “Niagara-on-the-Lake”, and the “The Beamsville Bench”. “The Niagara-on-the-Lake” side of the wine route is referred to in the study as the East side of the Niagara wine route because of its close proximity to the town of Niagara-on-the-Lake, and because it is close to Lake Ontario. The “Beamsville Bench” known in this study as the West side of the Niagara wine route includes the towns of Beamsville, Jordan and Vineland, Ontario. The Escarpment, running through the region varies in height from 30-50 metres, is a buffer for on-shore winds from Lake Ontario. The soil composition of the East side of the wine

route is typically more sand and gravel, while on the West side of the wine route it is more clay to loam, hence two distinct growing regions.

According to Telfer and Hashimoto (2003), there are notable differences between wine tourists on the East versus the West side of the Niagara wine route. Charters and Ali-Knight (2002) also examined two distinctly different wine regions in Australia, to verify similarities and differences between wine tourists. The Charters and Ali-Knight (2002) study also noted distinct variations between wine tourists in two regions in Australia. While the two regions in Australia are not as close in proximity to each other as those in the Niagara region, the findings still suggest that there can be differences between tourists touring different wine regions.

Two wineries from the East side of the Niagara wine route and two wineries from the West side of the Niagara wine route were selected. Therefore, the units of analysis (the cases to be examined) employed in this study were, the East and the West side of the Niagara wine route as illustrated in Figure 3.1. The next few sections will outline the design and data collection protocol including the sampling method used for both the wineries and respondents; research questions and hypothesis; an explanation of the questionnaire used in the study; data collection methods employed in this research; and data analysis procedures for the study.

### **3.4 Winery Selection**

Four wineries were selected based on criteria ensuring some homogeneity between wineries on the two sides of the wine route. Wineries in the study were selected on the basis of the following criteria: all wineries had a tour component; all had a food component; wineries accepted bus tours; wineries had a wide variety or selection of

wines (ten or more varieties) to choose from; all offered paid and complementary tasting; all offered winery education; all wineries had a layout that was conducive to conducting a computer generated questionnaire; and all wineries were well established and well known in the wine region. Once the criteria had been established, availability sampling was used to select the individual wineries. Availability sampling is defined as a convenience sample that involves sampling a population that is readily available to the researcher (Monette, Sullivan & DeJong, 1998).

Initially five wineries that met the above criteria were contacted and permission was sought to conduct the study. In the initial contact with each winery, they indicated that they were already involved in a similar study and suggested that the principal investigator seek permission from the other researchers to conduct the study before re-contacting the wineries. The principal investigator then contacted those researchers involved in the other study in the Niagara region, and they agreed to allow the principal investigator to conduct this study during the time frame of January and February. The other researchers also agreed to halt their study, since it was only in the pilot stage, thus ensuring that there would be no cross-contamination of results. The other researchers also assisted by phoning two wineries, that had been previously contacted by the principal investigator, helping to secure them for the study on the East side of the wine route. The other researchers also helped set up a meeting with the two wineries on the East. The principal investigator re-contacted two of the previously referred to wineries on the West side of the wine route, but only one agreed to participate, the other indicated that the study would not benefit them. The principal investigator then used the winery list and contacted 4 other wineries and one of these wineries agreed to participate. One of the

wineries on the West side, that did not agree to participate, indicated that their winery would not be of any help in attaining a large enough sample size. However, they did state that if the study had been conducted in the summer, they would have been glad to participate. Other reasons for non-participation included the owners or marketing managers being away on business travel and therefore were unable to be re-contacted before the study was scheduled to commence.

Wineries that were selected were contacted via telephone initially and the purpose of the study was explained. In addition, a formal meeting was conducted with the marketing managers prior to commencing the study, to provide them with the opportunity to view the computer-generated questionnaire. The protocols for engaging guests, along with the set up of tables and chairs for the computer-generated questionnaire were also discussed. In terms of the survey, it was necessary to have tables with laptop computers near the exit of the winery, so that the research assistants did not interrupt patrons' experiences during their visit. Furthermore, there was a question on the survey asking how much wine the respondents purchased at that winery, on that day. It was therefore necessary that the wineries were able to accommodate the computer set-up near an exit. Lastly, a consent form to participate in the study was signed by the marketing manager and principal investigator (Appendix C: Manager written consent form).

The names of the wineries remain anonymous, and alphabetical labels were used to identify wineries as "A, B, C, D" during data collection. When the results are released, only the principal investigator, trained research assistants, and supervisor(s) will know the letters that corresponded to the wineries surveyed. The winery managers also know which wineries participated in the study. However, upon the release of the results,

wineries will be notified in confidence, which winery label (i.e., A, B, C, D) corresponds to their winery. Wineries will not be privy to other wineries corresponding alphabetical designation. The participating wineries, at anytime during the study, could have withdrawn, and if this had occurred another winery, from the remaining WCO winery list, would have been selected and contacted to participate in accordance with the standards set out above. None of the wineries that participated withdrew from the study. All consent forms were kept in a locked office at Brock University.

### **3.5 Participant Selection**

An availability sampling technique was used to determine what participants were selected for the study. The availability sampling technique is a method used to select participants whose availability is convenient (Monette et al., 1998). This method was used since there was only one researcher administering the questionnaire at a selected winery, and therefore, it was not possible to ask all, or systematically select visitors at the winery to participate. To select a participant, winery visitors were approached as they were about to leave the building and asked to fill out a survey on one of the available laptops. While available samples misrepresent the population, as mentioned earlier, the intent of this study was not to make inferences to the population, and therefore an availability sample was suitable for this study. Details on the structure of the questionnaire and research questions are in the next two sections.

### **3.6 Questionnaire Design and Research Questions**

The questionnaire was designed based on the literature to elicit information on wine tourist motivation for visiting a winery, wine purchasing behaviour, psychographics (wine interest, lifestyle & values), and demographics. The study endeavoured to

determine what segments of wine tourists exist in the Niagara wine region according to motivation, wine purchasing behaviour, lifestyle and values, and to provide recommendations to enhance the effectiveness of marketing for these segments. The following research questions were formulated for the study.

### Research Questions

- 1) What are the demographic characteristics of wine tourists in the Niagara region?
- 2) What are the underlying factors that will emerge from the wine interest inventory?
- 3) What segments will emerge from the wine interest inventory?
- 4) Is there a main effect of a) the wine interests segments, and b) the location of a winery (East & West), on c) motivation for visiting wine country in the Niagara region?

**H<sub>1A1</sub>**: There will be a main effect of a) the wine interests segments, on c) motivation for visiting wine country in the Niagara region.

**H<sub>0A1</sub>**: There will not be a main effect of a) the wine interests segments, on c) motivation for visiting wine country in the Niagara region.

**H<sub>1B1</sub>**: There will be a main effect of b) the location of a winery (East & West), on c) motivation for visiting wine country in the Niagara region.

**H<sub>0B1</sub>**: There will not be a main effect of b) the location of a winery (East & West), on c) motivation for visiting wine country in the Niagara region.

- 5) Is there a main effect of a) the wine interest segments, and b) the location of a winery (East & West) on c) the type of activity group lifestyle of wine tourists who visit wineries in the Niagara region?



**H<sub>1A2</sub>:** There will be a main effect of a) the wine interest segments, on c) the type of activity group lifestyle of wine tourists who visit wineries in the Niagara region.

**H<sub>0A2</sub>:** There will not be a main effect of a) the wine interest segments, on c) the type of activity group lifestyle of wine tourists who visit wineries in the Niagara region.

**H<sub>1B2</sub>:** There will be a main effect of b) the location of a winery (East & West) on c) the type of activity group lifestyle of wine tourists who visit wineries in the Niagara region.

**H<sub>0B2</sub>:** There will not be a main effect of b) the location of a winery (East & West) on c) the type of activity group lifestyle of wine tourists who visit wineries in the Niagara region.

6) Is there a main effect of a) the wine interest segments, and b) the location of a winery (East & West) on c) wine tourists terminal values (desirable state of existence) in the Niagara region?

**H<sub>1A3</sub>:** There will be a main effect of a) the wine interest segments, on c) wine tourists terminal values (desirable state of existence) in the Niagara region?

**H<sub>0A3</sub>:** There will not be a main effect of a) the wine interest segments, on c) wine tourists terminal values (desirable state of existence) in the Niagara region.

**H<sub>1B3</sub>:** There will be a main effect of b) the location of a winery (East & West) on c) wine tourists terminal values (desirable state of existence) in the Niagara region?

**H<sub>0B3</sub>:** There will not be a main effect of b) the location of a winery (East & West) on c) wine tourists terminal values (desirable state of existence) in the Niagara region.

7) Is there a main effect of a) the wine interest segments, and b) the location of a winery (East & West) on c) the wine purchasing behaviour of wine tourists on the Niagara wine route?

**H<sub>1A4</sub>**: There will be a main effect of a) the wine interest segments, on c) the wine purchasing behaviour of wine tourists on the Niagara wine route.

**H<sub>0A4</sub>**: There will not be a main effect of b) the location of a winery (East & West) on c) the wine purchasing behaviour of wine tourists on the Niagara wine route.

**H<sub>1B4</sub>**: There will be a main effect of b) the location of a winery (East & West) on c) the wine purchasing behaviour of wine tourists on the Niagara wine route.

**H<sub>0B4</sub>**: There will not be a main effect of b) the location of a winery (East & West) on c) the wine purchasing behaviour of wine tourists on the Niagara wine route.

Variables were measured using either a five or seven point Likert type scale, ranging from strongly disagree to strongly agree and also using an unordered forced choice technique (e.g., “please check one that best applies). Questions pertaining to the study were created from a variety of wine tourism studies, wine marketing, leisure studies, and consumer research studies (Charter & Ali-Knight, 2002; Bruwer et al., 2001; Mitchell & Hall, 2001a; Mitchell & Hall, 2001b; Mitchell & Hall, 2001c; Hall et al., 2000; Hall & Lockshin, 1999; Hall & Winchester 1999; Dodd, 1999; Kahle & Kennedy, 1989) (See Appendix D for Questionnaire). It is important to note that the questions in the questionnaire were not trying to replicate another study, but rather the questions selected were considered to be relevant to this study.

To ensure reliability, validity and readability, a pilot survey was administered on December 7<sup>th</sup>, 2003 at the Cool Climate Oenology and Viticulture Institute at Brock

University. The computer-generated questionnaire was set up inside the entrance of the institute, and the principal investigator asked students and professors, of the wine institute, to fill out the questionnaire. It is hypothesized that people who work or go to school at the institute have a familiarity with visitations to wineries (N=12). Minor changes were made to the questionnaire, such as spelling, rewording of some questions, and the deletion of some variables. The next section will identify the various sections in the questionnaire, and identify which authors studies were used to create the questions in the questionnaire.

### **3.7 Questionnaire Sections**

A survey instrument was selected over other methods such as focus groups or interviews, since it was the most efficient method to ask as many questions to as many wine tourists as possible, in a short period of time, during the shoulder-season (Neuman, 1997). Questions explained in this section are not ordered as they appear in the conceptual framework, but are rather explained in order as they appeared on the questionnaire. The questions were designed to address the research questions for the study.

*Section 1) Motivation For Coming to the Winery:* Question 1 was taken from a compilation of studies as cited from Mitchell et al. (2000); Bruwer (2003); and Telfer and Hashimoto (2003). It is important to the study to examine motivation, as it provides a reason why people are visiting the winery. According to Shiffman and Kanuk (2000), individual motivations will be different from person to person, which encompasses intrinsic and extrinsic motivating factors. Therefore, the intent of the question was to elicit information pertaining to a combination of internal and external motivators for

visiting the winery. Gountas et al. (2000), also point out that an individual's motivation is interrelated with a person's values, which was important to the study, since it provided a more detailed portrait of wine tourist's behaviour in choosing a destination.

Section 2) Purchase Behaviour: Question 2 was generated to determine how much wine visitors purchased and the type of wine purchased from the specified winery that day.

Since wineries are very interested in sales, this information would be useful to them.

This question provides insight into the reasons visitors have come to the wineries— are wine tourists at the winery solely for wine purchasing or for the experience.

Section 3) Wine Interest: Question 3 statements were generated from a compilation of findings from Spawton (1991); Hall and Winchester (1999); Hall and Lockshin (1999); Bruwer et al. (2001); Charters and Ali-Knight (2002); and Bruwer (2003). It is important to note that the majority of statements were generated from studies that were not related to wine tourism, but rather focused on the wine drinking population in general, with the exception of the study by Charters and Ali-Knight (2002) and Bruwer (2003). The statements used a seven point Likert type scale with statements ranging through, interest in drinking wine, recommendations on wine, hobbies related to wine, self perception, and social statements pertaining to wine. This section will provide insight into wine tourists, wine interest and the importance of wine in their lives.

Section 4) Lifestyles and Values: Question 4 statements were developed and modified by using the findings of the Ragheb (1980) study. Ragheb (1980), developed a leisure activity scale (LAS) that separated leisure groups based on activities in which people participate. The questions were developed using the findings from Ragheb (1980), to determine in what activity group wine tourists would be most likely to be a participant.

Respondents were asked to indicate their level of agreement on a five point Likert type scale. The purpose of this question was not to elicit information on what specific activities people participate in, but rather to indicate their general activity interest, to examine wine tourists lifestyle based on activity categories.

Question 5 is the “List of Values” scale (LOV) from Kahle and Kennedy (1989). The LOV scale is typically measured on a nine point Likert type scale, but was modified to be consistent with the rest of the questions, and thus measured on the five point Likert type scale. Previous research from Fennell and Nowaczek (2003) also used the LOV instrument to measure values among ecotourists cross-culturally, using the five point Likert type scale. The LOV instrument includes internal and external value dimensions that have been empirically tested (Homer & Kahle, 1988). The Fennell and Nowaczek (2003) study used the LOV instrument and noted the division of the internal and external nine terminal values. The first six values in the scale are those that are internally motivated and the last three values are externally motivated (Fennell & Nowaczek, 2003). The LOV instrument also has a drop-down box below the instrument, which will force a response by the respondent, to verify the one value they feel to be extremely important to them. The original instrument had the respondents circle the response on the questionnaire. To accommodate the computer-generated questionnaire, the drop-down box system was added so that participants could choose the appropriate answer on a laptop computer.

*Section 5) Demographics:* Ideas for demographic questions were created on the basis of findings from the following studies: Dodd (1999); Hall et al. (2000); Mitchell and Hall (2001a); Mitchell and Hall (2001b); Ali-Knight and Charters (2001); Charters and Ali-

Knight (2000); Carlsen (2002); Howard and Stonier (2002); Hoffman 2002; and Telfer and Hashimoto (2003). Demographic variables will allow the researcher to attain descriptive information such as, gender, age, income, and place of residence, pertaining to the subjects participating in the study.

### **3.8 Study Timeline**

The second major phase of Yin's (1994) multiple case study method is to prepare, collect and analyze. The survey was conducted on weekends starting January 17<sup>th</sup>, 2004 to February 22<sup>nd</sup>, 2004. It was decided to conduct the research on weekends since the participating wineries indicated that few tourists visit during the week throughout the shoulder-season. Thus weekends (e.g., Saturday and Sunday) provided an opportunity to maximize the sample size. This study took place between the hours of 11 am to 5 pm, because these are the hours of operation in which wineries can legally serve alcohol. The study was conducted during two key events in the area; the "Niagara Icewine Festival" in January, and the "Days of Wine and Roses" (each weekend during February). Also, Valentines Day fell on a weekend, another busy time for the wineries (See Table 3.1 for study timeline for data collection).

*Table 3.1: Study Timeline for Data Collection*

Dates Visited Wineries	Winery A	Winery B	Winery C	Winery D
January 17 <sup>th</sup> , 18 <sup>th</sup>	√◆	√◆		
January 24 <sup>th</sup> , 25 <sup>th</sup>			√◆	√◆
January 31, February 1 <sup>st</sup>	√◆	√◆		
February 7 <sup>th</sup> , 8 <sup>th</sup>			√	√
February 14 <sup>th</sup> , 15 <sup>th</sup>		√◆		
February 21 <sup>st</sup> , 22 <sup>nd</sup>			√	

√ Indicates visited winery for data collection.

◆ Indicates special event at winery.

### **3.9 Data Collection Method**

Participants leaving the wineries were invited to complete a survey on one of the three available laptop computers (see Appendix: D for questionnaire used in the study). Using this technique enhanced the curiosity and the willingness of guests to participate, and minimized the number of incomplete questionnaires. If respondents did not completely answer a question, the computer program would prompt them to go back and answer the question. However, the program only prompted the participant once, to avoid the perception of coercing participants to answer questions they did not wish to answer. Once this procedure was completed, the questionnaire was submitted via a “submit” prompt on the laptop screen, saving data on-site to the hard drive of the computer. All questionnaires were stored in a back-up data bank of a USB flash drive. All information was backed up a third time on the server at Brock University every Monday. The computer program was designed to save all responses from the participants answering the questionnaire in a text file. All data could then be opened in SPSS using the text file, and thereafter copied and pasted to the pre-coded data set. This technique helped limit the possibility of human error that can occur when inputting data manually. This was also a time saving device in conducting the statistical analysis. Software and hardware were created and provided through the support of the production team of Michael Laurence and Christian Burnaccioni with the Centre for Teaching Learning and Educational Technologies, at Brock University.

The researcher had the aid of trained research assistants on five of the six weekends, and therefore was able to conduct research at two wineries per weekend, in the same geographic area. For example, two wineries on the East side of the wine route were

surveyed on the first weekend and two wineries on the West side of the wine route were surveyed on the following weekend. Research assistants received training to effectively run the computer program, including how to back up data files, and were provided with the cell phone number of the principal investigator in the event that problems developed with the computer(s). All research assistants were provided with training on the appropriate method for engaging winery guests and on how to explain completing the questionnaire to the respondents. The set-up of the laptop computer tables, chairs, and table clothes were carried out by the principal investigator at each of the wineries (Please refer to Appendix: B for pictures of set-up). Each geographic Niagara wine region (East and West) was surveyed on alternate weekends, to ensure consistency in how people were surveyed. Furthermore, not all of the three laptops were used at one winery on any given day. One of the wineries always had two laptop computers, whereas the other had one. For example, on the Saturday winery A would have two laptops and winery B would have one laptop computer. On the Sunday winery B would have two laptops computers and Winery A would have one. Alternating days with laptops was an attempt to ensure consistency in the numbers of completed questionnaires.

Questionnaires were completed voluntarily, and were confidential. Furthermore, it was made clear that an individual could stop at any time, or refuse to answer a question(s) on the survey (Appendix E: Letter of Introduction). The researcher and research assistant(s) also provided an incentive to fill out a questionnaire by offering one of the following: pins and pens, scented votive candles, box of chocolate, and coffee mugs, to the participants upon completion of the questionnaire. Participants were notified of the free gift in the middle of answering the questionnaire as an encouragement to fully



complete the questionnaire, since the questionnaire was considered to be lengthy (7-8 minutes long).

The participants were verbally notified at the beginning of the survey with a letter of introduction that announced their participation, as well as a formal letter of informed consent on the laptop computer (Appendix E: for letter of introduction; Appendix: F see participant consent form). After reviewing the letter of informed consent the participant was then verbally notified that they could either agree or disagree to participate in the study by clicking on the “agree/disagree” buttons on the screen. The principal investigator and one research assistant were able to provide instruction and be available to offer assistance to the participants during the completion of the questionnaire.

Participants who were a couple were asked to have only one person fill out the questionnaire. However, it must be noted that most couples filled out the questionnaire together. Couples filling out the questionnaire together meant that one of them filled out the questionnaire, but they both discussed possible answers with each other. Participants who were unable to fill out the questionnaire on the computer, for any reason, were read the questions and the principal investigator or research assistant recorded their answers.

