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Exploring the Links Between Wine Choice and Dining Occasions: Factors of Influence

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Introduction

Traditionally, consumer behaviour research has sought to understand the relationship between people and the products they are purchasing and consuming. Consumer behaviour, however, is not a simple procedure. At even the most rudimentary level it involves a large number of variables that interact and effect all stages of the purchasing process. Moreover, the importance of the consumer in the whole context of marketing, together with the very complex make-up of the human mind, has stimulated a volume of research that has subsequently produced a myriad of propositions, hypotheses and theories that attempt to explain and predict consumer behaviour. With regard to the purchase of wine, Spawton (1991) asserts that the major influencers of the purchase decision are: perceived risk; product cues such as brand, label and price; product experience and knowledge; and the product-use situation. The product use situation was also found to be important by Fennel (1978). She suggests that it is crucial to identify the 'product-use situation', as it is the consumers' perceptions pertaining to this factor, which activate purchase. Fennell also concludes that the wine product category could maintain two perceptions of the produce-use situation; interest opportunity and sensory pleasure opportunity.

Interest opportunity suggests that the consumer will undertake the purchase with an open minded approach, they are willing to explore opportunities, be diverted and welcome complexity as the product is creating an opportunity for enjoyment and the ability to gain expertise. Primarily, the consumer is interested in building on their knowledge and intellectual involvement in the product category. Alternatively, sensory pleasure opportunity identifies that the consumer seeks pleasure in terms of the senses, such as, taste and smell. As such, they cease their search once they identify a product that satisfies their sensory preferences. While Gluckman (1990) states that the wine consumers' motivations are directed by needs, he also acknowledges that the needs pertaining to premium wine brands are esteem and self-actualisation, that is, a need for self-respect and self-fulfillment.

An understanding of consumer behaviour allows researchers to predict and influence consumer behaviour by employing market segmentation tech-

niques to isolate specific groups of consumers and their attendant purchases. In this way, markets are divided on the basis of consumer characteristics and the benefits that they seek. More recently, however, the generalisations that have resulted from segmentation research have been perceived to be inadequate. As a result, researchers have attempted to seek other means to gain insights into the reasons why consumers purchase particular products. "Means-End Chain" methodology is one such method and has shown some potential in predicting purchasing behaviour. Unlike traditional methods, Means-End distinguishes consumers on the basis of personal values, whilst recognising the importance of many of the traditional elements of marketing theory (Reynolds and Gutman, 1988; Aurifeille and Valette-Florence, 1992; Aurifeille, 1995). In this study, Means-End chain methods were used to establish the factors that influence the choice of wine on five different dining occasions. The study was seen as important because it attempts to identify how personal values influence purchasing behaviour when dining in a restaurant setting. The findings should be of value to hotel and catering managers, restaurateurs and those with an interest in the cross marketing of food and wine.

Literature Review

Situation has been recognised as a basis for market segmentation since the 1930s. In his early work on human motivations, intentions and behaviour, for example, Lewin (1936) proposed that these elements are a function of the interaction between consumers and situations. Whilst Lewin's "Field Theory" was later enhanced and refined, Sandell (1968) was the first to directly investigate the influence of situation on purchasing behaviour. By presenting subjects with an inventory of 10 different beverages and a list of 10 drinking situations, Sandell demonstrated that the interaction of these two dimensions was a better predictor of beverage preference than reliance on one dimension in isolation. A strong product-situation congruence was also found in a similar study conducted by Green and Rao (1972). In this study 15 bread and pastry products with different attributes were presented to respondents along with six specific consumption scenarios. A series of experiments conducted by Belk (1974) used factor analysis to test the relationship between 10 different products (e.g. food, fruits and snacks) and 10 different consumption situations. Their analysis revealed that different types of consumers had different product preferences in different situations. Furthermore, an analysis of variance indicated that 16 percent of the variance was explained by the product-situation interaction.