Following the completion of the questionnaire, a letter of appreciation, with Brock University letterhead, was given to the participant (Please see Appendix: G for Letter of Appreciation). The letter of introduction and appreciation also included contact information regarding the researcher, should any participant wish to acquire an executive summary of the results of the study. A sample size of  $N=364$  was obtained, with  $N=321$  useable questionnaires, at four wineries in the Niagara region Ontario, Canada.

### **3.10 Analysis**

All data was analyzed using SPSS version 11.5. Following data collection, descriptive statistics were generated to organize, and summarize the data. After the analysis of the descriptive statistics, an exploratory factor analysis (EFA) was used to analyze the twenty-seven wine interest variables, to develop a smaller number of variables from the larger set, and to determine their interrelationship with a smaller set of factors. Factor analysis is used to assign weights to items in an index and to statistically reduce a large number of indicators into a smaller set (Neuman, 1997). Factor analysis results provide statistical information on how well indicators relate to an underlying factor or hypothetical construct. According to Mitchell (1994), factor scores can now be used to display whether groups show common themes using the cluster analysis test. Following the EFA, a K-means cluster analysis was carried out on the factor scores to segment the sample. A K-means cluster analysis was used, because it is a method of classification that would indicate differences in the population. Specifically, a cluster analysis is a statistical procedure that organizes the relationships among a large number of items and places them into different groups (Neuman, 1997). The K-means cluster analysis is a procedure used to examine the means for each cluster on each dimension, to assess how distinct the “K” clusters are from one another. According to Mitchell (1994), the K-means method is the preferred method over others, because it is more robust compared to other methods (e.g., Hierarchical method). It is the more preferred method with respect to the presence of outliers, error perturbations of the distance measures, the choice of distance measures, and the presence of irrelevant attributes in the data (Mitchell, 1994). The magnitude of the F-values from the analysis of variance performed

on each dimension is also another indication of how well the respective dimension discriminates between clusters. The F-value, is a value that compares the size of the between group variance relative to the size of the within group variance (Runyon, Haber, Pittenger, & Coleman, 1996). According to Mitchell (1994), as long as the F-values are greater than 1.00 then there is enough discrimination between the clusters. Mitchell (1994), states that there is no standard method that exists to determine the number of clusters, and thus a theoretical concept, practical experience or common sense may be used. For this study a theoretical concept was used to determine how many clusters would be appropriate for the analysis. According to previous studies, in the wine tourism literature, there are three known identified segments (*Wine Lovers, Wine Curious and Wine Interested*) (Hall & Macionis, 1998; Charters & Ali-Knight, 2002; Bruwer, 2003). Based on previous empirical evidence a three case cluster was used for the K-means cluster analysis.

A MANOVA was also conducted to examine the main effect of the independent variables, wine interest segments, and location of winery (East & West), on a number of dependent variable(s) such as motivation, lifestyle, values, and wine purchasing behaviour. A main effect represents a condition where one or both factors have a significant effect on the dependent variable(s) (Runyon et al., 1996). A detailed description of the wine tourist psychographic characteristics based on the findings from these analyses will be shown in Chapter V.

### **3.11 Case Study Generalizations**

The final phase of Yin's (1994) multiple case study method as highlighted in Figure 3.1 is analyze and conclude. Cross case conclusions are drawn which are used to

modify (create theory) and develop policy implications. The intention of this study was not to make inferences to the population by using sampling logic, but rather to indicate that there are different psychographic types of wine tourist segments that do exist, and that there are distinct differences between tourists on the East and the West side of the Niagara wine route. According to Hall and Macionis (1998), Charters and Ali-Knight (2002) and Bruwer (2003), there are three wine tourists segments. In other studies Telfer and Hashimoto (2003), noted that there are differences that do exist between tourists on the East and West side of the wine route and hence a multiple case study method was selected based on two cases (East and West).

According to Yin (1993), case studies are helpful in being able to generalize results to other cases and theory according to the relationship with the literature. According to Stake (1994, as cited in Dobson, 1999), case study research has an objective to provide insight into an issue or provide refinement to a theory. Therefore, the case itself is of secondary interest, because the case acts as a catalyst to facilitate a supportive role for understanding something else (Stake, 1994 as cited in Dobson, 1999). Thus, case study research can make strong inferences to generalizations of results that are applicable to real life contexts. However, in this study caution must be made in interpreting the results in reference to generalizations to the winery population (See limitation 14). In this study analytic generalizations were used, and as noted by Yin (1994), a theory building is used for the purposes to enable one to compare empirical results to explain causal links in a real life context, or in the case of this study, rather used a conceptual framework as a guide for future comparative research.

Replication logic was used in this study because according to Yin (1994), replication logic is predominantly used in multiple case study methods to provide analytical generalizations. Replication logic is defined as obtaining similar results from each of the cases (Yin, 1994). Using a multiple case study method, each case is its own study, where facts and conclusions are sought for each case (Yin, 1994). The more replication that is found in the results in each case, the more robust the study is and the more one can make stronger inferences to other cases, which is the basis for analytical generalizations. Replication logic underlies the same premise of conducting a scientific experiment. The more one finds the same results in the experiment, the more one can deem these findings to be true in a real life context (Yin, 1994). In this sense replication logic allows researchers to generalize results from one experiment to another. In the case of this study, one can make comparisons across two cases that are the East and West wine regions in Niagara. Since this study is exploratory, the findings from this research will provide a degree of rationale and direction for future comparative studies to be conducted in the area of wine tourist psychographic segmentation. These findings provide a base for future segmentations studies in wine tourism by using the framework guiding this study, either in the Niagara region, or in other wine regions. As illustrated in Yin's (1994) Figure 3.1, Chapter V follows the analyze and conclude phase. In Chapter V, it provides a cross case conclusions, as well as implication of the results as they relate to academia and the wine industry; the chapter will also address possible marketing initiatives; and lastly, the chapter will draw conclusions and future research recommendations. Next the chapter will present the results of the study.

## CHAPTER IV: RESULTS

### **4.1 Outline**

Chapter IV presents the results of the analysis of the questionnaires that were completed at four wineries in the Niagara Region. Before turning to the results, comments are made on the use of a computer-generated survey. Second, the chapter will then outline the process of data input and the cleaning of the data. Third, the chapter will discuss issues pertaining to the response rate and the characteristics of the wine tourist demographic. Fourth, the chapter will report all of the descriptive statistics for each section and question of the questionnaire. Fifth, further analysis presented includes, factor analysis results of the wine interest inventory; cluster analysis results of the wine interest segments; MANOVA results pertaining to wine interest segments, and location of winery, on motivation to visit, lifestyle, values, and wine purchasing behaviour. The chapter is structured to examine the research questions and hypotheses in the context of the conceptual framework proposed in Chapter II (see Figure 2.7), and these results will be discussed in Chapter V.

### **4.2 Computer Generated Survey Methodology**

This study used a newer form of data collection, using a computer-generated questionnaire on laptop computers. A computer-generated survey was used in this study to provide a method that would reduce data entry errors and be efficient. Secondly, it was hoped that the technique might stimulate the curiosity of the patrons to fill out a questionnaire because of the animated movies of wine on the computer screensavers. On average the majority of respondents approached the researchers to find out what the computers were used for, and were also intrigued by the animation features. Once the

premise of the study was explained, patrons were then asked to sit down at the laptop computer and fill out the questionnaire (see Appendix B: for pictures of survey layout). Using a computer-generated technique provided patrons with an interactive experience in the survey process. From a methodological standpoint the computer-generated survey technique increased the likelihood of fully complete or useable questionnaires. There was 364 questionnaires completed at the wineries and after cleaning the data, there were 321 useable questionnaires, equating to an 88% completion rate. To increase the likelihood of more fully completed questionnaires at the end of the survey, the program informed the participant if there were any missed questions on the survey. If the participant wishes to go back and fill them out they could, or they can just click on the “submit anyway” computer button.

This technique also proved to be a time saving device for the researcher as it inputted all data into SPSS automatically. The researcher was able to input 364 questionnaires that had 77 variables in approximately 15 minutes. This technique also reduced human error when inputting data, as all data was inputted automatically from a data text file on the laptop to SPSS.

While there are many advantages to the computer-generated technique, there is still room for improvement. There is a limitation in using this technique, since there may be a sampling bias, because not all people are comfortable using a computer. Future versions of this survey software should be incorporated onto Palm Pilots, where the researcher would be able to ask research questions directly to respondents using an interview process. Using this technique could potentially yield a higher response rate of completed questionnaires and furthermore all data could be exported via a wireless

connection to a database. While the computer-generated technique is relatively new, in this study it proved to be quite beneficial.

#### **4.3 Data input**

Data was imported using a computer-generated technique from a text file into SPSS. Once all data was entered into SPSS, all data was then cleaned to ensure that it was usable for analysis. To ensure a usable data set, all data was examined by the principal investigator to delete any extreme cases of uncompleted questionnaires (many questions missing per section). To replace the remainder of missing values, to ensure a usable data set, the principal investigator replaced all missing values with means by nearby points to produce a data set that was clean. Mean by nearby points replaces missing values with the mean of valid surrounding values (Hair et al., 1998). The span of nearby points is the number of valid values above and below the missing value used to compute the mean. This method is known to correlate as highly as possible with the variable, which has missing values. Of the 321 questionnaires used in this survey, 4.9% of the data was replaced using means by nearby points. Lastly, the principal investigator met all other multivariate assumptions by checking the data set for multicollinearity and calculating Mahalanobis distance for multivariate normality.

#### **4.4 Response Rate**

A target of 100 completed questionnaires was set per winery. There was a total of N=364 respondents who completed the questionnaire, on five weekends, during the months of January through to the end of February 2004 at four wineries (Wineries A, B, C, D). After analyzing and cleaning the data, a total of N=321 usable questionnaires were used for further analysis: Winery A (N=103), Winery B (N=89), Winery C (N=93),



Winery D (N=36). Refer to the limitations of the study (point 11), for reasons for the numbers of completed questionnaires at winery D. Following the cleaning and analyzing of the data, wineries were divided by the location of the winery as either East or West. Wineries A and B were designated as East and wineries C and D were designated as West (East N=192 & West N=129). Unless otherwise stated, only statistically significant results are presented in the document.

#### **4.5 Demographic Characteristics**

• *Research Question: 1) What are the demographic characteristics of wine tourists in the Niagara Region?*

The results of the demographic data were presented to provide descriptive information about the sample of wine tourists who visited wineries in this study. Respondents were asked to complete a variety of demographic questions (e.g., gender, education, income, age, and geographic location) at the end of the questionnaire. The majority of the respondents who completed the questionnaires at the wineries were males (52.5%) as compared to females (47.5%). As noted in Chapter III, couples were requested to have only one of them complete the questionnaire, however, as a result most couples filled out the questionnaire together (see limitations for explanation).

Using an ordered forced choice method, respondents were asked their age and income, and using an unordered force choice method, respondents were asked their education, and the geographical location of their residence. The majority of the respondents were between the ages of 25 and 55 (please refer to Table 4.1 for percentages of age categories). Most respondents had a bachelor degree (42.1%) and a small number had either a college diploma or trade (21.1%) or a graduate degree (21.1%). Slightly

more than one quarter of the wine tourists touring the Niagara region were income earners of \$100,000 plus (26.5%). This study also found that there were a number of tourists who were income earners between \$30,000 and \$79,999 (please refer to Table 4.1). The results of income must be interpreted with caution, given the fact that many couples filled out the survey together, that income may be combined household income and an individual's income. Findings from this study had similarities with those of Telfer and Hashimoto (2003), where they indicated that tourists were between the ages of 22-55 years of age, were income earners of \$60,000-\$89,000 and the majority had at least a university degree. These demographic similarities confirm that wine tourists visiting wineries during the shoulder-season are similar to those of wine tourists who visit during the high season.

Of those tourists touring Niagara wine country, a large number of respondents were from Ontario (65.5%). An overwhelming 44.1% of the sample was from the greater Toronto area (GTA); 33.6% of the respondents were from other parts of Ontario such as, south eastern/western, northern and central Ontario; and 22.3% were from the Niagara region. While there were a large number of tourists touring from the GTA, there were also a multiple special events going on at the wineries, which may have caused an increase in the number of visitors from the GTA. There were also a number of tourists who traveled from the United States (27.1%). Of the people who traveled from the United States, the majority came from New York State (12.1%) and Ohio (9.7%). The remainder of the tourists who visited wine country were either international or from outside Ontario (e.g., rest of Canada). See Table 4.1 and Table 4.2 outlining all demographic and

geographic information. The next section summarizes the descriptive information pertaining to each section of the questionnaire.

*Table 4.1: Demographic Information Pertaining to Wine Tourists*

Demographic	N	%
<b>Gender</b>		
<i>Male</i>	168	52.5
<i>Female</i>	152	47.5
<b>Age</b>		
<i>19-24</i>	28	8.8
<i>25-30</i>	58	18.2
<i>31-35</i>	50	15.7
<i>36-40</i>	46	14.4
<i>41-45</i>	40	12.5
<i>46-50</i>	35	11.0
<i>51-55</i>	35	11.0
<i>56-60</i>	15	4.7
<i>61-65</i>	10	3.1
<i>66-70</i>	2	0.6
<b>Education</b>		
<i>High School</i>	47	14.6
<i>College/Trade</i>	67	21.1
<i>Bachelor Degree</i>	137	43.1
<i>Graduate School</i>	67	21.1
<b>Income</b>		
<i>9000-less</i>	10	3.2
<i>10K-19999</i>	10	3.2
<i>20K-29999</i>	23	7.4
<i>30K-39999</i>	31	10.0
<i>40K-49999</i>	32	10.3
<i>50K-59999</i>	39	12.6

<i>60K-69999</i>	23	7.4
<i>70K-79999</i>	31	10.0
<i>80K-89999</i>	17	5.5
<i>90K-99999</i>	12	3.9
<i>100K-plus</i>	82	26.5

*Table 4.2: Geographic Information Pertaining to Wine Tourists*

Geographic	N	%
<b>Ontario</b>		
<i>Niagara Region</i>	49	22.3
<i>GTA</i>	97	44.1
<i>Rest of Ontario</i>	74	33.6
<b>United States</b>		
<i>Connecticut</i>	1	0.3
<i>Michigan</i>	5	1.6
<i>New York</i>	39	12.1
<i>Ohio</i>	31	9.7
<i>Oregon</i>	1	0.3
<i>Pennsylvania</i>	8	2.5
<i>Texas</i>	1	0.3
<i>Washington</i>	1	0.3

#### **4.6 Motivation for Visiting the Winery**

Respondents were asked to rate (the word rank was used the survey) the following items of what brought them to the winery on that day, using a five point Likert type scale. On average, respondents who visited wineries in the Niagara Region, indicated that they more strongly agreed that tasting wine was one of the primary motivating factors for visiting wine country (M=4.14, SD=1.21). Other reasons that motivated people to visit

wine country in the Niagara region was a day out ( $M=3.93$ ,  $SD=1.20$ ), relaxation ( $M=3.94$ ,  $SD=1.11$ ), and purchasing wine ( $M=3.62$ ,  $SD=1.20$ ). See Table 4.3 for mean scores of what motivated people to attend wineries in the Niagara region.

*Table 4.3: Univariate Statistics for Motivation for Visiting the Winery*

	M	SD	Skewness	Kurtosis
<b>Motivation</b>				
<i>Purchase Wine</i>	3.62	1.20	-0.535	-0.548
<i>Tasting Wine</i>	4.14	1.21	-1.40	0.946
<i>The Architecture</i>	2.94	1.33	-0.026	-1.15
<i>A Day Out</i>	3.93	1.20	-1.02	1.26
<i>The Rural Setting</i>	3.23	1.29	-0.301	-0.949
<i>Eating at the Winery</i>	2.27	1.45	0.767	-0.864
<i>Touring the Winery</i>	2.80	1.59	0.194	-1.53
<i>Wine Education</i>	3.13	1.35	-0.266	-1.06
<i>Relaxation</i>	3.94	1.11	-0.978	0.371
<i>Meeting the Winemaker</i>	2.17	1.22	0.742	-0.429
<i>Special Event</i>	2.74	1.60	0.204	-1.55
<i>Happen to Drop By</i>	1.96	1.25	1.04	-0.128
<i>Recommended Friends/Family</i>	2.60	1.67	0.350	-1.59

#### **4.7 Wine Purchasing Behaviour**

Respondents were asked, on a ratio level scale, to indicate the number of bottles purchased (red, white or other types of wine). If respondents did not purchase a bottle of wine for their visit, they were asked to indicate zero. Other wines consisted of icewines, rose/blush wine, late harvest wine, fruit wine, fortified wine, or sparkling wine (Red Wine= 64.2%, White Wine= 62.6%, Other Wines= 73.8%). On average the majority of

people did not buy any wine when they visited the wineries. As noted in section 4.5, these findings suggest that wine tourists are primarily motivated to visit wineries for the wine tasting experience, and to a lesser degree to purchase wine. See Table 4.4 to Table 4.6 to refer to the numbers of bottles of wine purchased at wineries.

*Table 4.4: Total Number of Bottles of Red Wine Purchased at the Wineries*

Number of Bottles of Red Wine	N	%
0	206	64.2
1	55	17.1
2	39	12.1
3	7	2.2
4	6	1.9
5	3	0.9
7	1	0.3
10	2	0.6
12	2	0.6

*Table 4.5: Total Number of Bottles of White Wine Purchased at the Wineries*

Number of Bottles White Wine	N	%
0	201	62.6
1	54	16.8
2	39	12.1
3	11	3.4
4	3	0.9
5	5	1.6
6	1	0.3
7	1	0.3
8	1	0.3
9	1	0.3
10	1	0.3

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12	3	0.9
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*Table 4.6: Number of Bottles of Other Wines Purchased at the Wineries*

Number of Bottles of Other Wines	N	%
0	236	73.8
1	45	14.1
2	20	6.3
3	11	3.4
4	2	0.6
5	2	0.6
6	3	0.9
9	1	0.3

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#### **4.8 Activity Group Lifestyle**

Respondents were asked to indicate their level of agreement, on a five point Likert type scale to the statements related to activity groups in which they would most likely be a participant (see Appendix D: Questionnaire for format of questions). On average, the majority of respondents agreed that they were more likely to be participants in social activities ( $M=3.91$ ,  $SD=.963$ ) such as, visiting or entertaining friends, and attending parties. Respondents were also highly interested in media activities ( $M=3.79$ ,  $SD=1.17$ ) such as, watching television, going to the movies or using a computer for leisure. See Table 4.7 for the remainder of the means scores related to activity group lifestyle.

*Table 4.7: Univariate Statistics for Activity Group Lifestyle*

Lifestyle	M	SD	Skewness	Kurtosis
<i>Media Activities</i>	3.79	1.17	-0.801	-0.220
<i>Social Activities</i>	3.91	0.963	-0.732	0.115
<i>Outdoor Activities</i>	3.62	1.16	-0.510	0.707
<i>Sport Activities</i>	3.37	1.35	-0.350	-1.09
<i>Cultural Activities</i>	3.41	1.08	-0.212	-0.738
<i>Hobby Activities</i>	3.10	1.34	-0.062	-1.15

#### **4.9 List of Values**

Respondents were asked to rate (the word rank was used the survey) each of nine terminal values, on a five point Likert type scale, that were deemed most important in their daily lives. On average, all scores were rated relatively close to five on the five point Likert type scale. To compensate for the scores all being rated close to five, respondents were requested to reread the nine items and were asked an unordered forced choice question, of which one of the nine items were deemed to be the most important. The most frequently occurring response was fun and enjoyment in life (25.5%), and the second most frequently occurring score was warm relationships with others (23.7%). To see all mean scores refer to Table 4.8 and Table 4.9 for frequently occurring responses.

*Table 4.8: Univariate Statistics for the List of Value (LOV)*

List of Values	M	SD	Skewness	Kurtosis
<i>Sense of Belonging</i>	3.81	0.999	-0.765	0.247
<i>Excitement</i>	3.99	0.890	-0.764	0.240
<i>Warm Relationships with Others</i>	4.50	0.712	-1.36	1.30
<i>Self-Fulfillment</i>	4.49	0.715	-1.30	1.14



<i>Being Well Respected</i>	4.25	0.822	-1.00	0.703
<i>Fun &amp; Enjoyment of Life</i>	4.60	0.657	-1.89	4.29
<i>Security</i>	4.13	0.882	-0.814	0.181
<i>Self-Respect</i>	4.54	0.706	-1.53	1.94
<i>A Sense of Accomplishment</i>	4.55	0.683	-1.53	2.03

Table 4.9: Frequency of List of Value (LOV) Responses Part B

List of Values	N	%
<i>Sense of Belonging</i>	17	5.3
<i>Excitement</i>	11	3.4
<i>Warm Relationships with Others</i>	76	23.7
<i>Self-Fulfillment</i>	44	13.7
<i>Being Well Respected</i>	16	5.0
<i>Fun &amp; Enjoyment of Life</i>	82*	25.5*
<i>Security</i>	4	1.2
<i>Self-Respect</i>	34	10.6
<i>A Sense of Accomplishment</i>	37	11.5

\* Indicates most frequently occurring score.

#### **4.10 Wine Interest**

Respondents were asked to rate (the word rank was used the survey), on a seven point Likert type scale, twenty-seven statements pertaining to interest and the involvement of wine in their lives. The majority of respondents most strongly agreed that they liked trying new wine, enjoyed wine tasting, enjoyed drinking wine with friends and family, and enjoyed visiting wineries. Other responses indicated that wine tourists generally enjoy matching wine with food and enjoyed drinking different types of wine and also enjoyed drinking older wines. While tourists were not primarily motivated to visit the winery for a wine tour, a large proportion of respondents agreed that they did

enjoy wine tours. Many respondents agreed that they preferred recommendations about wine from others rather than hearing about wine from the media. While many wineries sell some wine at a very high price, many tourists did not agree that expensive wines are of better quality. Furthermore, wine tourists disagreed that price did not matter when purchasing wine, suggesting that tourists are seeking a better quality for a good value. To view all mean scores of the wine interest variables please see Table 4.10.

*Table 4.10: Univariate Statistics of all 27 Wine Interest Indicators*

Wine Interest	M	SD	Skewness	Kurtosis
<i>1. Interest in Drinking wine</i>	5.84	1.37	-1.171	0.839
<i>2. Enjoy wine tours</i>	5.12	1.57	-0.432	-0.635
<i>3. Television on wine</i>	3.94	1.77	-0.007	-0.921
<i>4. Enjoy reading on wine</i>	3.65	1.80	0.173	-0.982
<i>5. Matching wine and food</i>	5.07	1.67	-0.711	-0.272
<i>6. I trying new wines</i>	6.03	1.24	-1.488	2.231
<i>7. I enjoy drinking older Wines</i>	5.12	1.65	-0.665	-0.226
<i>8. Enjoy drinking diff' types Wine</i>	5.85	1.31	-1.399	2.043
<i>9. Recommendations/Others</i>	5.69	1.45	-1.415	1.822
<i>10. Recommendations/Media</i>	4.63	1.66	-0.519	-0.374
<i>11. The brand is important</i>	4.02	1.74	-0.136	-0.851
<i>12. Expensive wines are better</i>	3.45	1.56	0.137	-0.689
<i>13. Drink wine for social approval</i>	2.67	1.67	0.776	-0.329
<i>14. Drink wine for social status</i>	2.37	1.58	1.035	0.226
<i>15. Drink wine for self image</i>	2.29	1.52	1.034	0.196
<i>16. I like wine labels that stand out</i>	3.63	1.91	0.189	-1.035
<i>17. Drink wine on special occasions</i>	2.90	1.92	0.727	-0.721
<i>18. Price does not matter/purchase</i>	3.77	1.61	0.050	-0.660

19. <i>Discussing wine knowledge</i>	4.29	1.72	-0.264	-0.832
20. <i>Enjoy wine tasting</i>	6.03	1.14	-1.441	2.351
21. <i>Drink wine with friends &amp; family</i>	6.21	1.08	-1.775	3.589
22. <i>Enjoy visiting wineries</i>	6.11	1.13	-1.329	1.554
23. <i>Attending wine courses</i>	4.21	1.88	-0.092	-1.027
24. <i>A lot of time searching for wine</i>	4.14	1.74	-0.139	-0.782
25. <i>Attending wine special events</i>	4.87	1.81	-0.509	-0.750
26. <i>Drink wine to improve health</i>	4.17	1.81	-0.089	-0.803
27. <i>I enjoy collecting wine</i>	4.12	2.02	-0.182	-1.216

#### **4.11 Factor Analysis on Wine Interest Inventory**

• *Research Question: 2) What are the underlying factors that will emerge from the wine interest inventory?*

Using a seven point Likert type scale, respondents were asked statements about their interests and involvement about wine in their life. An exploratory factor analysis (EFA) was used to create a factor structure from the set of twenty-seven indicators, as it relates to wine tourists wine interests, to break them down into a smaller set of indicators.

#### **EFA Results**

An EFA was performed to create a factor structure from a set of indicators and define the main themes of wine interest among wine tourists, using 27 indicators, on a seven point Likert type scale with a sample of N = 321. The assumptions carried out were: multivariate normality was taken into consideration using Mahalanobis distance to assume that all linear combinations were normally distributed; multicollinearity was determined using a correlation matrix to establish how highly correlated the indicators are to one another. As a method of extraction, variables were entered into a principal

components analysis (PCA) using an orthogonal rotation. An orthogonal rotation such as the varimax rotation method was used this study to produce a simple factor structure, which forces factors to remain uncorrelated (Hair, Anderson, Tatham, and Black, 1998). Since this is the first attempt factor analyzing this data set, it is easier for researchers to interpret variables that are uncorrelated and will also produce a much more simple factor structure with a first pass of the data. The PCA method attempts to account for the maximum amount of variation for each factor. Based on the inspection of the screeplot, and varimax rotation, 6 factors with eigenvalues  $>1$  were extracted with 27 indicators. According to Hair, et al. (1998), Kaisers-Meyer-Olkin (KMO) is tested to measure sampling adequacy to indicate that factor analysis is very suitable for the sample of data. The closer the KMO is to one, the more suitable the data is for factor analysis (Hair et al., 1998). Bartlett's test of sphericity is another test that is used in factor analysis measure sampling adequacy (Hair et al., 1998). Bartlett's test of sphericity measures each variable and how significantly independent the variables are from one another. Using Bartlett's test of sphericity, the researcher would want  $p < .05$  to indicate that the variables are linearly independent of one another (Hair et al., 1998). The KMO value for this study was .905 deemed to be very suitable for factor analysis, and Bartlett's test of sphericity was less than  $p < .001$ . The six factors following a varimax rotation accounted for 64.45% of the variance. According to Hair et al. (1998), the larger the absolute size of the factor loading, the more significant the loading is interpreted in the factor matrix. Factor loadings are equal to or greater than 0.50 are considered to be very significant (Hair et al., 1998). Factor loadings that were greater than 0.50 were used in this study to illustrate the high level of significance of the correlation between the variable and the factor. A

four-factor structure emerged with factor loadings exceeding 0.50, explaining 53.57% of the variance. The reliability of the four factors were calculated using Cronbach's alpha coefficient and all had an  $\alpha > 0.70$  (Factor 1:  $\alpha = .8125$ ; Factor 2:  $\alpha = .7794$ ; Factor 3:  $\alpha = .7006$ ; Factor 4:  $\alpha = .8146$ ).

All significant factor loadings typically are used in the interpretation process. But variables with higher loadings will influence to a greater extent the name or label used to represent a factor (Hair et al., 1987). Factors were labelled accordingly, based on main themes of wine interest that arose based on the factor loadings from the indicators for each factor. The wine interest inventory was designed on previous literature related to wine tourism and wine drinking to elicit information on interest and involvement in wine in people's lives such as: social aspects, experience aspects, recreational aspects, hobby aspects and image association with wine. The factors in this study were labelled accordingly based on the themes from the questions used in the wine interest inventory in the study.

Factor one has five indicators, which are: I like older wines; I drink different types of wine; I like recommendations from others; I like recommendations from the media; and I enjoy drinking wine with friends and family. Thus the main theme for factor one is named "*Social Experiential Wine Interest*", since the main themes deal with the experience one enjoys with wine and also social aspects of wine in their life. Factor two has four main indicators focusing on: enjoying wine tours; enjoying wine tasting; enjoying visiting wineries; and enjoying attending wine special events. The main theme for factor two was named "*Recreation Wine Interest*", since the main themes in this factor encompass recreational activities enjoyed at the winery. Factor three has three main

indicators focused on: enjoying watching television on wine; enjoying reading about wine; and the brand of wine is important to them. The main theme for factor three was named "*Hobby Wine Interest*", since the main themes in this factor focus on hobby's that are associated with wine in a person's life outside the winery setting. Factor four has five main indicators which are: expensive wines are better; drink wine for social approval; drink wine to improve my social status; wine improves my self image; and I like wine labels that stand out. The main theme for factor four was named "*Image associated Interest*", since the main themes in this factor reflect a persons image association with wine in their lives. The first factor "*Social Experiential Wine Interest*" (5 indicators) accounted for 15% of the variance (eigenvalue after rotation = 4.035). The second factor "*Recreation Wine Interest*" (4 indicators) accounted for 14.5% of the variance (eigenvalue after rotation = 3.912. Factor three "*Hobby Wine Interest*" (3 indicators) accounted for 12% of the variance (eigenvalue after rotation = 3.263. Factor four "*Image Associated Interest*" (5 indicators) accounted for 12% of the variance (eigenvalue after rotation = 3.255). After conducting an EFA on the 27 wine interest indicators a four-factor structure emerged that was deemed to be very significant. Next, factor scores were used to identify different segments that exist as it relates to wine interest. Please refer to Table 4.11 for all indicators, factors, and loadings (Please refer to Appendix H for the rotated components matrix).

Table 4.11: Exploratory Factor Analysis Factor Loadings

	<u>Social</u> <u>Experiential</u> <u>Wine Interest</u>	<u>Recreation</u> <u>Wine Interest</u>	<u>Hobby</u> <u>Wine Interest</u>	<u>Image</u> <u>Associated</u> <u>Wine Interest</u>
7. Like older wines	0.629			
8. Drink different types of wine	0.741			
9. Recommendations/others	0.816			
10. Recommendations/media	0.658			
21. Drinking with Friends/Family	0.513			
2. Enjoy wine tours		0.663		
20. Enjoy wine tasting		0.721		
22. Enjoy visiting wineries		0.805		
25. Attending wine courses		0.629		
3. Watching television on wine			0.708	
4. Enjoy reading on wine			0.698	
11. Brand of wine is important			0.638	
12. Expensive wines are better				0.531
13. Drink wine for social approval				0.865
14. Drink wine for social status				0.914
15. Drink wine for self-image				0.871
16. Like wine labels that stand out				0.561

#### **4.12 K-means Cluster Analysis**

- *Research Question: 3) What segments will emerge from the wine interest inventory?*

Hair et al (1998), indicate that a cluster analysis is a multivariate technique whose purpose is to assemble an entity that can be evaluated on a number of attributes (i.e., objects) on the characteristics that they possess. Cluster analysis is comparable to factor analysis in its objective of assessing structure. Hair et al (1998), describes that “cluster analysis differs from factor analysis in that cluster analysis groups objects, whereas factor analysis is primarily concerned with grouping variables” (p. 148). A K-means cluster analysis was carried out on the four factor scores (i.e., *Social Experiential Wine Interest, Recreation Wine Interest, Hobby Wine Interest, Image Associated Interest*) to segment the sample based on wine interest. A K-means cluster analysis was used because it is a method of classification that will indicate differences in the population. The K-means cluster analysis procedure was used to examine the means for each cluster, on each dimension, to assess how distinct the clusters are from one another.

A sample of N=321 respondents was examined using a cluster analysis. Hair et al. (1998), indicate that it is up to the researcher to determine the number of clusters to accept for the solution. To determine the number of clusters in this study, a theoretical concept was used to determine how many clusters would be appropriate for the analysis. According to previous studies in the wine tourism literature, there are three known identified segments (*Wine Lovers, Wine Interested & Wine Curious*) (Charters and Ali-Knight 2002 named Wine Novices) (Hall & Macionis, 1998; Charters & Ali-Knight, 2002; Bruwer, 2003). This study used a three case cluster structure, as the factor analysis results had similarities to findings of the two studies by Macionis and Hall (1998) and



Charters and Ali-Knight, (2002). After conducting the cluster analysis, the three cluster solution emerged with: cluster one N=76, cluster two N=130, cluster three N=115.

Following the cluster analysis, an ANOVA analysis was carried out to indicate the magnitude of the F-values on each dimension as an indication of how well the respective dimensions discriminate between clusters. The *Social Experiential Wine Interest* ANOVA analysis revealed  $F(2, 318) = 175.941$ ; *Recreational Wine Interest*  $F(2, 318) = 155.915$ ; *Hobby Wine Interest*  $F(2, 318) = 195.929$ ; and *Image Associated Interest*  $F(2, 318) = 55.147$ . The final clusters and mean scores are shown in Table 4.12.

Table 4.12: Final Cluster Centers and Mean Scores of the Wine Interest Factors.

	Wine Curious	Wine Interested	Wine Lovers
	<u>M</u>	<u>M</u>	<u>M</u>
<i>Social Experiential Wine Interest</i>	4.12	5.73	6.17
<i>Recreational Wine Interest</i>	4.18	5.74	6.21
<i>Hobby Wine Interest</i>	2.56	3.48	5.19
<i>Image Associated Interest</i>	2.59	2.31	3.72

The cluster names used for this study were the same names used from Hall and Macionis (1998) Charters and Ali-Knight (2002), since the cluster characteristics had similarities (*Wine Lovers, Wine Interested & Wine Curious Tourist*). Since these segments were already known to exist; aspects of the wine interest inventory were designed partially from findings of these studies; and the results from this study showed parallels to these pre-existing segments. Therefore, the names chosen were well suited to the clusters that were found.

Cluster one was named *Wine Curious Tourist* with moderate *Social Experiential Wine Interest* (M= 4.12); moderate *Recreational Wine Interest* (M= 4.18); low *Hobby Wine Interest* (M= 2.56); and low *Image Associated Interest* in wine (M= 2.59). Cluster two was named *Wine Interested* with high *Social Experiential Wine Interest* (M= 5.73); high *Recreational Wine Interest* (M= 5.74); moderate/low *Hobby Wine Interests*; and low *Image Associated Wine Interest* (M= 2.31). Cluster two was named *Wine Lovers* with high/strong *Social Experiential Wine Interest* (M=5.73); high/strong *Recreational Wine Interest* (M= 6.21); somewhat important/high *Hobby Wine Interests* (M= 5.19); moderate/low *Image Associated Interest* in wine (M= 3.72). As in the other wine tourist studies, the results suggest that as one moves from *Wine Curious* to *Wine Interested* to *Wine Lovers*, their level of wine interest increases. The implications of these results suggest that *Wine Lovers* have the highest interest in wine when compared to the other two segments. The analysis of the segments by demographics is outside the scope of this thesis as this study was only focusing on psychographic characteristics. However, a Multiple Discriminant Analysis (MDA) was conducted on the outset of this study to distinguish between the clusters among demographic variables. The results of the MDA indicated that there were no significant differences among demographic variables on the wine interest segments (See Appendix I for Test of Equality of Group Means For the Clusters). Furthermore, the results of this study also indicated that there was no significant interaction effect between locations of winery's (East versus West) on the wine interest segments,  $\lambda = .845$   $F(62, 568) = .804$ ,  $p > .05$ .

#### **4.13 MANOVA Region, Clusters and Motivation for Coming to the winery**

• *Research Question: 4) Is there a main effect of a) the wine interests segments, and b) the location of a winery (East & West), on c) motivation for visiting wine country in the Niagara region?*

*H<sub>1AI</sub>: There will be a main effect of a) the wine interests segments, on c) motivation for visiting wine country in the Niagara region.*

*H<sub>0AI</sub>: There will not be a main effect of a) the wine interests segments, on c) motivation for visiting wine country in the Niagara region.*

*H<sub>1BI</sub>: There will be a main effect of b) the location of a winery (East & West), on c) motivation for visiting wine country in the Niagara region.*

*H<sub>0BI</sub>: There will not be a main effect of b) the location of a winery (East & West), on c) motivation for visiting wine country in the Niagara region.*

A MANOVA was conducted to determine the effect of winery location, and wine interest segments on motivation for visiting the winery. The sample included N=321 cases. Independent variables were the location of winery [East region (N=191)] [West region (N=129)], and the wine interest segments (*Wine Curious* N=76; *Wine Interested* N=130; *Wine Lovers* N=114). The dependent variables relevant to motivation for coming to the winery were: purchasing wine; tasting wine; the architecture of the winery; a day out; enjoyment of the rural setting; eating at the winery; participating in a wine tour; education about wine; provides relaxation; meeting the wine-maker; came for a special event; happened to drop by the winery; and recommended by friends and family.

There was a significant main effect for the wine interest segments with a  $\lambda = .594$   $F(62, 568) = 2.721, p < .05$ . For motivation to purchase wine, *Wine Curious Tourists*

were less motivated to purchase wine than *Wine Lovers*. *Wine Lovers* and *Wine Interested* tourists were more motivated to taste wine, to learn about wine, to meet the wine-maker, and were more likely to come for a special event than the *Wine Curious Tourists*. *Wine Lovers* had a higher motivation to meet the winemaker than *Wine Interested* tourists. *Wine Interested* and *Wine Curious Tourists* were more likely to drop by the winery than were *Wine Lovers*. This indicates that *Wine Lovers* are more likely to plan their trips to wine country than are the other two tourist segments. Lastly, *Wine Lovers* had a higher mean score in all categories, except for “happen to drop by” than the other two segments. Please refer to Table 4.13 for multivariate analysis of variance and Table 4.14 for mean scores for motivation for visiting wine country.