Another relevant study compared occasion-based and user-based segmentation for the jug wine market in the US (Dubow, 1982). Dubow concluded that occasion-based segmentation is richer and more relevant for brand positioning and advertising than segmentation that is user-based. Although qualitatively determined, Dubow's conclusion is supported by Dickson (1982) who concluded that adding situation to either product or

consumer characteristics can improve prediction. Dickson further reports that in many consumption situations, the consumer does not have to decide whether or not they will consume a particular product or brand. Rather, he asserts, consumers will select from a list of products or brands that might be suitable for consumption in a particular situation. Thus, these studies have established the merits of including product characteristics, consumer characteristics and specific situations in a combined analysis.

Values can also play an important role in the development of strategies to segment markets (Muller, 1991). Indeed, the use of value orientations to enrich the segmentation process has become increasingly popular (Boote, 1981; Holman, 1984; Kahle, 1986; Muller, 1989; Muller, 1991; Kamukakura and Novak, 1992; Blamey and Braithwaite, 1997; Thrane, 1997; Jago, 1998). A value is certainly held, enduring belief that guides actions and judgements across specific situations and beyond immediate goals to more ultimate end states of existence (Kamakura and Mazzon, 1991). According to Vinson et al. (1977) values are responsible for the selection and maintenance of the ends or goals toward which individuals strive. Moreover, Rokeach (1968) reports that various combinations of values significantly differentiate individuals. Personal values, therefore, have a major influence on people's lifestyle, interests, outlook and consumption priorities.

The most frequently used instrument to measure values is the "Rokeach Value Survey." This consists of 18 instrumental values and 18 terminal values (Kamakura and Mazzon, 1991). Kahle (1983), however, modified Rokeach's scale, collapsing the terminal values into a smaller set of nine, primarily person oriented, terminal values. This reduced "List of Values" (LOV) is directly related to a person's daily life roles and situations. The LOV scale has subsequently been utilised in a variety of segmentation studies (Beatty et al., 1985; Kahle, 1986; Muller, 1989; 1991; Kamakura and Mazzon, 1991; Kamukakura and Novak, 1992; Blamey and Braithwaite, 1997; Jago, 1998). These studies conclude that values have a significant impact on the consumer decision making process. The importance of more immediate influences such as product attributes, product benefits and consumer preferences, however, should not be ignored. As a result, studies that include values as well as these factors of influence are likely to be more effective. 'Means-End' analysis presents a methodology to achieve this goal. By identifying values and value chains as well as the attributes, benefits and consequences related to the values, market segments can be delineated (Gutman, 1982; Reynolds and Gutman, 1988).

The Means-End chain is a conceptual cognitive model that relates the salient values of the consumer with the evaluative criteria (attributes) of a product (Howard, 1977; Vinson, Scott & Lamont, 1977; Gutman, 1984). Under this model, linkages connecting values that are important to the consumer to specific attributes of products are established. To this end, the "means" are identified as products or services and the "ends" as values im-

portant to the consumer (Gutman, 1984). Central to Means-End theory is the notion that consumers choose actions (products or services) that maximise desired consequences and minimise undesired consequences. As a result, the Means-End orientation suggests that linkages between attributes and consequences, produced through consumption and personal values underlie the consumer decision-making process (Gutman, 1982; Gutman, 1984).

In summary, the Means-End theory assumes that (i) values play a dominant role in guiding choice patterns, (ii) that all consumer actions have consequences, and (iii) that consumers learn to associate a particular consequence to a particular action (Gutman, 1982). Moreover, these consequences, which may be desirable (benefits) or undesirable, accrue as a result of consuming products. These consequences may occur directly from use of the product, indirectly at a later time, or from the reactions of others to the individual's behaviour. The attributes of the product are perceived as characteristics of the item under consideration and, therefore have a direct influence on consumers' perceptions of the consequences of consumption. Accordingly, the attribute-consequence link is fundamental.