*Table 4.13: Multivariate Analysis of Variance for Motivation for Visiting the Winery on the Wine Interest Segments Univariate Effect*

	<i>df</i>	<i>F</i>	$\eta^2$
<i>Purchase Wine</i>	2	06.98**	0.043
<i>Tasting Wine</i>	2	13.59**	0.080
<i>Architecture</i>	2	03.76*	0.023
<i>The Rural Setting</i>	2	06.59*	0.040
<i>Wine Education</i>	2	11.45**	0.068
<i>Relaxation</i>	2	06.50*	0.040
<i>Meeting the Winemaker</i>	2	10.17**	0.061
<i>Special Event</i>	2	09.64**	0.058
<i>Happen to Drop By</i>	2	04.84*	0.030

\*  $p < .05$

\*\*  $p < .001$

Table 4.14: Mean Scores of Motivation for Coming to the Winery on the Wine Interest Segments

	<u>M</u>	<u>SD</u>
<b>Purchase</b>		
<i>Wine Curious</i>	3.27	0.136
<i>Wine Interested</i>	3.61	0.105
<i>Wine Lovers</i>	3.93	0.114
<b>Tasting</b>		
<i>Wine Curious</i>	3.55	0.135
<i>Wine Interested</i>	4.40	0.104
<i>Wine Lovers</i>	4.31	0.112
<b>Architecture</b>		
<i>Wine Curious</i>	2.60	0.154
<i>Wine Interested</i>	2.98	0.119
<i>Wine Lovers</i>	3.15	0.128
<b>The Rural Setting</b>		
<i>Wine Curious</i>	2.85	0.146
<i>Wine Interested</i>	3.25	0.113
<i>Wine Lovers</i>	3.54	0.122
<b>Wine Education</b>		
<i>Wine Curious</i>	2.57	0.151
<i>Wine Interested</i>	3.08	0.116
<i>Wine Lovers</i>	3.51	0.126
<b>Relaxation</b>		
<i>Wine Curious</i>	3.55	0.128
<i>Wine Interested</i>	3.99	0.099
<i>Wine Lovers</i>	4.15	0.107
<b>Meeting the Winemaker</b>		
<i>Wine Curious</i>	1.74	0.137
<i>Wine Interested</i>	2.11	0.106
<i>Wine Lovers</i>	2.24	0.115

There was a significant main effect for the location of winery, with a  $\lambda = .803$ ,  $F(31, 284) = 2.251$ ,  $p < .05$ . Univariate analysis of this effect revealed that a day out  $F(1, 314) = 4.452$ , rural setting  $F(1, 314) = 11.609$ , wine tour  $F(1, 314) = 7.666$ , significantly differed at  $p < .05$ . Those tourists who visited the West side of the Niagara wine route were more motivated to visit wineries for the enjoyment of the rural setting and were slightly more positive, than uncertain, in motivation for visiting a winery for a day out, than tourists visiting the East side of the wine route. Those tourists visiting the East and West sides of the Niagara wine route were both in the disagree range, that wine tours were a motivator for visiting a winery. However, tourists visiting the East side rated very close to the uncertain category. See Table 4.15 for multivariate analysis of variance and Table 4.16 for mean scores for tourist's motivation for visiting wine country.

*Table 4.15: Multivariate Analysis of Variance of Motivation for Visiting on the Winery Location Univariate Effect*

	<i>df</i>	<i>F</i>	$\eta^2$
<i>A Day Out</i>	1	6.29*	0.014
<i>The Rural Setting</i>	1	11.60*	0.023
<i>Wine Tour</i>	1	18.79*	0.024

\* $p < .05$

*Table 4.16: Mean Scores of Motivation for Coming to the Winery on the Winery Location*

	<i>M</i>	<i>SD</i>
<b><i>The Rural Setting</i></b>		
<i>East</i>	3.79	0.089
<i>West</i>	4.10	0.107
<b><i>A Day Out</i></b>		
<i>East</i>	3.02	0.094
<i>West</i>	3.42	0.113

<i>Wine Tour</i>		
<i>East</i>	2.98	0.117
<i>West</i>	2.47	0.140

Based on the results, the study rejects the null hypotheses ( $H_{0A1}$  and  $H_{0B1}$ ) and accepts the alternative hypotheses ( $H_{1A1}$  and  $H_{1B1}$ ). The findings indicated that there was a significant main effect for the a) wine interest segments, and b) location of winery (East and West), on motivation for visiting winery in the Niagara Region.

#### **4.14 MANOVA for region, clusters and lifestyle**

• *Research Question: 5) Is there a main effect of a) the wine interest segments, and b) the location of a winery (East & West) on c) the type of activity group lifestyle of wine tourists who visit wineries in the Niagara region?*

*$H_{1A2}$ : There will be a main effect of a) the wine interest segments, on c) the type of activity group lifestyle of wine tourists who visit wineries in the Niagara region.*

*$H_{0A2}$ : There will not be a main effect of a) the wine interest segments, on c) the type of activity group lifestyle of wine tourists who visit wineries in the Niagara region.*

*$H_{1B2}$ : There will be a main effect of b) the location of a winery (East & West) on c) the type of activity group lifestyle of wine tourists who visit wineries in the Niagara region.*

*$H_{0B2}$ : There will not be a main effect of b) the location of a winery (East & West) on c) the type of activity group lifestyle of wine tourists who visit wineries in the Niagara region.*

A MANOVA was conducted to determine the effect of the wine interest segments and winery location, on a wine tourist's activity group lifestyle preference. Independent variables were the location of a winery (East region (N=191) West region (N=129), and

the wine interest segments (*Wine Curious Tourist* N=76; *Wine Lovers* N=114; *Wine Interested* N=130). The dependent variables were what activity group, respondents would most likely be a participant are: in mass media activities; in social activities; in outdoor activities; in sport activities; in cultural activities; and in hobby activities.

There was a significant main effect for the wine interest segments with a  $\lambda = .594$   $F(62, 568) = 2.721, p < .05$ . *Wine Lovers* (M = 4.25) more strongly agreed that they participate in social activities, than did *Wine Interested* (M = 3.80) and *Wine Curious Tourist* (M = 3.45). *Wine Lovers* (M = 3.79) and *Wine Interested* (M = 3.70) tourists where slightly more positive, than uncertain, that they would be participants of outdoor activities, than did *Wine Curious* tourists. *Wine Lovers* (M = 3.77) were more in agreement that they would be participants in cultural activities than did *Wine Curious* and *Wine Interested* tourists. *Wine Lovers* and *Wine Interested* tourists where more in agreement than *Wine Curious* tourists that they would be more interested in participating in hobby related activities. Overall, *Wine Lovers* had a higher agreement in all activity group lifestyle categories than did *Wine Interested* and *Wine Curious*.

See Table 4.17 for multivariate analysis of variance and Table 4.18 for mean scores of the activity group lifestyle for wine interest segments.

*Table 4.17: Multivariate Analysis of Variance for Activity Group Lifestyle on Wine Interest Segments Univariate Effect*

	<i>df</i>	<i>F</i>	$\eta^2$
<i>Participate in Social Activities</i>	2	13.73**	0.080
<i>Participate in Outdoor Activities</i>	2	3.85*	0.024
<i>Participate in Cultural Activities</i>	2	10.38**	0.062
<i>Participate in Hobby Activities</i>	2	5.65*	0.044

\*  $p < .05$

\*\*  $p < .001$



Table 4.18: Mean Scores of Activity Group Lifestyle on the Wine Interest Segments.

	<u>M</u>	<u>SD</u>
<b>Participate in Social Activities</b>		
<i>Wine Curious</i>	3.52	0.107
<i>Wine Interested</i>	3.90	0.083
<i>Wine Lovers</i>	4.25	0.089
<b>Participate in Outdoor Activities</b>		
<i>Wine Curious</i>	3.33	0.133
<i>Wine Interested</i>	3.70	0.102
<i>Wine Lovers</i>	3.79	0.111
<b>Participate in Cultural Activities</b>		
<i>Wine Curious</i>	3.21	0.123
<i>Wine Interested</i>	3.19	0.095
<i>Wine Lovers</i>	3.77	0.102
<b>Participate in Hobby Activities</b>		
<i>Wine Curious</i>	2.66	0.153
<i>Wine Interested</i>	3.14	0.118
<i>Wine Lovers</i>	3.32	0.128

There was a significant main effect for the location of a winery, with a  $\lambda = .803$ ,  $F(31, 284) = 2.251, p < .05$ . Those tourists who visited the West side of the Niagara wine route more strongly agreed that they participate in outdoor activities ( $M=3.76$ ) and social activities ( $M=4.01$ ), than tourists on the East side of the Niagara wine route. Since the West side of the wine route is more rural than the East, these findings might provide an indication as to why wine tourists on the West side of the wine route have a higher preference for outdoor activities than those on the East. These findings also indicated that tourists on the West side of the wine route had a higher preference for social activities

than did tourists on the East. See Table 4.19 for multivariate analysis of variance and Table 4.20 for mean scores for all other lifestyle variables.

*Table 4.19: Multivariate Analysis of Variance of Activity Group Lifestyle on Winery Location Univariate Effect*

	<i>df</i>	<i>F</i>	$\eta^2$
<i>Participate in Social Activities</i>	1	4.73*	0.015
<i>Participate in Outdoor Activities</i>	1	6.39*	0.028

\*  $p < .05$

*Table 4.20: Mean Scores of Activity Group Lifestyle on Winery Location*

	<i>M</i>	<i>SD</i>
<b><i>Participate in Social Activities</i></b>		
<i>East</i>	3.77	0.069
<i>West</i>	4.00	0.083
<b><i>Participate in Outdoor Activities</i></b>		
<i>East</i>	3.46	0.086
<i>West</i>	3.75	0.103

Based on the results of the study the null hypotheses are rejected ( $H_{0A2}$  and  $H_{0B2}$ ) and the alternative hypotheses are accepted ( $H_{1A2}$  and  $H_{1B2}$ ). The study concluded that there was a main effect between the wine interest segments, and the location of a winery (East & West) and the type of activity group characteristics of wine tourists who visit wineries in the Niagara region.

#### **4.15 MANOVA on Region/Segments and the LOV scale**

• *Research Question: 6) Is there a main effect of a) the wine interest segments, and b) the location of a winery (East & West) on c) wine tourists terminal values (desirable state of existence) in the Niagara region?*

*H<sub>1A3</sub>: There will be a main effect of a) the wine interest segments, on c) wine tourists terminal values (desirable state of existence) in the Niagara region.*

*H<sub>0A3</sub>: There will not be a main effect of a) the wine interest segments, on c) wine tourists terminal values (desirable state of existence) in the Niagara region.*

*H<sub>1B3</sub>: There will be a main effect of b) the location of a winery (East & West) on c) wine tourists terminal values (desirable state of existence) in the Niagara region.*

*H<sub>0B3</sub>: There will not be a main effect of b) the location of a winery (East & West) on c) wine tourists terminal values (desirable state of existence) in the Niagara region.*

A MANOVA was conducted to determine the effect of the wine interest segments and the location of a winery, on a wine tourist's personal values. Independent variables were the wine interest segments, *Wine Curious Tourist* (N=76), *Wine Lovers* (N=114), *Wine Interested* (N=130), and the location of a winery, East region (N=191), West region (N=129). The dependent variables were a list of terminal values deemed most important in the wine tourist's daily life. The terminal values were: sense of belonging; excitement; warm relationship with others; self-fulfillment; being well respected; fun and enjoyment in life; security; self-respect; and a sense of accomplishment.

There was no significant main effect for the location of a winery (East and West) on how important the lists of values were in a wine tourists daily life. There was a significant main effect for the wine interest segments with a  $\lambda = .594$   $F(62, 568) = 2.721$ ,

$p < .05$ . *Wine Lovers* considered sense of belonging, excitement, warm relationships with other, self-fulfillment, security, self respect, sense of accomplishment more important in their daily life than did *Wine Curious* tourists. *Wine Lovers* considered being well respected more important in their daily lives than did *Wine Interested* and *Wine Curious* tourists. *Wine Lovers* and *Wine Interested* tourists considered fun and enjoyment in life to be more important in their daily lives, than did *Wine Curious* tourists. See Table 4.21 for multivariate analysis of variance for the List of Values and 4.22 for mean scores for the list of values for the wine interest segments.

*Table 4.21: Multivariate Analysis of Variance of the List of Values on the Wine Interest Segments Univariate Effect*

	<i>df</i>	<i>F</i>	$\eta^2$
<i>Sense of Belonging</i>	2	7.29**	0.044
<i>Excitement</i>	2	8.05**	0.049
<i>Warm Relationships with Others</i>	2	6.79**	0.041
<i>Self-Fulfilment</i>	2	4.79*	0.030
<i>Being Well Respected</i>	2	8.38**	0.051
<i>Fun &amp; Enjoyment in Life</i>	2	12.01**	0.071
<i>Security</i>	2	4.30*	0.027
<i>Self Respect</i>	2	4.64*	0.029
<i>A Sense of Accomplishment</i>	2	10.25**	0.061

\*  $p < .05$

\*\*  $p < .001$

Table 4.22: Mean Scores of the List of Values on the Wine Interest Segments

	<u>M</u>	<u>SD</u>
<b><i>Sense of Belonging</i></b>		
<i>Wine Curious</i>	3.56	0.113
<i>Wine Interested</i>	3.75	0.088
<i>Wine Lovers</i>	4.10	0.095
<b><i>Excitement</i></b>		
<i>Wine Curious</i>	3.83	0.101
<i>Wine Interested</i>	3.84	0.078
<i>Wine Lovers</i>	4.26	0.084
<b><i>Warm Relationships with Others</i></b>		
<i>Wine Curious</i>	4.30	0.081
<i>Wine Interested</i>	4.49	0.063
<i>Wine Lovers</i>	4.69	0.068
<b><i>Self-Fulfillment</i></b>		
<i>Wine Curious</i>	4.30	0.082
<i>Wine Interested</i>	4.49	0.063
<i>Wine Lovers</i>	4.63	0.069
<b><i>Being Well Respected</i></b>		
<i>Wine Curious</i>	3.99	0.093
<i>Wine Interested</i>	4.49	0.072
<i>Wine Lovers</i>	4.48	0.078
<b><i>Fun &amp; Enjoyment in Life</i></b>		
<i>Wine Curious</i>	4.31	0.074
<i>Wine Interested</i>	4.66	0.057
<i>Wine Lovers</i>	4.77	0.062
<b><i>Security</i></b>		
<i>Wine Curious</i>	3.94	0.101
<i>Wine Interested</i>	4.10	0.078
<i>Wine Lovers</i>	4.32	0.085

---

<b><i>Self Respect</i></b>		
<i>Wine Curious</i>	4.34	0.081
<i>Wine Interested</i>	4.56	0.063
<i>Wine Lovers</i>	4.66	0.068
<b><i>A Sense of Accomplishment</i></b>		
<i>Wine Curious</i>	4.26	0.077
<i>Wine Interested</i>	4.62	0.059
<i>Wine Lovers</i>	4.69	0.064

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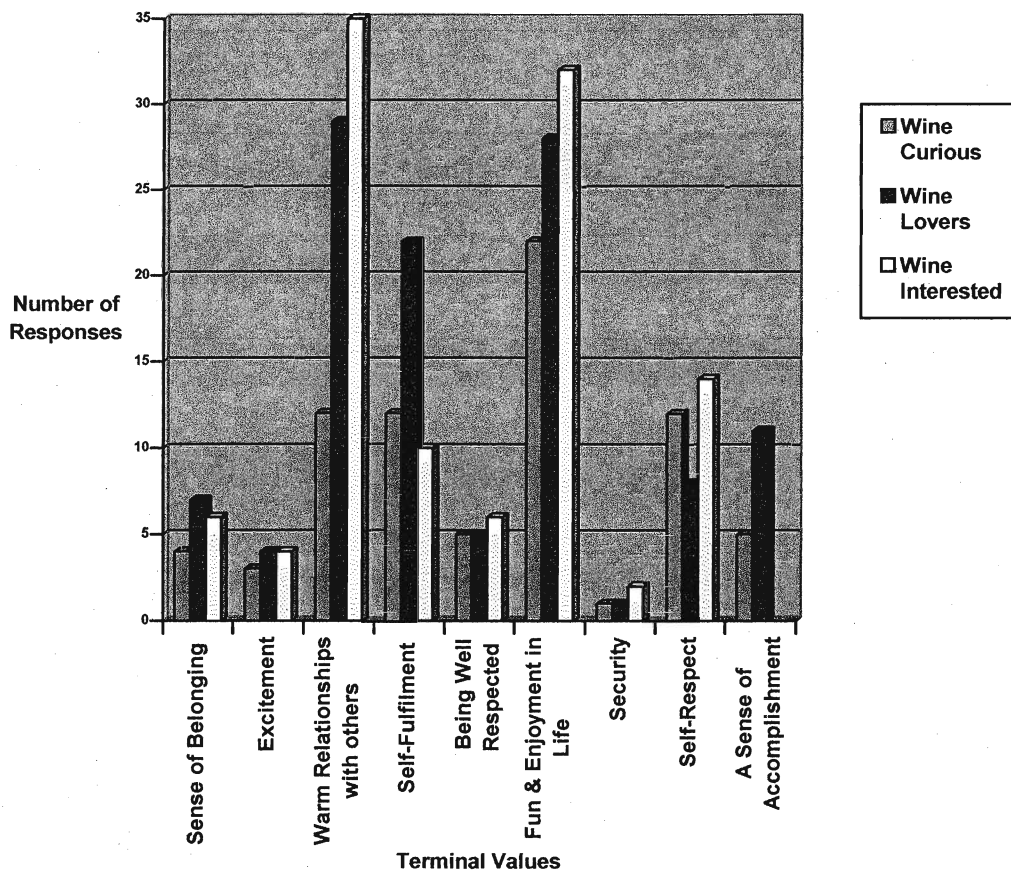
These results indicated that *Wine Lovers* had a stronger agreement of importance on all values, with the exception of being well respected. Since mean scores were rated very high, as being important to very important between the different segments, a second question was asked on the scale, to compensate, and therefore to further differentiate the segments.

A cross tabulation analysis was conducted on section B of the LOV scale, to more accurately indicate which values were more frequently occurring among the segment groups. Sections B of the questionnaire asked respondents to re-read the nine items on the scale and choose the one value they deemed most important in their lives.

The results showed that *Wine Interested* tourists more frequently answered warm relationships with others, fun and enjoyment in life and sense of accomplishment. *Wine Lovers* also more frequently answered, warm relationships with others, and fun and enjoyment in life, but also frequently answered self-fulfillment. The results showed that *Wine Lovers* more frequently answered the value self-fulfillment, than by the *Wine Interested* or *Wine Curious* tourists. The cluster analysis results showed that *Wine Lovers* have the strongest interest and involvement with wine in their life as compared to the other two segments. Since *Wine Lovers* have the strongest affiliation with wine, these

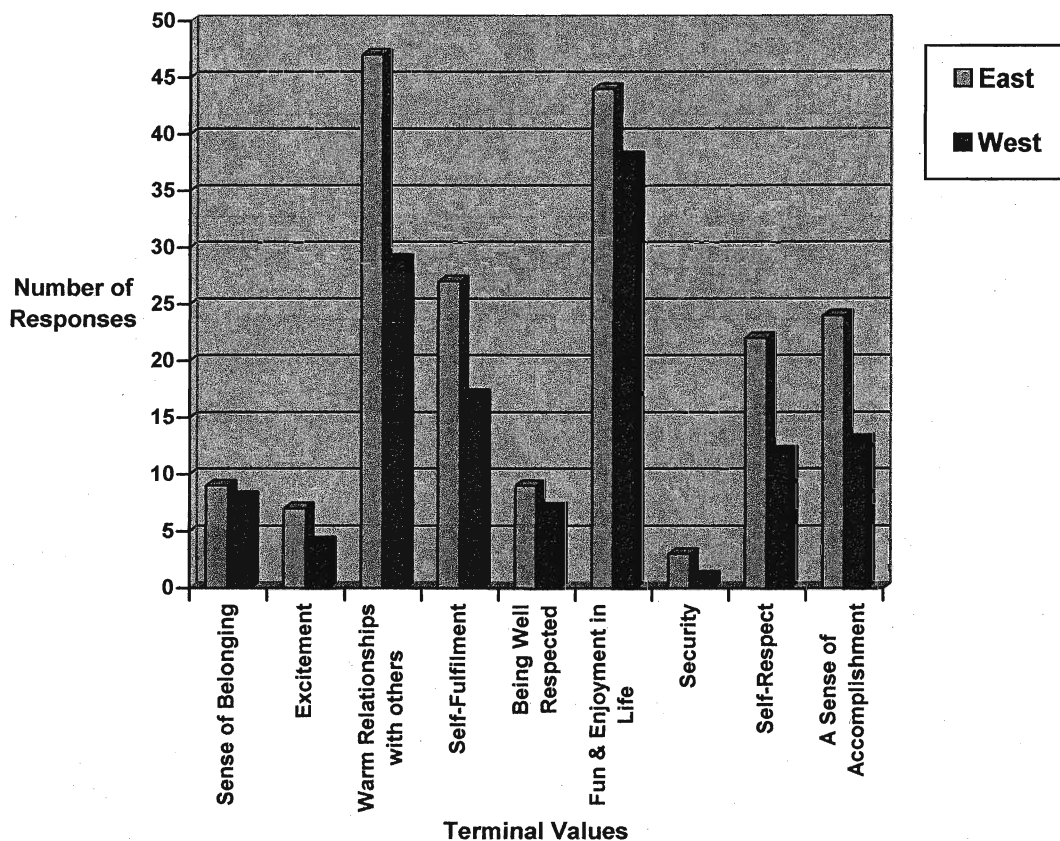
results also suggest that *Wine Lovers* deem self-fulfillment as an important value in their lives, which may suggest that *Wine Lovers* involvement in and interest in wine is self-fulfilling. *Wine Curious* tourists also answered more frequently fun and enjoyment in life as their preferred value. These findings provide indications that *Wine Interested* and *Wine Lovers* have a higher preference for internal value dimensions than *Wine Curious* tourists. According to Homer and Kahle (1988) internal value dimensional people seek greater control over all aspects of their lives. Refer to Figure 4.1 for cross tabulation between the wine interest segments and the LOV.

Figure 4.1: Cross tabulation Between Wine Interest Segments and the LOV



While there was no significant main effect for the location of a winery (East and West), a cross tabulation was also performed on section B of the list of values scale, to identify the most frequently occurring responses. For the East and the West, the most frequently occurring responses were warm relationships with others and fun and enjoyment in life. The results also indicated that for the East, a frequently occurring response that was also highly rated was self-fulfilment. Refer to Table 4.2 for most frequently occurring responses.

Figure 4.2: Cross Tabulation between Winery Location and the LOV



Based on the results, the study will reject the alternative hypothesis ( $H_{1B3}$ ) and accept the null hypothesis ( $H_{0B3}$ ) that there is no significant main effect between the b) winery location on c) the list of values. However, the study accepts the alternative



hypothesis ( $H_{1A3}$ ), since there was a main effect for a) wine interest segments on c) the list of values.

#### **4.16 MANOVA for Region/segments and Wine Purchasing Behaviour**

• *Research Question: 7) Is there a main effect of a) the wine interest segments, and b) the location of a winery (East & West) on c) the wine purchasing behaviour of wine tourists on the Niagara wine route?*

*$H_{1A4}$ : There will be a main effect of a) the wine interest segments, on c) the wine purchasing behaviour of wine tourists on the Niagara wine route.*

*$H_{0A4}$ : There will not be a main effect of the a) wine interest segments, and b) the location of a winery (East & West) on c) the wine purchasing behaviour of wine tourists on the Niagara wine route.*

*$H_{1B4}$ : There will be a main effect of b) the location of a winery (East & West) on c) the wine purchasing behaviour of wine tourists on the Niagara wine route.*

*$H_{0B4}$ : There will not be a main effect of b) the location of a winery (East & West) on c) the wine purchasing behaviour of wine tourists on the Niagara wine route.*

A MANOVA was conducted to determine the effect of the wine interest segments and the location of a winery, on a wine tourist's wine purchasing behaviour. Independent variables were the wine interest segments, *Wine Curious* tourist (N=76), *Wine Lovers* (N=114), *Wine Interested* (N=130), and wine the location of a winery, East region (N=191) West region (N=129). The dependent variables were the quantity of bottles purchased, of red wine, white wine, and other wines.

There was a significant main effect for location of winery, with a  $\lambda = .803$ ,  $F(31, 284) = 2.251$ ,  $p < .05$ . The results of this analysis suggest that tourists on the West side of

the wine route are purchasing on average more wine than on the East. The results indicate that tourists on the West are purchasing at least one bottle of red and white wine per visit versus the East, where tourists are only purchasing half the time. See Table 4.23 for multivariate analysis of variance and Table 4.24 for mean scores of bottles purchased between regions. There was no significant main effect for wine interest segments.

*Table 4.23: Multivariate Analysis of Variance of Wine Purchasing on Location of Winery Univariate Effect*

	<i>df</i>	<i>F</i>	$\eta^2$
<i>Purchase Red Wine</i>	1	9.45*	0.029
<i>Purchase White Wine</i>	1	10.16*	0.031

\*  $p < .05$

*Table 4.24: Mean Scores of Activity Group Lifestyle on Location of Winery*

	<i>M</i>	<i>SD</i>
<i>Purchase Red Wine</i>		
<i>East</i>	0.514	0.117
<i>West</i>	1.07	0.140
<i>Purchase White Wine</i>		
<i>East</i>	.602	0.131
<i>West</i>	1.253	0.157

Based on the results, the study rejects the null hypothesis ( $H_{0B4}$ ) b) the location of a winery on c) wine purchasing behaviour, and accepts the alternative hypothesis ( $H_{1B4}$ ). However, the results of the study reject the alternative hypothesis ( $H_{1A4}$ ) for a) the wine interest segments on c) wine purchasing behaviour, and accept the null hypothesis ( $H_{0A4}$ ).

The final chapter will address the findings and conclusions of the findings of study.

## CHAPTER V: DISCUSSION AND CONCLUSION

### 5.1 Study Focus and Chapter Outline

The purpose of this study was to identify and segment the psychographic characteristics of the Niagara wine tourist. Specifically, segments were identified using a wine interest inventory. The other differences of psychographic characteristics examined where: lifestyle and values; motivation for visiting wine country; and wine purchasing behaviour. The purpose of the study was also to determine whether there were differences between segments identified and tourists who visited wineries on the East and West side of the Niagara wine route. Chapter V will first, summarize the descriptive findings in relation to the literature; Second, the chapter will summarize wine segment findings and findings of East and West differences; Third, examine the implications of the findings as they relate to academia; Fourth, examine the implications of the findings as they relate to the industry; and lastly, draw conclusions and suggest future research considerations. It must be noted that the results of the study are not trying to make inferences statistically to the population, and therefore, generalizations in reference to the results should be interpreted with caution as noted in limitation 14 in Chapter I.

### 5.2 Niagara Wine Tourist

The wine tourists visiting the Niagara region during the shoulder-season were: predominantly male; primarily between the ages of 25-55; well educated, with a large number having a bachelor degree; and a little more than one quarter of the wine tourists with incomes of \$100,000 plus. However, since the many couples filled out the questionnaire together the income variable may be inflated because it may be a combination of household and an individual's income. Nonetheless, the findings from

this study have similar comparisons, demographically to the Telfer and Hashimoto (2003) study in Niagara, which was conducted during the high season. The results from this study suggest that there were higher income earners visiting Niagara wine country during the shoulder-season.

Another difference in the results was gender. This study's results indicated that most tourists visiting wine country were males. Literature on wine tourism in Australia, New Zealand and the United States note that wine tourists are mostly female (Mitchell et al., 2000). While this study is consistent demographically with the literature on wine tourism, with the exception of gender findings, therefore comparative research, as it relates to gender, would be needed in Niagara to determine whether this is a local aberration or trend.

This study also examined points of origin of wine tourists and found that the majority came from Ontario. Telfer and Hashimoto (2003), purport that Niagara wine tourists are primarily from Ontario. While the findings of this study are consistent with the research of Telfer and Hashimoto (2003), this research, in addition, confirmed that the majority of the wine tourists were not only from Ontario, but indicated that the largest proportion of them came from the Greater Toronto Area (GTA) however, caution must be taken when interpreting the results due to the time frame the data was collected since there were special events at the wineries. Furthermore, of those wineries that decided not to participate in the study, one winery chose not to participate since they felt that during the shoulder-season, the majority of their tourists were from Niagara and therefore did not think the study would benefit them. Contrary to their belief, only a small number of the sampled tourists visiting wineries were from Niagara. Since the study only examined

tourists who toured during the weekend of the shoulder-season, there is the possibility that locals avoid visiting wineries during the weekends since they are busier times. This may account for the small number of locals found in the results.

These findings strongly suggest wine marketing should be targeting the GTA year round. These findings align with the wine and culinary tourism strategy that promotes Ontario wines, matched with entrée's from restaurants in Toronto and Niagara (WCO, 2002). Future studies should examine the link between the GTA market as it relates to Ontario wine and food and/or restaurants to further exploit the importance of this domestic market. Findings in this study also discovered that, despite tougher economic times for tourism and increased security measures at the U.S. borders, a number of tourists are still traveling to the Niagara Region, from the New York and Ohio state areas.

According to Bruwer et al., (2001), demographics are one of the most widely used tools to identify markets, but these researchers also note that demographics do not always adequately identify target markets. Research suggests that wine consumers can have similar characteristics demographically, but their consumption patterns, interests and lifestyles, with regards to wine, can be different. Hall and Macionis (1998), in their definition of the wine tourist, state that their definition is limiting, as it does not adequately describe who the wine tourist is. Since there has been research that has looked at the demographic profiles of wine tourists, the primary purpose of this study was not to closely examine demographics, but to provide insights into the psychographic characteristics of wine tourists.

### 5.3 Niagara Wine Tourist Segments

As noted in Chapter II, previous studies in wine tourism have identified three known wine tourist segments: *Wine Lovers*, *Wine Interested*, and *Wine Curious* tourists (also known as *Wine Novices*) (Hall & Macionis, 1998; Charters & Ali-Knight, 2002). These previous segments were identified by examining wine tourists wine interests and other wine tourism attributes (refer to Table 2.4). Based on the findings from these two studies, along with other literature as it relates to the Australian wine drinking population, a wine interest inventory was created. Using factor analysis on the wine interest inventory, the results of this study indicated that there were four factors of wine interests that emerged from the factor structure. The first factor of wine interest was *social experiential wine interested*. This encompassed wine tourists who like older wines; enjoy drinking different types of wine; like recommendations on wine from others and the media; and strongly enjoy drinking wine with friends and family. The second factor of wine interest was the *recreation wine interest*. This encompassed wine tourists who were interested in focusing on the enjoyment of wine tasting, visiting wineries, and attending wine special events. The third factor of wine interest was *hobby wine interest*. This encompassed wine tourists who had interest in and enjoyed watching television shows on wine and reading about wine, and the brand of wine was important to them. The fourth factor of wine interest was *image-associated interest*. This encompassed tourists who considered expensive wines to be better in quality, drank wine to improve their social status, and self-image, and they liked wine labels that stood out.

Using a cluster analysis, the four wine interest factor structure was analyzed to provide differences on mean scores, to distinguish the segments on their interest on and

about wine in their lives. Since previous work by Hall and Macionis (1998) and Charters and Ali-Knight (2002), found three segments based on interest, this study used a 3 case cluster to show whether or not there were similarities in the results, as compared to the other studies. The result from the cluster analysis indicated that three distinct groups of wine tourists exist and showed parallels to the wine interest types of the previous studies. Since the results showed similarities to results from Hall and Macionis (1998); Charters and Ali-Knight (2002), the same segment names were chosen for this study: *Wine Lovers*, *Wine Interested*, and *Wine Curious*.

Consistent with Charters and Ali-Knight's (2002) findings, the results from this study indicated that *Wine Lovers* are considered to have a high interest in all wine interest categories, suggesting that they have a greater than average involvement with and knowledge of wine. Charters and Ali-Knight (2002), support the notion that *Wine Lovers* are those who are knowledgeable about wine, finding that this group reads books and watches television shows on wine, and thoroughly enjoys wine tasting. The results of this study suggest that while *Wine Lovers* have the highest interest in wine in all categories. However, all segments had a high level of agreement for the factors *social experiential wine interest* and *recreational wine interest*. The results provide an indication that all segments have a primary interest in wine related to these two factors. According to these two factors (*social experiential wine interest* and *recreational wine interest*), wine tourists segments primary interests about wine indicate that they enjoy different types of wine, enjoy older wines, and prefer recommendations from others and the media on wine and they enjoy drinking wine with friends and family. Furthermore, all segments have an agreement for enjoying taking wine tours, enjoy wine tasting, visiting

wineries and attending wine courses. These findings provide an indication to wineries that they should focus more attention on these wine interests for all wine tourist segments. Increasing the overall experience by being able to satisfy the segments areas of wine interests has the potential to influence a person's decision to purchase wine. While the intention of this study was not to focus on the experiential nature of consumer behaviour, there is a direct link between a consumer's behaviour and the experience with a product and the decision to buy the product (Holbrook & Hirschman, 1982; Addis & Holbrook, 2001). In Chapter II, Figure 2.1, 'Utilitarian Consumption versus Hedonic Consumption' suggests that there is a relationship between the product and a person's emotions and interaction with the product, such as feeling and fun (Addis & Holbrook, 2001). According to Spawton (1991) Figure 2.2 the "core benefit" why people choose to drink wine has intangible and tangible features, which influence a consumer to purchase. The two main factors *social experiential wine interest* and *recreational wine interest* have similarities to the intangible features. Segmenting and targeting wine tourists on psychographic characteristics, such as their wine interest when visiting wineries will aid wineries in understanding what draws consumers to their establishments and their interest in and about wine.

Since the wine inventory was also created from the literature on Australian wine drinkers, there are also some parallels between wine tourists and the wine drinking segments literature. The results indicated that *Wine Lovers* and *Wine Interested* tourists have some similarities to Spawton's (1991) wine drinking segments of "Connoisseur's" and "Aspirational wine drinkers" (refer to Table 2.5). According to Spawton's designation, "Connoisseur's" are the most knowledgeable segment about wine and they



enjoy experimenting with different wines, wine education is a hobby and they read avidly about wine. “Aspirational wine drinkers” are concerned with the social aspects of wine, attracted to fashionable wine styles, are likely to attend wine courses and enjoy recommendations from others and the media. *Wine Lovers* characteristics would best fit the profile of the “Connoisseur” and “Aspirational wine drinkers” and *Wine Interested* characteristics would fit somewhere in between these two profiles with the exception that *Wine Interested* tourists have a low wine hobby interest. It is clear that some parallels that do exist between the wine tourism segments and a wine drinking population. However, future research would need to be conducted to make comparisons to Spawton’s segments on wine tourism as it relates to drinking patterns and knowledge about wine.

This study also found other psychographic variables that better describe the wine tourist. This study examined the motivation to visit a winery to ascertain differences between the segments. The results showed that *Wine Lovers* had the highest agreement on motivation for visiting a winery, than the other two segments for purchasing wine, the architecture, the rural setting, engaging in wine education, relaxation, and attending for a special event. Both *Wine Lovers* and *Wine Interested* tourists had a strong agreement in motivation to taste wine when at the winery. These results suggest that, *Wine Lovers* have a higher level of agreement on motivation for visiting wine country on wine tourism related variables, than the other two segments. When compared to the cluster analysis results, *Wine Lovers*, have a stronger affiliation as it relates to wine when planning a trip to wine country. Results also indicated that among all wine tourist segments, the highest agreement of motivation for visiting a winery was to taste. According to Telfer and Hashimoto (2003), their study in Niagara indicated that purchasing was the most

common motivational factor among tourists during the high season. This study's findings indicated was different to Telfer and Hashimoto findings, and found that for wine tourist segments during the shoulder-season, that tasting was the prime motivating factor. Therefore, in order to attract more visitors to wine country in the shoulder-season, promotional activities should place more emphasis on the tasting experience. In Chapter II, motivation was described as a process, by which people act on their needs, which triggers an instrumental behaviour effect (Mannell & Kleiber, 1997). In this case wine tourists were seeking a unique experience and that was to taste wine, which was an important motivating factor among all segments.

To garner a further understanding of whom the wine tourists were, an examination of their lifestyle and values were more closely examined. Results for the segments showed, that *Wine Lovers* had the highest level of agreement in all activity group lifestyle categories. However, *Wine Lovers* had a strong agreement that they would participate in social activities, and *Wine Interested* and *Wine Curious Tourists* had a slightly more positive than uncertain agreement that they would be participants of social activities. *Wine Lovers* also had a slightly more positive, than uncertain interest, in participating in cultural activities. Lastly, *Wine Lovers* and *Wine Interested* tourists were also slightly more positive, than uncertain, that they would be participants in outdoor activities. In Chapter II, lifestyles were noted to have an impact on the choice of products purchased or engaged (Demby, 1974; Gunter and Furnham, 1992; and Michman, 1991). Having knowledge of the lifestyle preference for a specific wine tourist segment, allows marketers to target markets through promotion using lifestyle images, and/or meeting the demands of these lifestyle preferences, through activities at the winery.

Wine tourists were also measured on their values using the LOV scale. Results indicated that *Wine Lovers* are individuals who deem warm relationships with others, self-fulfillment, and fun and enjoyment in life, important in their daily lives. Nevertheless, all segments rated all values with a high level of importance in their lives. To provide a further differentiation between the segments, the LOV asked participants to indicate the value they deemed most important in their lives.

Hall and Winchester (2000b), noted that values learned by individuals also aid in differentiating individuals. In this study, for example, *Wine Lovers* and *Wine Interested* tourists considered warm relationships with others to be extremely important in their daily lives. However, their differences indicated that *Wine Lovers* considered self-fulfillment important, whereas *Wine Interested* tourists considered sense of accomplishment important. These findings provide the researchers with a much clearer distinction between the two segments. Having a clear distinction between various segments will enable wineries to cater to various segments appropriately. *Wine Lovers* for example, are individuals who perceive wine as an integral part of their lives, and therefore learning about wine and having aspects of wine in their life provides them with self-fulfillment. On the other hand, *Wine Interested* individuals consider self-accomplishment more important, suggesting interest in wine is an important element in improving themselves, but it is not a primary factor influencing their lives. To further support this contention, *Wine Interested* individuals have a moderate to low hobby interest in wine, whereas *Wine Lovers* have a higher wine hobby interest, thus indicating perhaps that *Wine Lovers* are more self-fulfilled on this particular variable. This

reinforces what Pitts and Woodside (1986) suggest that is values research aids in indicating differences between segments.

Outlined in Table 5.1 below is a detailed psychographic description of each segment, as found in this study, rated in order of highest agreement to lowest agreement. It must be noted that the results of this study identified the psychographic characteristics of the respondents, but did not intend for the results to equate to behaviour. There are other variables beyond the scope of this study such as level of service or impressions of the winery that may influence behaviour. In this study, the only variable that examined behaviour was wine purchasing. Based on theoretical and empirical evidence it was thought that *Wine Lovers* would have purchased more wine than the other two segments, but was not the case.