Methodology

Gutman's (1982) Means-End framework was used to examine the linkages between personal values and consequences and their relationship to product characteristics. These links, which are evaluated from level to level and ultimately to self, are assumed to determine the basis for perceptions that govern choice (Reynolds, 1985). In practical terms a sequence of in-depth probes are used to trace the network of connections or associations in memory that eventually lead to values. This 'laddering' process is accomplished by asking a "why is that important to you" question at each level and subjects' responses are used to form the basis of the next probe. The process continues in this way until both a consequence and a personal value are elicited from the consumer, or the consumer has no further answers to the probes (Reynolds and Perkins, 1987, p.109). The method includes the collection of data relevant to the three elements (attributes, consequences and values) and the individual and the combined influence of each of these elements. Attributes, or features of a product, for example, may be physical and, therefore, measurable in physical units, (e.g. the level of carbonation or sweetness) or abstract and subjective, such as, quality. Indeed, attributes in some instances, have been categorised as surrogates of quality.

The methodology included a means to evaluate the effects of consequences. Consequences refer to the psychosocial and functional effects that accrue to consumers as a result of the use or avoidance of product attributes. Consequences are, therefore, the positive (benefits) or negative (deficiencies) effects that motivate consumers to seek or to avoid product attributes. They (consequences) may come directly from the product, such as enjoyable taste, or indirectly, such as, when other people act favourably or unfavoura-

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bly towards the product (Judica and Perkins, 1992). From a purchasing perspective, consumers choose those actions that product the desired consequences and minimise undesired consequences. Olson and Jacoby (1972), for example, advise that both the physical and the abstract dimensions can be categorised as intrinsic or extrinsic cues. Intrinsic cues are inherent within the product. As a result, changing any of these characteristics would change the product itself. Extrinsic cues, on the other hand, are those that can be changed without altering the structure of the product. Although numerous other schema could be used to conduct a study of this nature, the intrinsic/extrinsic dichotomy is widely used in the consumer literature and was, therefore, seen as appropriate in this study (Brunswick, 1956; Johnson, 1989). Finally, an instrument to measure values (the LOV Scale) was incorporated into the research methodology.

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

In relation to wine, which was the focus of this study, previous research on occasion-based segmentation reveals that wine is chosen and consumed for different reasons in different situations (Dubow, 1982). Moreover, wine has a wide variety of attributes and, as shown by Dubow, a number of different consequences.

A non-probability convenience sampling method was employed to select respondents that had purchased and consumed red and white wine in the previous three months and were over 25 years of age. In total, 233 respondents were selected and interviewed. Fifty-six percent were male. The sample was further characterised by age with 23% of respondents in the 25 to 30 age group, 50% between 31 and 40 years and 27% over forty years of age. Wine type consumed was slightly higher for red (53.5%) than for white (46.5%).

Using the probes identified by Gutman (1982), each respondent was asked to follow the Means-End procedure for a specific wine purchase and the related consumption situation. In accordance with the Reynolds and Perkins' (1987) investigation, these probing questions allowed values, which were important to the respondents to emerge. The subsequent analysis produced 652 ladders constructed for 356 occasions. Attributes, conse-

ticular occasion by the total number of ladders for that particular occasion. In other words, the percentage represents the proportional representation of each factor for each occasion. Table 2 below shows the attributes categorised as either extrinsic or intrinsic attributes and the percentages produced by this method.

Table 2: Attributes and Percent Occurrence Across Occasions						
Attributes	Extrinsic/ Intrinsic	Intimate Dinner	Dinner with Friends	Dinner with Family	Business Related	Party
Label/Package	E	13.1	10.8	12.2	5.5	14.4
Price	E	32.8	33.8	35.4	41.1	37.5
Brand	E	11.5	18.7	9.8	26.0	16.3
Region	E	9.8	3.6	4.9	9.6	2.9
Practical	E	4.9	5.0	2.4		10.6
Colour	I		2.9	2.4		1.9
Age	I	3.3	4.3	3.7		1.9
Taste	I	50.8	41.0	42.7	43.8	42.3
Type	I	27.9	38.1	32.9	42.5	26.9
Alcohol	I	3.3	5.0	15.9		10.6

Extrinsic attributes

Among the extrinsic attributes, price was considered important across all of the listed occasions, however, it was particularly important on business related occasions (41.1%). The brand of wine chosen was moderately important, peaking at 26.0% on business related occasions. Other extrinsic attributes were the label, which is mentioned on between 5% and 14% of ladders, and the region of production, which is mentioned on between 2.9% and 9.8% of ladders. Overall, therefore, these attributes were seen to have a minor influence across all occasions.