*Table 5.1: Wine Tourist Psychographic Characteristics*

**Wine Curious**

- 
- Value deemed most important is: fun and enjoyment in life.
  - Slightly more positive than uncertain, motivation to visit for tasting.
  - Slightly more positive than uncertain, motivation to visit for relaxation.
  - Slightly more positive than uncertain, to participate in social activities.
  - Uncertain social experiential wine interest.
  - Uncertain recreational wine interest.
  - Uncertain motivation to visit to purchase.
  - Uncertain to participate in outdoor activities.
  - Uncertain to participate in cultural activities.
  - Disagreement for hobby wine interest.
  - Disagreement for image associated interest.
  - Disagreement for motivation to visit for architecture.
  - Disagreement for motivation to visit for the rural setting.
  - Disagreement for motivation to visit for wine education.
  - Disagreement for motivation to visit for a special event.
  - Disagreement for motivation to visit to happen to drop by.
-

- 
- Disagreement to participate in hobby activities.
  - Strong disagreement of motivation to visit for meeting the winemaker.
- 

### **Wine Interested**

- 
- Values deemed most important are: warm relationships with others, and fun and enjoyment in life.
  - Strong agreement for motivation to visit for tasting.
  - Agreement for social experiential wine interest.
  - Agreement for recreational wine interest.
  - Agreement for motivation to visit for relaxation.
  - Slightly more positive than uncertain, motivation for visit for purchasing.
  - Slightly more positive than uncertain, to participate in social activities.
  - Slightly more positive than uncertain, to participate in outdoor activities.
  - Uncertain motivation to visit for the rural setting.
  - Uncertain motivation to visit for the wine education.
  - Uncertain to participate in cultural activities.
  - Uncertain to participate in hobby activities.
  - Disagreement to almost uncertain hobby wine interest.
  - Disagreement to almost uncertain motivation to visit for the architecture.
  - Disagreement for motivation to visit for meeting the winemaker.
  - Disagreement for motivation to visit for a special event.
  - Strong disagreement for motivation to visit to happen to drop by.
  - Strong disagreement for image associated interest.
-

### Wine Lovers

- 
- Values deemed most important are: warm relationships with others, fun and enjoyment in life, and self-fulfillment.
  - Strong agreement for social experiential wine interest.
  - Strong agreement for recreation wine interest.
  - Strong agreement for motivation to visit for tasting wine.
  - Strong agreement for motivation to visit for relaxation.
  - Strong agreement to participate in social activities.
  - Agreement for hobby wine interest.
  - Slightly more positive than uncertain, motivation to visit to purchase.
  - Slightly more positive than uncertain, motivation to visit for wine education.
  - Slightly more positive than uncertain, motivation to visit for the rural setting.
  - Slightly more positive than uncertain, to participate in outdoor activities.
  - Slightly more positive than uncertain, to participate in cultural activities.
  - Uncertain to participate in hobby activities.
  - Uncertain motivation to visit for a special event.
  - Uncertain motivation to visit for the architecture.
  - Low to almost uncertain image associate wine interest.
  - Disagreement for motivation to visit to meet the winemaker.
  - Disagreement for motivation to visit to happen to drop by.
- 

\*Table was generated from the results of the study

The above table does suggest that the dominant group to target in Niagara would be the *Wine Lovers* group as they have the highest interest in wine in their life and some of the highest motivations for visiting winery. Since the main objective is selling wine in order for wineries to survive, this segment would most likely be the most lucrative to target. Nonetheless, this study does indicate that there are also two other segments that are visiting Niagara wine country, and it is equally important to cater to all groups to ensure a positive experience and return visits by these other two segments. It is apparent that as one moves from *Wine Curious*, to *Wine Interested* to *Wine Lovers* there is an

upward trend in their interest in wine, motivation to visit and also their participation in the activity lifestyle groupings. Further research would be helpful to differentiate these segments based on interests, activity group lifestyle and the number of previous visits to Niagara country, to determine if there are correlations.

A trend that is notable in the above table is the change in a wine tourists values. As one moves from *Wine Curious*, to *Wine Interested*, to *Wine Lovers* and their interest in wine increases, new values emerge. For example, as one begins to be exposed to wine (*Wine Curious*), the value most important to them is fun and enjoyment in life. As one moves to *Wine Interested* a value in addition to fun and enjoyment in life emerges, and that is warm relationships with others. Lastly, as a wine tourist reaches the highest wine interest (*Wine Lovers*), the value in addition to the other two values, is self-fulfillment. Wine tourist's values as they relate to wine interest merits further investigation.

While the above findings provide a broad view of who the wine tourist is in the Niagara Region psychographically based on segments, the study also examined wine tourists from a more specific view by looking at specific regions East and West.

#### **5.4 Distinction Between Regions**

According to Telfer and Hashimoto (2003), there are two distinct regions in Niagara wine country, which are noted as East, and West. Their study further analyzed these results to determine if there were more specific characteristics between regions, on such variables as motivation to visit, lifestyle, values and wine purchasing behaviour. The present study found that on the East and West side of the wine route, wine tourists disagreed that they were motivated to visit a winery for a tour. However, the findings did indicate that tourists on the East were closer to uncertain. Tourists on the West were more

motivated to visit this side of the wine route for the rural setting than those in the East. Telfer and Hashimoto (2003) findings similarly indicated that taking a winery tour was more important on the East side of the wine route than the West. Hashimoto and Telfer (2003), also indicated that the rural setting was an important factor for visiting wine country on the West, as compared to the East. The findings from this study also indicated that tourists on the West side of the wine route have a higher preference for outdoor activities and social activities than do tourists on the East. The implications of these findings suggest that wineries on the West side of the wine route should target or promote the area for its rural surroundings, geared towards people who have a preference for social outdoor activities.

Other findings distinguishing tourists on the East and West sides of the wine route deemed, values warm relationships with others and fun and enjoyment in life, as being highly rated important values in their life. Furthermore, tourists on the East side of the wine route also deemed, self-fulfilment as being one of the highly rated important values. These findings aid in distinguishing the types of tourists visiting the two regions. Hall and Lockshin (1999), also suggest that assessing values allows marketers to distinguish markets and understand human behaviour, which in turn, aids marketers and wineries to better position their product and brand image, with ads targeting tourists core values. Studies in the tourism field, for example, have used values to distinguish tourist segments on activity preference, travel and leisure choice, destination choice and hotel choice (Zins, 1998; Madrigal & Kahle, 1994; and Pitts & Woodside, 1986;). Furthermore, these studies also indicated that values can aid in better positioning products for market segments based on advertising or promotion.



These findings have strong marketing inferences, as values can be incorporated into a phrase in an advertisement (Michman, 1991). As noted in Chapter II, values play a more crucial role in the decision-making process, since people naturally rely on their value system to resolve conflicting factors in their lives (Kahle and Kennedy, 1989). Thus, from a marketing perspective, knowing a wine tourists values enables a winery to promote their product by appealing to those tourists, and in turn may influence them to purchase their wine. Values have a direct influence on how people make decisions in their lives (Kahle and Kennedy, 1989), and understanding what people value as being important, aids marketers to understand other behavioural characteristics and/or patterns of consumers. If wineries can distinguish tourist's values between various segments, the wineries can optimize the tourist experience based on this segment's characteristics and enhance the potential to increase the profit margins of wine sales.

Lastly, the study examined the wine purchasing behaviour of tourists in the region. The findings indicated that, on average, more wine was purchased in the West than in the East, and on average, people in the West bought at least one bottle of wine or more per visit. Tourists in the East only bought a bottle of wine half the time. Study results also indicated that wine tourists tend to buy more white than red on both sides of the wine route. The implication of these findings suggests that tourists who visit wineries have a stronger preference for drinking white wine from the Niagara region. Stronger marketing and sales plans should be initiated to strongly promote the wide variety of white wines available from Niagara, inside and outside of the winery, to exploit this trend further. The findings also suggest that a better effort is required to promote red wines from the region. Further the findings indicate that the majority of tourists who visited

Niagara wine country were from the GTA. The GTA has the largest urban population in all of Canada. The development of marketing campaigns geared to noted wine tourist segments, keying on core values, lifestyle characteristics and the merits of Niagara wineries and wines, need to be directed at such a potentially lucrative marketplace. Future research also needs to examine why red wine undersells white wine in Niagara wine country. The descriptive statistics indicated that wine tourists enjoyed matching wine with food. A strategy that could increase red wine sales at the cellar door, could be to offer samples of Niagara red wine with food such as cheese or other delicacies. This approach is in line with the WCO's proposed wine and culinary strategy, that focuses on Toronto and Niagara restaurants selling entrées that match Ontario VQA wines, to promote the Niagara wine region. This strategy will expose domestic and international tourists, who tour or reside in Toronto and Niagara, to try Niagara wines and perhaps encourage them to visit the wineries. The strategy includes creating wine and culinary tour packages in partnership with hotels, inns and bed and breakfasts in the Niagara region. The strategy will definitely enhance the popularity of tourism in the Niagara wine region and should increase wine sales at wineries.

Please refer to Table 5.2 for a detailed layout of differences between East and West rated in order of level of agreement from highest to lowest.

*Table 5.2 Differences between East and West wine regions in Niagara*

<u>East</u>
<ul style="list-style-type: none"> <li>- Values deemed to be important were: warm relationships with others, fun and enjoyment in life and self-fulfillment.</li> <li>- Slightly more positive than uncertain, for motivation to visit for the rural setting.</li> <li>- Slightly more positive than uncertain, to participate in social activities.</li> <li>- Slightly more positive than uncertain, to participate in outdoor activities.</li> <li>- Uncertain motivation to visit for a day out.</li> <li>- Disagreement but closer to uncertain, for motivation to visit for a wine tour.</li> <li>- On average tourists purchased a bottle of red or white half the time when visiting a winery.</li> </ul>
<u>West</u>
<ul style="list-style-type: none"> <li>- Values deemed important were: Warm relationships with others and fun and enjoyment in life.</li> <li>- Agreement for motivation for visit for the rural setting.</li> <li>- Agreement for being a participant of social activities.</li> <li>- Slightly more positive than uncertain, for being a participant of outdoor activities.</li> <li>- Slightly more positive than uncertain, for motivation to visit for a day out.</li> <li>- Disagreement for motivation to visit for a wine tour.</li> <li>- On average wine tourists purchased a little more than one bottle of white wine per visit at a winery.</li> <li>- On average wine tourists purchased at least one bottle of red wine per visit at a winery.</li> </ul>

### **5.5 Implications of the Findings as it Relates to Academia**

A multiple case study methodology was used for this study to provide a more in-depth understanding of the psychographic segments of wine tourists, and the difference between the East and West wine regions in Niagara. As mentioned in Chapter III, multiple case study design consists of analytical generalizations via replication logic. Specifically, this study wished to investigate the psychographic segments of wine tourists in the Niagara wine region, and to test a method of segmentation of wine tourists using a wine interest inventory. The study also set out to investigate whether differences exist psychographically on the East and West side of the Niagara wine route, expanding on

previous work by Telfer and Hashimoto (2003). This helped define the unit of analysis as being the East and the West sides of the wine route.

This study is considered to be exploratory, and according to Yin (1993), an exploratory case study “is aimed at defining the questions and hypotheses of a subsequent study or determining the feasibility of the desired research procedures” (p. 5). Yin (1993), notes that exploratory multiple case studies need a conceptual framework and operational measures or protocol.

The basis of this study was to fill a gap in the study of wine tourism (Hall, 2000), where there has been little work carried out in identifying the psychographic characteristics of wine tourists (Mitchell et al. 2000). The framework guiding this study is a top down framework (refer to Figure 2.3), that is shaped like a wine goblet, involving variables in the order in which they were analyzed in the study: 1) wine interest; 2) wine interest segments; 3) wine interest segments and differences in motivation, lifestyle, values, and wine purchasing behaviour; 4) East and West wine regions and differences on motivation, lifestyle, values and wine purchasing behaviour; and 5) wine tourist characteristics at the bottom of the goblet. As noted in Chapter II, the framework moves from broad to more specific. The first component, “wine interest” is situated at the top of the goblet, indicating that tourists have a relationship with wine interest or involvement with wine in their lives. Findings of this study indicated, using factor analysis, that there were four main interest factors which emerged and they are, *Social Experiential Wine Interest*, *Hobby Wine Interest*, *Recreation Wine Interest*, and *Image Associated Wine Interest*. Moving down the goblet, the wine interest factors were then segmented into different types of wine tourists, which are *Wine Curious*, *Wine Interested*, and *Wine*

*Lovers*. These themes were chosen since they show similar patterns of wine interest from the work of Hall and Macionis (1998) and Charters and Ali-Knight (2002). Moving further down the wine goblet these wine interests segments were then measured for differences on various variables, like motivation to visit the winery, lifestyle, values and wine purchasing behaviour, to provide a more detailed picture of who the wine tourist is. The findings in this study indicated that there were differences among all wine interest segments on the above variables, except for wine purchasing behaviour (please refer to Table 5.1 for differences between the segments).

Once a broad view of the wine interest segments was determined, and differences examined on the aforementioned variables (motivation, lifestyle, values and wine purchasing behaviour), these variables were then measured as to whether there were further distinction between regions (East and West) in Niagara. The findings of this study did note that there were differences between East and West on the aforementioned variables (please refer to Table 5.2 for differences between regions). Thus, one can observe that the framework is going from broad (Niagara region) to more specific (East and West wine regions). The final component of the framework is the base of the goblet, and deals with the component, wine tourist characteristics, which encompasses all the information above in the framework. The framework illustrates visually how the study analyzed the psychographic characteristics of wine tourists in the Niagara Region. This broad to specific framework for examining wine tourists psychographic characteristics, allows one to view the characteristics noting what type of tourists are traveling to the area, filtering down to finer details between regions. Future research however, could take this framework one step further and examine differences in the same variables between

individual wineries. The usability of this framework is important for other future comparative studies as it clarifies the nature of the research problem and also indicates areas of research directed to the problem (Mitchell, 1989). The conceptual framework will be helpful for future studies as a starting point to build upon or extend their investigations where gaps may exist (Mitchell, 1989). In this context, the conceptual framework guiding this study aid in the development of the understanding of the psychographic characteristics of wine tourists and also a method of segmentation.

This research, as previously mentioned, is based on the replication approach to multiple case study methods as illustrated by Yin (1994), in Figure 3.1. Each of the cases is similar to performing a single experiment for each case, and replication is sought across each experiment to draw conclusions to a real-life context (Yin, 1994). In this study, replications were found between the various segments and the East and West sides of the Niagara wine route, as it relates to motivation, wine purchasing behaviour, lifestyle and values. For example, there was a notable difference between the regions on these variable (see Tables 5.1 and Table 5.2 for specific differences). According to Yin (1994), multiple case study design is a framework that can be used as a vehicle to generalize to new cases for cross-experimental design.

In conclusion, Yin's (1994) multiple case study method approach for conducting this study, aided in showing that psychographic segments can exist in the Niagara Region, and also showed that there are differences psychographically between the East and the West Niagara wine regions. It is suggested that the conceptual framework, can provide a basis for future psychographic segmentation studies, and also the results from this study can be used as a starting point to generalize across new cases in other wine

tourist segmentation studies. This study also recommends that the framework be applied in other regions and results could be compared to investigate differences.

There is also a consensus among researchers that there is a lack of quality and quantity of market research in wine tourism to profile wine tourists (Bruwer, 2003, Mitchell et al., 2000). While there has been scant research in the area, there have been some studies that have attempted to provide data as it pertains to segmenting wine tourists. Studies in wine tourism have adopted the work by Hall and Macionis (1998) and found similar findings for the wine tourists segments. These studies used various methods of extraction in their research methodologies, such as personal interviews, surveys and direct observation techniques. While these studies have provided a foundation for wine tourists demographic and psychographic information, wine tourism studies have not yet adopted a fixed method of segmentation for examining the psychographic characteristics of wine tourists.

To identify psychographic characteristics of wine tourists, this study examined the literature on the psychographics of tourism and wine marketing, to provide background on how these studies segmented their respective markets. Using a quantitative survey method this study successfully segmented the Niagara wine tourist market with findings similar to those found by Hall and Macionis (1998) and Charters and Ali-Knight (2002). The results of the this study indicated that *Wine Lovers*, *Wine Interested* and *Wine Curious* tourists are also found in the Niagara wine region, using psychographic indicators such as, motivation, wine interest, lifestyle, values and wine purchasing behaviour. Furthermore, this study also identified psychographic differences between the two distinct regions of East and West Niagara. While this study was able to identify

segments of wine tourists in Niagara, this study moreover provided information contributes to filling a gap in the wine tourism literature as it pertains to psychographic information on wine tourists. This study represents the first attempt at using psychographic information in the Niagara region and also provides a conceptual framework for psychographic segmentation of wine tourists. Next, the chapter will look at the implication of these findings in relation to the industry.

### **5.6 Implication of Findings as it Relates to the Industry**

According to Bruwer (2002), wine sales at the cellar door are of the utmost importance in order to foster customer relationships and brand loyalty. Dodd's (1999) model (Figure 2.1), in Chapter II, illustrates the process of information flow to first time visitors at a winery. In Chapter II, authors also indicated that by understanding the process of how people learn about visiting wineries and who they are, can enhance the possibility of creating loyal customers, repeat visits and strengthening wine brand customer partiality (Dodd, 1999; Bruwer, 2002; Charters & O'Neill, 2000).

Understanding wine tourist psychographic characteristics that influence consumer behaviour such as, wine interest, motivation, lifestyle, values and wine purchasing behaviour, aids in identifying who the wine tourists are that visit wine regions.

Dowling (2001), suggests in Chapter II, that wine tourism does not necessarily revolve around the wine, but involves the experience one has at the winery. To provide an optimal experience for wine tourists at wineries, it is essential to better understand the psychographic characteristic of these individuals. Results of this study found that there were *Wine Curious*, *Wine Interested* and *Wine Lovers* segments. These findings provide some indications of the various types of wine tourists that frequent Niagara providing an



opportunity for wineries to cater to them accordingly. For example, this study found that there were differences between segments, in motivation for visiting wine country, and also indicated that there were differences in lifestyle characteristics and values.

Indications that there are differences between types of wine tourists suggest that there is a necessity to carry out market segmentation studies in the Niagara region. According to Sommers and Barnes (2004), being able to identify psychographically how various groups of people think and live, aids in being able to better develop products, services, advertising and other marketing techniques that appeal to these specific customers.

As noted above, this study identified different segments with varying degrees of wine interest or involvement with wine. For example, *Wine Lovers* had the highest wine interest as compared to *Wine Curious* tourists who were noted to have the lowest wine interests. These findings support the notion that wine clearly plays an important role in some peoples lives, suggesting that wine is not just a beverage, but part of a lifestyle. Having a better understanding, this can add value to wineries marketing initiatives in appropriately targeting consumers based on their interest or importance of wine in their lives.

This study looked further into the psychographic characteristics of wine tourists, and examined distinctions between the two existing regions, that is the East and West sides of the wine route. While the foregoing provides some inferences for consumer behaviour, understanding the distinct differences between regions aids in understanding what attracts people to specific destinations, in relation to their psychographic make-up. Hashimoto and Telfer (2003) indicated that wine is very much attached to geographic locations, and point out that there are marketing advantages and disadvantages for

wineries that can occur when there are clear distinctions between regions. Wineries can either market on their own, or wineries can market together based on their geographic region (Hashimoto & Telfer, 2003). The Hashimoto and Telfer (2003) study indicated that there is a loss of individual winery identity the more a winery markets on a larger scale, such as by region, province or nation. However, when a winery markets itself on a larger scale, there is a wider brand affiliation with a wine region, and increase economies of scale (Hashimoto & Telfer, 2003). This study identified that there were distinct differences between winery locations, associated with motivation, lifestyle, values and wine purchasing behaviour (see Table 5.3 for distinct differences). Having a better understanding of distinct differences between regions in a young emerging wine industry like Niagara, it is important, for wineries from these distinct winery locations, to partner on marketing strategies.

Based on informal conversation with respondents, it is likely that wine tourists will visit more than one winery in a day. Keeping this in mind, it is also important for wineries to share in their understanding of consumer segments in their respective regions. It is difficult for a single winery to penetrate large domestic or international markets. However, when a group of wineries in a region bands together and collaborates on marketing efforts, they can create with their collective resources, the image of a wine region that represents high quality products. Once a region attains distinction, individual wineries within the region can then turn their marketing initiatives to brand allegiance. Understanding the psychographic characteristics of wine tourists in Niagara will enhance their collective and individual marketing campaigns to attract tourists to their respective

destinations. The next section will address examples of possible marketing initiatives as they relate to the wine tourist segments and the Niagara East and West regions.

### **5.7 Possible Marketing Initiatives**

The previous section noted that there is a need to understand wine tourist market segments and the need for stronger marketing campaigns. In a young wine region like Niagara, Ontario, a better understanding of how to cater to client needs results in more efficient targeted marketing. More specifically, this section will suggest possible wine marketing initiatives for each segment and also for the East and West wine regions based on the study results.

In this thesis three segments of tourists were supported as proposed in the literature (*Wine Curious*, *Wine Interested* and *Wine Lovers*). *Wine Curious* tourists were shown to be tourists who have a moderate to low interest in wine; were somewhat motivated to taste wine; and have a low motivation for education in wine. However, these tourists have a core value of fun and enjoyment in life. Based on their psychographic characteristics, *Wine Curious* tourists are coming to the wineries for the relaxed environment, to sample a glass of wine, and to enjoy the winery setting. Wineries could provide a setting that has an atmosphere where *Wine Curious* tourists can sample wine at their leisure, while enjoying the winery setting. *Wine Curious* tourists are not visiting the winery because of their high interest in wine, but rather are there for fun and relaxation. Catering to the *Wine Curious* tourist's in this manner provides an opportunity for wineries to sell wine to these patrons in a non-intrusive manner. Since *Wine Curious* tourists have a low interest and involvement in wine as compared to the other two segments, exposure to introductory wine education via a tour of the winery or video

would be useful to market to this segment. Increasing a *Wine Curious* tourists interest and knowledge of wine will hopefully provide wineries with the retention of these potential new consumers increasing their knowledge of wine to foster brand loyalty of their product for future purchase.

*Wine Interested* tourists have a moderate to high social experiential interest in wine and recreation interest in wine, and a strong agreement that their motivation for visiting is wine tasting. These tourists generally enjoy wine tours, wine tasting, drinking wine with friends and family and enjoy a variety of wines. These tourists also enjoy attending wine courses and prefer recommendations from others and the media. They also enjoy outdoor activities and are somewhat motivated to visit wineries for wine education. These types of tourists would benefit from a formal winery tour, but with further wine education on viticulture practices with an outdoor component would be beneficial. Wineries could provide these tourists with wine tastings outside during the warmer months beside the vines that produce the grapes associated with the specific wines. This segments high social experiential, and recreational wine interest would benefit from increased wine education in a setting that suits their interest of wine and lifestyle of social and outdoor activities.

The last segment identified was *Wine Lovers* and they had the highest level of interest of wine from a social experiential and recreation wine standpoint. Furthermore, they also had an interest in wine as a hobby and also had some image associated interest about wine. These tourists are strongly motivated to purchase and taste wine, and they have a strong motivation to learn about wine when visiting a winery. They also have a likelihood of being participants in social, cultural, and outdoor activities. Self-fulfillment

is one of their core values along with warm relationships with others and fun and enjoyment in life. Based on the psychographic characteristics, it would be beneficial for wineries to market wine to this segment through social events such as catered dinners in the cellars, wine and food tastings as part of a tour, theatre events, and outdoor education in relation to viticulture practices and grape growing processes. This segment is looking for something new when learning about wine, because of their high interest and involvement in wine in their life as compared to the other two segments. Promotional activities outside the winery could bring these people back to the winery for a new experience to increase future sales inside and outside the winery. Marketing initiatives for this segment could focus on promotional activities with Niagara and GTA restaurants. Niagara and GTA owners of restaurants could promote the sale of Niagara wine at the restaurant with a meal to patrons with an added incentive of a coupon for a specialized wine tour related to wine and food or a sensory tasting with the winemaker at the winery. These added incentive coupon not only would sell more Niagara wines at restaurants, but would also increase the return for repeat visits to wineries for a unique experience.

While these are only suggestions for marketing initiatives for wineries, it is apparent through the examples, the importance of understanding the psychographic characteristics of the wine tourist segments to effectively tap into the values of these groups to promote and sell product. Wineries in the area tend to cater to their patrons in a generalized manner, by having an organized preliminary wine tour and a tasting bar, tied to the boutique to sell wine. If wineries in the Niagara wine region want to encourage tourists to revisit and buy more wine, wineries will need to provide a tailored cellar door experience that meets the needs of each segment. Enhancing the experience of all

patrons may develop stronger customer allegiance, and brand awareness. In the case of *Wine Lovers*, the brand of wine is important to them, and if their experience at a winery surpasses their expectations, partiality to brand could be more likely. The next section will examine marketing initiatives pertaining to the study results as they relate to the distinctions between East and West wine regions.

As mentioned earlier, wineries from these specific regions should focus on marketing campaigns that promote their regions, based on psychographic information. This thesis previously identified that psychographic information provides details about tourists related to their interests, lifestyle, values and motivation. Targeting tourists based on this information also enables wineries to market their distinct regions, based on a psychographic make-up that would potentially attract more tourists to their respective destinations. This study indicated that the two regions have some differences in their wine tourist psychographic characteristics. More specifically, tourists in the East deemed warm relationships with others, fun and enjoyment in life, and self-fulfillment as being important to them, and they also enjoyed a lifestyle participating in social and outdoor activities. Wineries in the East should create marketing partnerships and promote their region as an area that has an ambiance that includes warm relationships with others, a setting that is fun and enjoyable, with social and outdoor activities.

Wineries on the West have a slightly different psychographic make-up. Wine tourists who visited wineries in the West deemed fun and enjoyment and warm relationships with others as important values. These tourists have a strong enjoyment for social activities, and also have a high motivation to visit wineries for the rural setting. As mentioned above these wineries could also partner and promote their wine region on the

aforementioned psychographic variables. While the studies intention was not to make comparison's between psychographic and demographic characteristics, the study did note that there is a large population in the study that are traveling from the GTA. Since most wineries in the West are not on main tourist routes, as compared to the East, these wineries are more secluded, in areas that are deeper into farm country. The GTA market may be more attracted and motivated to visit the rural setting at wineries to get away from the city. There was a stronger agreement in motivation for tourists in the West than the East to visit wineries for the rural setting. This strong feature should be more widely promoted on this side of the wine route.

Associating a desirable image with a brand or in this case a specific region gives that wine region an identity. A region having a recognized identity associated with their wines has the potential to increase sales, as consumers may have a stronger connection with the wine they are buying. According to Williams (2001), "Wine tourism involves more than just visiting wineries and vineyards" (p. 9). Williams (2001), points out that there is a need to understand travel markets to position their regional uniqueness in the mind of their potential visitors, that are clearly distinguishable from other wine regions. It will be important to create an image of a wine regions distinction, to attract tourists to the area, and then individual wineries can employ their unique approaches to creating brand loyalty. While beyond the scope of this study, other information in future studies would be useful to wineries that could increase marketing initiatives in the area. For example, wineries may want to learn more about wine purchasing behaviour and specifically the types of wines that are preferable to wine tourists in the Niagara region. Sensory studies in relation to flavours and aromas that people prefer when buying wine at wineries would

also be useful information for wineries, so as wineries could make better tailored wines to the tourists who visit their wineries as well as grape varieties preferred. It may also be important for wineries to know how many times people visit the wineries and also why they enjoy visiting a particular winery over others. Furthermore, other useful information for marketing wines is how much was spent by each segment at the winery, so as pricing strategies by wineries could be put place to remain competitive when selling wine to specific segments.

### **5.8 Conclusions & Future Research Considerations**

This study provides further insight into wine tourism, through a better understanding of the psychographic nature of wine tourist in the Niagara wine region. The primary focus of this study was to contribute to the understanding of psychographic market segmentation in Niagara wine country. This study examined the literature in relation to wine consumer behaviour, psychographics, wine tourism and wine marketing, to develop a conceptual framework that would assist in developing wine tourist segmentation. Using Yin's (1994) multiple case study methodology, this study was able to successfully segment the wine tourist population in Niagara wine country. This study found three distinct segments, and distinctions between regions, that are similar to previous results found in the wine tourism literature. The results provide strong suggestions that wine can be considered a part of a person's lifestyle and not just a beverage. The findings provided implications for marketing strategies for wineries, during their shoulder-season. However, future research should consider examining wine tourists psychographic characteristics in the high season to make comparisons.



With a more definitive picture of the type of wine tourists that exist in the Niagara wine region during the shoulder-season, wine marketers will be able to tailor their marketing strategies to specific sets of wine tourists, meeting their specific wine needs. By catering to wine tourists needs, in terms of what they expect or enjoy about wine, there will be a higher likelihood that there could be better revenue generation at the cellar door. In addition, this approach should translate into repeat business, based on a clients recall of a positive cellar door experience, tailored to their specific psychographic characteristics. This also should be examined in future research. Other future research should consider examining wine purchasing intentions with respect to specific wine tourism markets, since it would provide more avenues for wineries to sell their wine to these consumers. Jarvis (2002) indicates: 'Understanding profiles has a direct impact on how to influence future purchases because wineries can understand how to draw consumers to their establishments and what products appeal to their target markets...it is important to target all markets whether they are purchasers or not, since the experience at the winery can provide a winery with product loyalty for the future from other establishments where their wine is sold'. Knowing that there are *Wine Curious*, *Wine Interested* and *Wine Lovers*, and having a sense of what attracts them to a winery, and to each region, will aid immensely in a wineries ability to cater to wine tourists needs.

While this study was able to provide some psychographic information pertaining to wine tourists in the Niagara region and a method of analyzing wine tourists psychographically, the study does have some additional considerations for future research. Since only four wineries were examined in the study during the shoulder season, a much larger scale study, conducted in the high-season is needed to determine

whether these results are consistent throughout the year. Future studies should also focus on wine purchasing behaviour aligned with identified segments, to yield trends in wine consumption and wine purchasing behaviour. Future research, using this wine interest inventory is recommended, to confirm the wine interests segments, along with further analysis of these segments in a longitudinal study. Future studies should also be making comparisons between wine estates (large versus medium and small), as there may be even more differences between tourists segments. While this study provided insight from a regional perspective, examining two distinct wine regions within the Niagara, it would be helpful if there were distinctions made between wineries as well. Since, selling wine from the cellar door is critical for a wineries success, future studies should examine whether wine interest can predict wine purchasing behaviour. Lastly, studies should conduct research to examine trends in wine purchasing in terms of what type of wine tourists are buying, specifically by grape variety.

In terms of questionnaire development, future studies should consider using a partially open-ended, unordered, forced choice method when examining motivation for visiting the winery. Many patrons agreed that when motivation variables where on a Likert type scale, they felt that none of the variables were motivating factors for attending the winery and what motivated them to come to the winery was not on the list. Using a partially open-ended, unordered, forced choice method by checking off motivating factors that best apply, with the addition of another category called "other" would yield more responses as to why tourists visit Niagara wine country. Motivation variables used in the study were taken from previous studies conducted in New Zealand and Australia and this study found that motivation for visiting wineries in other wine regions may yield

different responses. Future research may also consider adding to their surveys, where gender is indicated, a category that allows people to check off couples. In this study, there were several instances of couples that filled out the surveys together. So as not to contaminate the results of the wine purchasing behaviour question, only one of the person in the couple were asked to fill out the questionnaire. In spite of this request most couples continued to fill out the questionnaire together.

A method of wine tourist segmentation is strongly needed, not only in the Niagara region, but also in other wine regions. According to Johnson (2003), markets never remain static and the wine industry needs to develop and learn market segmentation strategies that are performed on a regular basis. This research is a stepping-stone that provided insight into the psychographic characteristics of wine tourists. Consequently, comparative research in the area of psychographics in wine tourism certainly warrants further exploration for understanding the wine tourist market, both domestically, and internationally.

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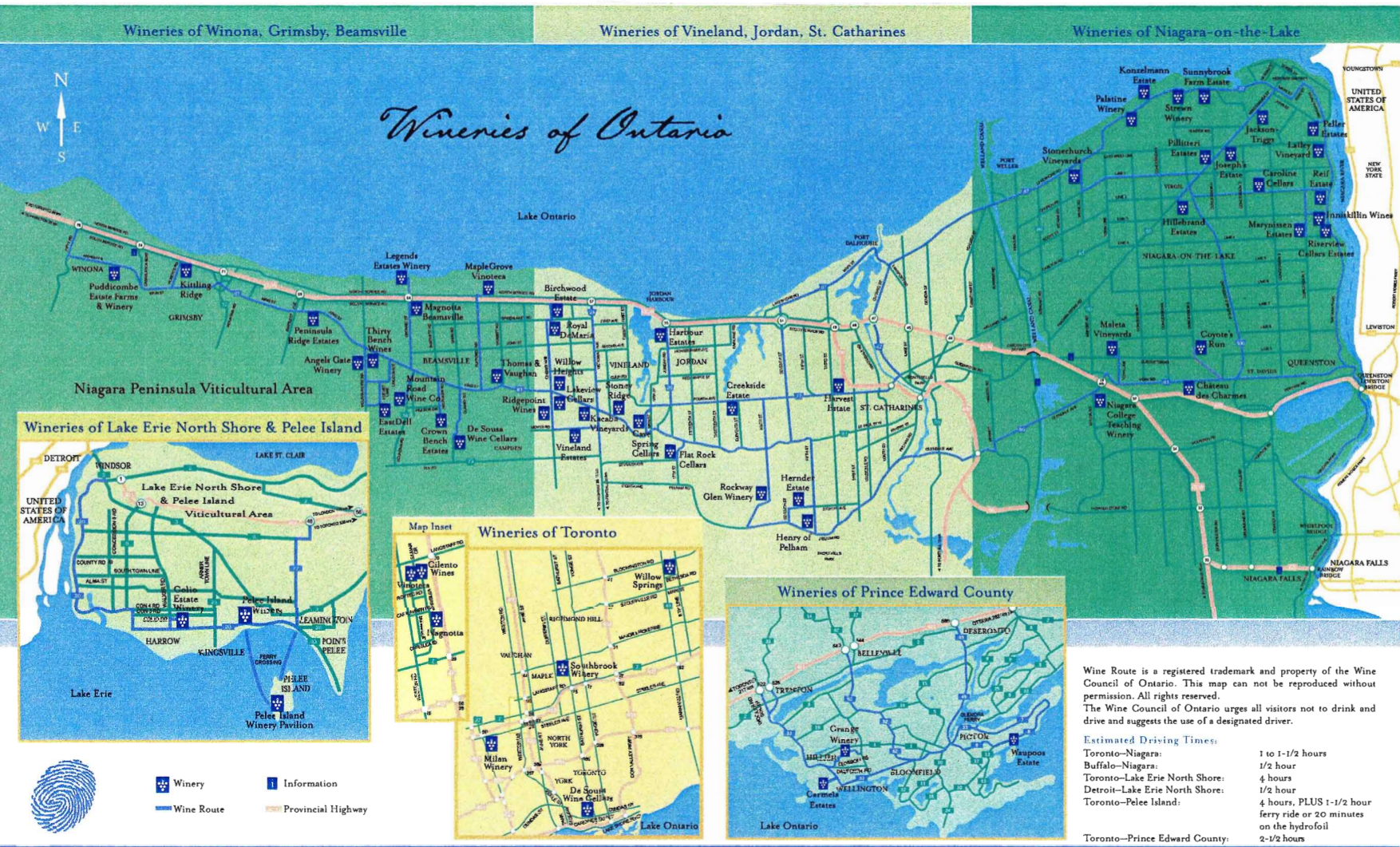
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# Appendices

## Appendix A: Wine Route Map



Wine Route is a registered trademark and property of the Wine Council of Ontario. This map can not be reproduced without permission. All rights reserved. The Wine Council of Ontario urges all visitors not to drink and drive and suggests the use of a designated driver.

**Estimated Driving Times:**

Toronto-Niagara:	1 to 1-1/2 hours
Buffalo-Niagara:	1/2 hour
Toronto-Lake Erie North Shore:	4 hours
Detroit-Lake Erie North Shore:	1/2 hour
Toronto-Pelee Island:	4 hours, PLUS 1-1/2 hour ferry ride or 20 minutes on the hydrofoil
Toronto-Prince Edward County:	2-1/2 hours

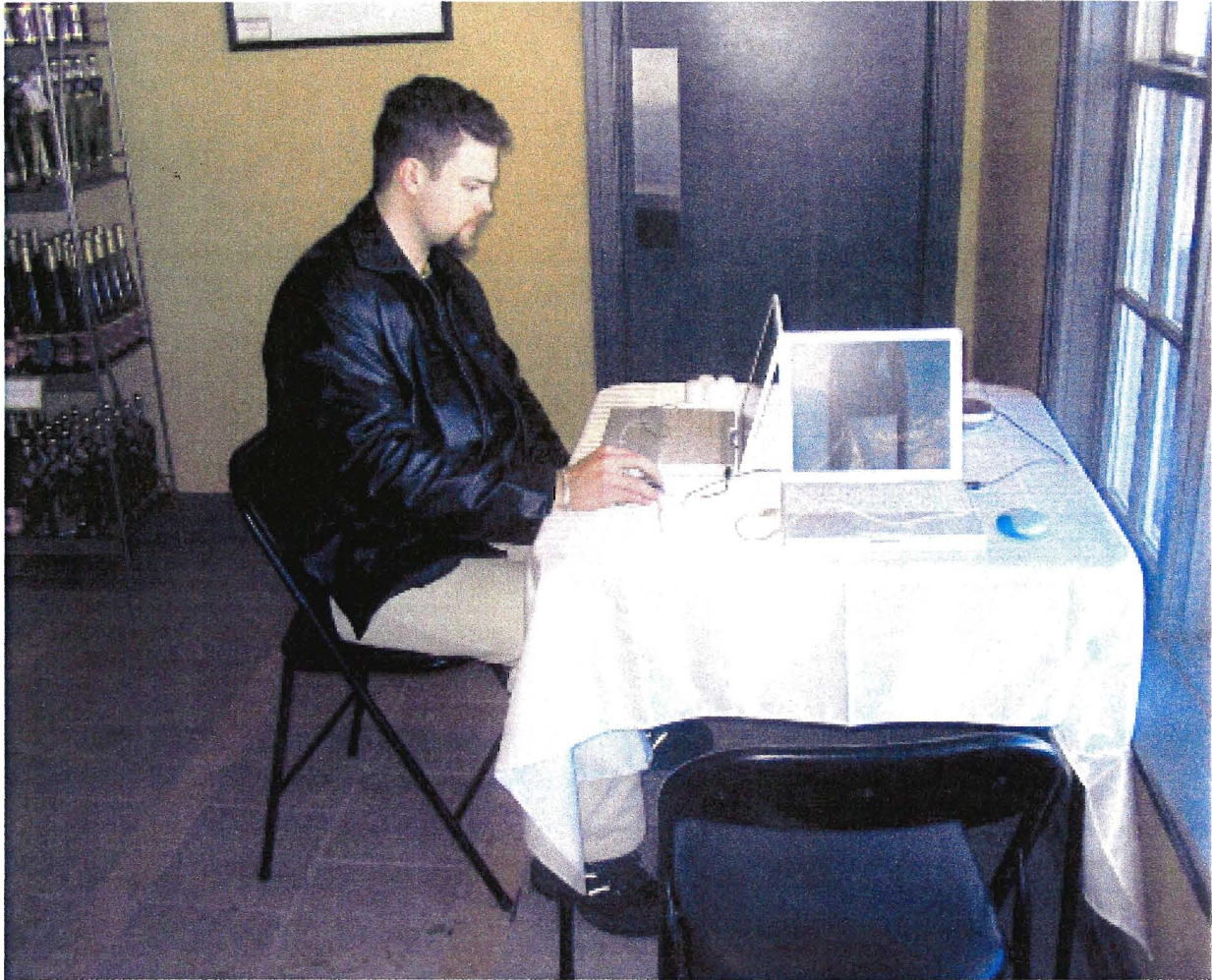
For more information on Ontario wine country visit [www.winesofontario.ca](http://www.winesofontario.ca)

**Appendix B: Pictures of the**

**Computer Generated Survey Set-Up**









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**Brock University**

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**Brock University, Faculty of Applied Health Science  
Informed Consent Form – Participants**

**Supervisor:** Dr. David Telfer, Associate Professor, Department of Tourism Studies, & Dr. Ryan Plummer, Assistant Professor, Department of Recreation and Leisure Studies

**Title of Study:** Demographic and psychographic characteristics of weekend wine tourists: A case study of four wineries in the Niagara region.