Intrinsic attributes

Of the intrinsic attributes taste was important on all consumption occasions, peaking at 50.8% for an intimate dinner and rating above 40% for all other occasions. The type of wine (red or white) was also important on all occasions but was most important for business related consumption (42%). Colour, on the other hand, is only mentioned on between 1.91% and 2.91% of ladders, and age on between 1.9% and 4.3% of ladders. As such, these attributes were seen to have a minor influence across all occasions. Alcohol content, however, was of some importance for dinner with family (15.91%) and parties or celebrations (10.6%) but had a minor influence on all other occasions.

A similar analysis of the consequences found that a number of consequences were linked to attributes associated with selected wines. In line with previous findings by Olson and Jacoby (1972), it emerged that many of the attributes, both extrinsic and intrinsic, were perceived to be indicators of quality. Indeed, quality was represented on the most Means-End chains (212). Other important consequences were to socialise (168), complement food (135), impress others (131), achieve value for money (123), and as a means to enhance mood (118). Notably the issue of mood enhancement was at its highest when drinking alone (see Table 3).

Table 3: Consequences Identified and Number of Ladders	
Consequences	Number
Quality	212
Socialise	168
Complement Food	135
Impress Others	131
Value for Money	123
Mood Enhancement	118
Avoid Negatives	66
Treat	51
Health Benefits	24

In order to gauge the relative importance of consequences, percentages were calculated in the same way as those derived for attributes. The results of these calculations show that the quality of wine was seen as important across most occasions (see Table 4). Indeed, it was represented on at least 25% of chains for all occasions, peaking at 60.3% for business related functions. Another significant consequence was to impress others. This was considered particularly relevant when associated with business related functions (42.8%). For parties or celebrations, however, it was less important (28.8%), and not very important on all other occasions. The consequences of wine selection were also seen as important in order to socialise and this was consistent across all dining occasions. It was also important that the wine complement food. Indeed, on these occasions this factor appeared on between one quarter and one third of chains. To avoid negatives appeared to have relatively minor importance across all occasions, while mood enhancement was deemed important at a party or celebration (20.2%). Wine as a treat had its most significant influence with regard to intimate dinners where it registered on 16.4% of chains. Health benefits, on the other hand, appeared on less than 7% of ladders for all occasions and avoiding negative consequences had relatively minor importance across all occasions.

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Table 4: Consequences and Percent Occurrence Across Occasions					
<i>Consequences</i>	<i>Intimate Dinner</i>	<i>Dinner with Friends</i>	<i>Dinner with Fam- ily</i>	<i>Business Related</i>	<i>Party/ Celebra- tion</i>
Impress Others	18.0	19.4	19.5	42.5	28.8
Avoid Negatives	6.6	8.6	13.4	9.6	10.6
Value for Money	14.8	15.1	12.2	9.6	17.3
Health Benefits	4.9	3.6	2.4		4.8
Treat	16.4	7.9	4.9	4.1	7.7
Socialise	18.0	24.5	30.5	16.4	34.6
Quality	34.4	32.4	25.6	60.3	37.5
Complement Food	31.1	33.1	25.6	23.3	6.7
Mood	16.4	15.8	6.5	9.6	20.2
Enhancement					

Analysis of values

Using the previously mentioned LOV scale, Table 5 below lists the values and number of ladders in rank order. As can be seen, all of the values, with the exception of sense of accomplishment (35) and excitement (6), were well represented. Fun and enjoyment in life (226) was the value that was most represented on the Means-End chains. Other values that were quite popular were being well-respected (148), warm relationship with others (121), self-fulfillment (119) and security (109).