**Principal Investigator:** Robert Dougan, B.R.L.S., Faculty of Applied Health Science

**Name of Hospitality Manager/Director/Owner** (Please print) \_\_\_\_\_

- ◆ I have been given the Letter of Introduction provided by the Principal Investigator conducting the research.
- ◆ I understand that the participation of my organization in this study will involve the participation of customers who visit the winery.

The participants in the study will fill out a questionnaire that will take approximately 10 minutes upon departure from the winery. At no time will the researcher interfere with the total winery experience upon arrival or during participants visit. The purpose of this study is to examine the following traits of the wine tourists: 1) Demographic profile including variables such as age, income, gender, education, and occupation; and 2) Psychographic characteristics such as lifestyle (wine interest & activity profiles) and values. The aforementioned variables will be segmented and identified to examine their purchasing behaviour of wine. This study will provide better information for local wineries that can be used to entice more visitors to Niagara wine country through more effective marketing strategies.

- ◆ I understand that participation in this study will bring no risk to your organization or to customers (participants) involved in the study.
- ◆ I understand that participants may ask questions to the principal investigator at any point during the research process.
- ◆ I understand that there is no obligations for participants to answer any questions that they feel are invasive, offensive or inappropriate.
- ◆ I understand that there will be no payment for our participation.
- ◆ I understand that all personal information will be kept confidential and that pseudonyms will be used for the names of the wineries in the results released in the report (e.g., Winery A, Winery B, Winery C will be used instead) to protect confidentiality of information from competitors involved in the study. Furthermore, all forms will be kept in a lock office at Brock University.
- ◆ I understand that only the Principal Investigator and Supervisor of the research study named above will have access to the data, and that information seen will not include names and remain confidential.
- ◆ I understand that the results from the study may be distributed in academic journal articles and conference presentations and a summary of the results will be made available to the organizations and participants in the study.
- ◆ As indicated by my signature below, I acknowledge that the organization is participating freely and willingly and may withdraw at any time during the research process. I am providing the consent of the organization and understand the nature of the study.

**The study has been reviewed and approved by the Brock Research Ethics Board (File # 03-229)**

*If you have any questions or concerns about your participation in the study, you may contact David Telfer at 905-688-5550, extension 4100 or by e-mail: [dtelfer@brocku.ca](mailto:dtelfer@brocku.ca), Dr Ryan Plummer at 905-688-5550, extension 4782 or by e-mail: [rplummer@brocku.ca](mailto:rplummer@brocku.ca), or by e-mail to Robert Dougan at [radougan@gosympatico.ca](mailto:radougan@gosympatico.ca). Concerns about your involvement in the study may also be directed to the **Research Ethics Officer in the Office of Research Services at 905-688-5550, extension 3035***

Feedback about the use of data collected will be available in August 2004 through December 2004, from Robert Dougan in the Faculty of Applied Health Sciences at Brock University. A written executive summary of outcomes of the study will be provided upon request via e-mail [radougan@gosympatico.ca](mailto:radougan@gosympatico.ca).

**Thank you for your help! Please take one copy of this form with you for further reference.**



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## Brock University

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**I have fully explained the procedures and or person(s) named above has read and understands the information of this study above and agrees to participate.**

Signature of Hospitality Manager/Director: \_\_\_\_\_ Date: \_\_\_\_\_

Principal Investigator Signature: \_\_\_\_\_ Date: \_\_\_\_\_



**Appendix D: Questionnaire**

Please answer all questions as it pertains to this winery only. Winery:

**MOTIVATION FOR COMING TO THE WINERY**

Please rank on scale one to five the following items of what brought you to the winery today. Please answer ALL listed in the box below. (1=Strongly Disagree, 2=Somewhat Disagree, 3=Uncertain 4=Somewhat Agree and 5=Strongly Agree)

1.

	1	2	3	4	5
Purchasing Wine	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tasting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The architecture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A day out	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rural Setting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eating at the winery	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wine tour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Education	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Relaxation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Meeting the wine-maker	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Special Event	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Happen to drop by	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Recommended by family and friends	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**PURCHASE BEHAVIOUR**

2. Please indicate the number of bottles you purchased today at this winery (If you did not purchase a bottle of wine please indicate "zero")?

**WINE INTERESTS**

3. Please rank on a scale of one to seven the following statements about your interest in and involvement about wine in your life. Please answer ALL in the box below. (1=Strongly Disagree ==> 7=Strongly Agree)

	1	2	3	4	5	6	7
I have a strong interest in drinking wine	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I enjoy wine tours	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like watching television shows on wine	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I enjoy reading books on wine	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I enjoy matching wine with food	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I enjoy trying new wines	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I enjoy drinking older wines	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I enjoy drinking different types of wine	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like recommendations on wine from others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like recommendations on wine from the media	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The brand of wine is important to me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
More expensive wines are better in quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wine provides me with social approval	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wine enhances my social status	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wine enhance my self image	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like wine labels that stand out	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I only drink wine on social or special occasions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Price does not matter when I purchase wine	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I enjoy discussing wine knowledge with others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I enjoy wine tastings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I enjoy drinking wine with friends and family	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I enjoy visiting wineries	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I enjoy attending wine courses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I spend a lot of time searching for wine when I shop	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I enjoy attending wine special events (e.g. festivals)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I enjoy drinking wine to improve my health	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I enjoy collecting wine	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## LIFESTYLES & VALUES

4. Below is a set of categories with a list of examples of activities. Please indicate your level of agreement to the following statements and which activity group you would most likely be a participant. Please rank on a scale

of 1 to 5 (1=Strongly Disagree, 2=Somewhat Disagree, 3=Uncertain, 4=Agree, and 5=Strongly Agree). Please answer ALL statements in the box below

	1	2	3	4	5
I frequently participate in mass media activities (For example, watching television, going to movies, using a computer for leisure)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I frequently participate in social activities (For example, visiting or entertaining friends, attending parties, social dancing, indoor game parties)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I frequently participate in outdoor activities (For example, picnicking, fishing, hunting, gardening, hiking, boating, canoeing,, camping)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I frequently participate in or attend sport activities (For example, fitness activities, soccer, baseball, hockey, golf, squash, swimming, running)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I frequently participate in cultural activities (For examples, attending concerts, attending ballet, visiting art museums, attendance at theatre and plays)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I frequently participate in hobby activities (For example, painting, drawing, woodworking, collecting,, knitting, floral arrangements, pottery, photography,)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5. The following is a list of values some people look for or want out of life. Please study the list carefully and then rate each value on how important it is in your daily life. (Where 1 =Extremely Unimportant, 2=Somewhat unimportant, 3= Undecided, 4=Somewhat important, 5 =Extremely important).

	1	2	3	4	5
1. Sense of Belonging	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. Excitement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. Warm Relationships with Others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. Self-Fulfillment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. Being Well Respected	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. Fun and Enjoyment of Life	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7. Security	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8. Self-Respect	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
9. A Sense of Accomplishment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5. b) Now reread the nine items above and indicate the one item that you consider to be of most importance in your daily life

1. Sense of Belonging



**DEMOGRAPHICS**

6. Please check off ONE that applies to you: Gender:
- Male
  - Female
7. Please check off ONE that applies to you: Age:
- 19-24
  - 25-30
  - 31-35
  - 36-40
  - 41-45
  - 46-50
  - 51-55
  - 56-60
  - 61-65
  - 66-70
  - 71-75
  - 75-plus
8. Please check off ONE that best applies to you.
- Labourer/Trades
  - Retail/Service
  - Teacher
  - Specialist/Freelancer/Entrepreneur
  - Executive/Administrator/Management
  - Doctor (M.D./PhD)
  - Student
  - Retired
  - Homemaker
  - Volunteer
  - Other
9. Highest level of education completed? Please check ONE that applies:
- Elementary School
  - Secondary School
  - College Diploma/Trade
  - Bachelor Degree
  - M.A./M.Sc.
  - PhD/M.D

Other

**10. Please Check off ONE that applies to you: Gross Income Per Annum :**

- \$9,000-less
- \$10,000-\$19,999
- \$20,000-\$29,999
- \$30,000-\$39,999
- \$40,000-\$49,999
- \$50,000-\$59,999
- \$60,000-\$69,999
- \$70,000-\$79,999
- \$80,000-\$89,999
- \$90,000-\$99,999
- \$100,000-plus

**11. a) Where are you from? Please Check off ONE that applies to you:**

In Ontario:

Rest of Canada:

Select Region



Select Province



**11. b) If from United States or International please indicate State and/or Country**

Select State



Select Country



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Submit form

**Appendix E: Letter of Introduction**

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**Brock University**

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Department of Recreation and Leisure Studies

St. Catharines, Ontario, Canada L2S 3A1  
www.brocku.caTelephone 905-688-5550 Ext. 3259  
Fax 905-984-4843

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**Letter of Introduction**

Winter 2004

Dear participant

Thank you for your involvement in the study. The research project that you are invited to participate in is a Masters thesis entitled: "Demographic and psychographic characteristics of weekend wine tourists: A case study of four wineries in the Niagara region". The purpose of this study is to examine the following traits of the wine tourists: 1) Demographic profile including variables such as age, income, gender, education, and occupation; and 2) Psychographic characteristics such as lifestyle (wine interest & activity profiles) and values. The aforementioned variables will be segmented and identified to examine their purchasing behaviour of wine. This study will provide information for local wineries that can be used to entice more visitors to Niagara wine country through more effective marketing strategies.

Your participation in the study is greatly appreciated and will help enhance our understanding of consumer behaviour in the Niagara wine industry to better meet your needs for your next visit. Your duties will require you to fill out a questionnaire that will take approximately 10 minutes and will focus on motivation to visit, purchasing behaviour, wine interest, values and demographic data upon your departure from the winery. Filling out this survey will have no effect in altering your experience at the winery. The questionnaire are to be filled out on a laptop computer and all items in the questionnaire are quick and easy to answer by either checking off which item best applies to you; rating an items on a scale from 1 to 5 (ranging from Strongly Disagree to Strongly Agree). Demographic information will also be asked to complete at the end of the questionnaire.

Results of the findings may be presented in academic journals, conference presentations, and the principal investigator will fulfill confidentiality. Any information as it pertains to names of wineries or participants will be made available solely to the principal investigator, trained research assistant, and supervisor (David Telfer Ph.D.) of the study and will not be released publicly, but rather pseudonyms will be used and remain anonymous. Participation in the study is voluntary and if participants or winery wish to withdraw from the study, they may do so at any time. Participants or wineries that choose not to participate will not experience any negative consequences.

Upon completion of the study we would be pleased to send you a copy of the executive summary of outcomes in December 2004 through January 2005. Should you have any further questions concerning the study please feel free to contact Robert Dougan via e-mail to [radougan@gosympatico.ca](mailto:radougan@gosympatico.ca), Dr. David Telfer at 905-688-5550 ext.: 4100 (e-mail: [dtelfer@brocku.ca](mailto:dtelfer@brocku.ca)) or Dr. Ryan Plummer at 905-688-5550 ext.: 4782 (e-mail: [rplummer@brocku.ca](mailto:rplummer@brocku.ca)). Supplementary concerns about your involvement in the study may also be directed to the Research Ethics Officer of Research Services at 905-688-5550 ext.: 3035.

Your interest in the study is greatly appreciated.

Sincerely,

Robert A. Dougan  
M.A. Graduate Student  
Wine Tourism Marketing  
Applied Health Science  
Brock University – St. Catharines, ON

**Appendix F: Letter of Consent Participant****Brock University, Faculty of Applied Health Sciences  
Informed Consent Form Participants**

**Supervisor:** Dr. David Telfer, Associate Professor, Department of Tourism Studies

**Title of Study:** Demographic and psychographic characteristics of weekend wine tourists:  
A case study of four wineries in the Niagara region.

**Principal Investigator:** Robert Dougan, B.R.L.S., Graduate Student (M.A.), Faculty of Applied Health Science

- I have been given and have read the Letter of Introduction provided to me by the principal investigator conducting the survey.
- The participants in the study will fill out a questionnaire that will take approximately 10 minutes upon departure from the winery. At no time will the researcher interfere with the total winery experience upon arrival or during participants visit. The purpose of this study is to examine the following traits of the wine tourists: 1) Demographic profile including variables such as age, income, gender, education, and occupation; and 2) Psychographic characteristics such as lifestyle (wine interest & activity profiles) and values. The aforementioned variables will be segmented and identified to examine their purchasing behaviour of wine. This study will provide better information for local wineries that can be used to entice more visitors to Niagara wine country through more effective marketing strategies.
- I understand that by filling out this questionnaire that it will bring no risk or harm.
- I understand that my participation in this study is voluntary and that I may withdraw from the study at any time and for any reason without penalty.
- I understand that I may ask questions of the principal investigator at any point during the research process.
- I understand that there will be no payment for my participation.
- I understand that all information will be kept strictly confidential and all forms of the questionnaire will be kept in a locked office at Brock University.
- I understand that only the Principal Investigator and Supervisor of the research

study named above will have access to the data, and that information seen will not include names and remain confidential.

- I understand that the results from the study may be distributed in academic journal articles and conference presentations and a summary of the results will be made available to the organizations and participants in the study.

- As indicated by my signature below, I acknowledge that I am participating freely and willingly and I am providing consent and I understand the nature of the study.

The study has been reviewed and approved by the Brock Research Ethics Board (File #03-229)

*If you have any questions or concerns about your participation in the study, you may contact David Telfer at 905-688-5550, extension 4100, e-mail [dtelfer@brocku.ca](mailto:dtelfer@brocku.ca) or by e-mail to Robert Dougan at [radougan@gosympatico.ca](mailto:radougan@gosympatico.ca). Concerns about your involvement in the may also be directed to the **Research Ethics Officer in the Office of Research Services at 905-688-5550, extension 3035***

Feedback about the use of data collected will be available in August 2004 through December 2004, from Robert Dougan in the Faculty of Applied Health Sciences at Brock University. A written executive summary of outcomes of the study will be provided upon request via e-mail

[radougan@gosymptico.ca](mailto:radougan@gosymptico.ca).

## **Thank you for your help!**

I have fully explained the procedures and/or participant has read and understands the information of this study above and agrees to participate.

 I Agree I Disagree





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## Brock University

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Department of Recreation and Leisure Studies

St. Catharines, Ontario, Canada L2S 3A1  
www.brocku.ca

Telephone 905-688-5550 Ext. 3259  
Fax 905-984-4843

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### Letter of Appreciation

Winter 2004

Dear participant

Thank you for participating in the study entitled: "Demographic and psychographic characteristics of weekend wine tourists: A case study of four wineries in the Niagara region". The purpose of this study is to examine the following traits of the wine tourists: 1) Demographic profile including variables such as age, income, gender, education, and occupation; and 2) Psychographic characteristics such as lifestyle (wine interest & activity profiles) and values. The aforementioned variables will be segmented and identified to examine their purchasing behaviour of wine. This study will provide information for local wineries that can be used to entice more visitors to Niagara wine country through more effective marketing strategies.

Your involvement in the study will provide a better understanding of consumer behaviour as it pertains to the wine industry. Findings of the study will contribute to further enhance your experiences for your next visit and enable wineries to better position themselves in a saturated and competitive marketplace.

Upon completion of the study we would be pleased to send you a copy of the executive summary of outcomes in December 2004 through January 2005. Should you have any further questions concerning the study please feel free to contact Robert Dougan via e-mail to [radougan@gosympatico.ca](mailto:radougan@gosympatico.ca), Dr. David Telfer at 905-688-5550 ext.: 4100 or by e-mail, [dtelfer@brocku.ca](mailto:dtelfer@brocku.ca), or Dr. Ryan Plummer at 905-688-5550 ext.: 4782, e-mail: [rplummer@brocku.ca](mailto:rplummer@brocku.ca). Supplementary concerns about your involvement in the study may also be directed to the Research Ethics Office of Research Services at 905-688-5550 ext.: 3035. Thank you very much for your participation in the survey!

Sincerely,

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Robert A. Dougan  
M.A. Graduate Student  
Wine Tourism Marketing  
Faculty of Applied Health Science  
Brock University – St. Catharines, ON

**Appendix H: Factor Analysis Rotated Components Matrix Factor Loadings****KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.905
Bartlett's Test of Sphericity	Approx Chi-Square	4615.550
	df	351
	Sig.	.000

**Rotated Components Matrix**

	1	2	3	4	5	6
1. Interest in Drinking wine	0.491	0.459	0.163	0.006	0.007	0.435
2. Enjoy wine tours	0.179	0.663	0.242	0.034	-0.102	-0.029
3. Television on wine	0.206	0.335	0.708	0.071	0.016	-0.129
4. Enjoy reading on wine	0.279	0.217	0.698	0.051	0.248	-0.051
5. Matching wine and food	0.540	0.213	0.515	0.105	0.114	0.165
6. I enjoy trying new wines	0.719	0.544	0.076	-0.110	0.041	0.121
7. I enjoy drinking older Wines	0.629	0.144	0.319	0.158	0.127	0.199
8. Enjoy drinking diff types Wine	0.741	0.365	0.075	0.052	0.038	0.130
9. Recommendations/Others	0.816	0.204	0.090	0.086	0.040	-0.025
10. Recommendations/Media	0.658	-0.011	0.383	0.166	-0.075	-0.165
11. The brand is important	0.039	0.001	0.638	0.223	-0.164	0.292
12. Expensive wines are better	0.038	-0.184	0.265	0.531	-0.132	0.333
13. Drink wine for social approval	0.024	-0.011	0.119	0.865	0.121	-0.021
14. Drink wine for social status	0.019	0.006	0.091	0.914	0.082	-0.042
15. Drink wine for self image	0.044	-0.017	0.049	0.871	0.190	-0.025
16. I like wine labels that stand out	0.075	0.164	0.073	0.561	-0.099	-0.261
17. Drink wine on special occasions	-0.154	-0.113	-0.023	0.198	-0.008	-0.788
18. Price does not matter/purchase	-0.022	-0.061	0.046	0.071	0.802	-0.033
19. Discussing wine knowledge	0.352	0.223	0.479	0.141	0.406	0.004
20. Enjoy wine tasting	0.378	0.721	0.033	-0.015	0.058	0.096
21. Drink wine with friends & family	0.513	0.387	0.001	-0.101	0.072	0.164
22. Enjoy visiting wineries	0.286	0.805	0.121	-0.103	0.047	0.003
23. Attending wine courses	0.095	0.468	0.475	0.114	0.078	0.015
24. A lot of time searching for wine	0.263	0.348	0.446	0.112	0.420	0.202
25. Attending wine special events	0.078	0.629	0.360	0.103	0.146	0.066
26. Drink wine to improve health	0.199	0.269	0.319	0.171	0.332	-0.028
27. I enjoy collecting wine	0.128	0.338	0.484	0.146	0.408	0.326

Extraction Method: Principal Component Analysis; Rotation Method: Varimax with Kaiser Normalization. Rotation converged in 9 iterations.

**Appendix I: Multiple Discriminant Analysis****Tests of Equality of Group Means For the Clusters**

	Wilks' Lambda	F	df1	df2	Sig.
gender	.973	2.860	2	204	.060
age	.987	1.308	2	204	.273
education	.995	.538	2	204	.585
income	.984	1.685	2	204	.188
Ontario	.997	.282	2	204	.754