Table 5: Values (LOV Scale) and Number of Ladders	
<i>Values</i>	<i>Number</i>
Fun and enjoyment in life	226
Being well respected	148
Warm relationship with others	121
Self-fulfilment	119
Security	109
Self-respect	78
Sense of belonging	69
Sense of accomplishment	35
Excitement	6

When percentages were calculated for the occurrence of values across occasions (see Table 6), being well respected achieved the highest score (52.1%). This value is also mentioned on almost one third of chains relating to dinners with friends (31.7%) and for parties or celebrations (30.8%). As the analysis continued, it became clear that a pattern was beginning to

emerge in relation to dining occasions, particularly intimate dinners, business related events and parties or celebrations. Clearly, there were different motives or intentions on these occasions. The second highest value percentage was fun and enjoyment in life, which was mentioned frequently with regard to all occasions, but was particularly important for parties/celebrations (51.9%). Security also had a moderate level of importance in particular on those occasions that were business related (26.0%). A warm relationship with others obtained moderate representation on chains relating to intimate dinners (36.1%), family meals (36.1%), and casual drinks with friends (27.8%) while a sense of belonging had a moderate level of importance when drinking with family members (17.1%). Finally, self-respect had a somewhat minor influence across all occasions and is mentioned on between 4.3% and 17.8% of ladders. It was most important on business-related occasions (17.8%), family occasions (15.9%), parties (15.4%), and intimate dinners (14.8%).

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Table 6: Values and Percent Occurrence Across Occasions

<i>Values</i>	<i>Intimate Dinner</i>	<i>Dinner with Friends</i>	<i>Dinner with Family</i>	<i>Business Related</i>	<i>Party/ Celebra- tion</i>
Self-respect	14.8	11.5	15.9	17.8	15.4
Self-fulfilment	19.7	16.5	8.5	12.3	4.8
Security	14.8	18.7	14.6	26.0	9.6
Sense of belonging	14.8	10.1	17.1	6.8	11.5
Excitement	3.3	1.4	1.2		1.0
Sense of accomplishment	1.6	5.0	4.9	12.3	6.7
Fun and enjoyment in life	29.5	32.4	17.1	21.9	51.9
Being well respected	8.2	31.7	17.1	52.1	30.8
Warm relationship with others	36.1	15.1	34.1	5.5	18.3

These results show that the consumption occasion has a marked influence on the selection of wine. It is also concluded that certain values; such as, self-respect, self-fulfillment and a sense of belonging, can have different meanings in different social contexts. Sense of belonging in a family sense, for example, is a totally different concept to sense of belonging in a business-related context. When combined with attributes and consequences a more holistic picture begins to emerge.

Means-end analysis

In the Means-End analysis, the most important factors, that is factors that were represented on at least one in four of the chains for each occasion (25%) are reported (see Table 7). Clearly, some factors were common across almost

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Table 7: Major Means-End Components by Occasion					
	<i>Intimate Dinner</i>	<i>Dinner with Friends</i>	<i>Dinner with Family</i>	<i>Business Related</i>	<i>Party/Celebration</i>
Price	32.8	33.8	35.4	41.1	37.5
Taste	50.8	41.0	42.7	43.8	42.3
Type	27.9	38.1	32.9	42.5	26.9
Brand				26.0	
Impress Others				42.5	28.8
Value for Money					
Socialise		24.5	30.5		34.6
Quality	34.4	32.4	25.6	60.3	37.5
Complement Food	31.1	33.1	25.6		
Mood Enhancement					
Self-fulfilment					
Security				26.0	
Fun and enjoyment in life	29.5	32.4			51.9
Being well respected		31.7		52.1	30.8
Warm relationship with others	36.1		34.1		

all occasions, such as price, taste, type (attributes), socialising, quality, complementing food (consequences) and fun and enjoyment in life (values).

It is therefore, appropriate to identify the remaining combination of different values for the five different dining occasions. This is not an unusual procedure to undertake in a segmentation process. If we consider the motivations for the purchase of a new car, for example, many people might have common factors relating to reliability, latest safety features, comfortable ride, and fuel efficiency. What differentiates the segments are the major differences in the motives identified across the segments. Some motives, for example, will be dominant while others will be subsidiary. The dominant Means-End chains for these five dining occasions are of particular interest because they may provide insights for restaurateurs which could subsequently be used to improve the cross-marketing of wine with food. To this end, it should be noted that for each of the five dining occasions, different higher order values are evident. The hedonic, individually oriented value of fun and enjoyment, for example, is the dominant value in relation to parties or celebrations, while the more external, achievement orientated, value of being well respected is the dominant value with regard to business functions. In terms of the consequences, to socialise was important for a dinner with friends, family or for a party/celebration, whereas, at a business function to make an impression (by presenting a quality wine) was the most dominant consequence. In terms of attributes, taste, price and type were dominant across all occasions with the brand of wine dominant for business

occasions. Creating an impression on business consumption occasions was seen as important (42.5%) and this may also be linked to the brand of wine selected.

Results and Discussion

It can be observed from this analysis that a different combination of values is the major motivational difference across these five dining occasions. We conclude that the higher order values make the difference in terms of product selection on consumption occasions rather than the attributes associated with the products. This allows consumers to be segmented in relation to their most dominant use occasion. As a result, wines should be promoted in a different manner on different consumption occasions. Currently, in restaurants in Australia, wine sales personnel highlight the attributes and consequences associated with wine when promoting wine to guests, while the staff are seemingly unaware of the important influence of values. In addition, general statements on wine labels usually include detailed descriptions of colour and taste often comparing the wine to certain, usually exotic, fruits such as passion fruit and by using terms such as "robust" or "with mild tannin." Wine servers in hospitality establishments are also known to further embellish these attributes with a variety of flowery descriptions sometimes adding background information on the wine region and the wine maker.

This study shows, however, the importance of higher order personal values in choosing wines for specific consumption occasions. Security, for example, was important for business dinners; while warm relationship to others was the dominant value for family and intimate dining. These values drive the choice of wine, by defining the importance of different attributes and their consequences, which differ by occasion. Quality is important on many occasions, but is most mentioned for a business dinner. High price drives quality perceptions for this occasion. To impress others was also important on business related occasions (42.8%) while this was not seen as very important on other occasions. The taste of the wine drives quality perceptions for an intimate dinner, which in turn is important for complementing the food and satisfying the 'warm relationship with others'. This ladder is very different from the one that links the attributes to the 'being well respected' value for business dinners.

The findings of this study show that the factors of influence across most occasions are taste, price, and type. As a result, these factors should be integrated into wine labels or wine lists and incorporated into wine sales training in restaurants. Taking these factors into account, a wine waiter might for example, recommend wine with the simple statement "we have a reasonably priced, full fruit flavoured, white wine by Brown Brothers which would go very well with that particular dish," rather than enter into a discussion on the skill and background of the vigneron or the manner in which the bottle was corked and aged.

In terms of consequences, the quality of the wine and the social occasion is of major importance in the selection of wine. Clearly, there is a difference in the manner in which the customer is influenced not only on different occasions but also on their perceptions as to whether they believe a particular wine will impress others. In many cases this is coupled with their perceptions of what wine is considered to be value for money. How these perceptions are formed may include different advertising media, word of mouth, or past experience.

In the case of restaurant sales, it is suggested that the sales person can have a major influence on sales. As a result, the factors of influence identified in this study are likely to be beneficial. These factors have been ranked in order of importance and it is suggested that they should feature in restaurant wine sales promotions. In many cases restaurateurs can ascertain from a booking, from conversation, from the general make up of a table, or from the behaviour of guests whether it is an intimate dinner, business-oriented event or some form of celebration. It is suggested that sales presentations could be modified in order to cater to the factors of influence identified in this study for those particular consumption occasions.

For celebrations and parties the most important factor was to have fun and enjoy oneself. The attributes and consequences involved on these occasions, therefore, need to be communicated in terms that can be seen to provide these perceived benefits. Bearing in mind that some wines are more appropriate for wine connoisseurs, it is suggested that wines that appeal to a wide variety of tastes might be offered. The use of terms like a "this is a wine that everybody can enjoy" by way of recommendation should also be employed.

The issue of taste is of particular importance because, of the intrinsic attributes identified, taste was considered to be important across all occasions. The level of importance peaked at 50.8% for an intimate dinner and rated above 40% for all other occasions.

The extrinsic attribute of price was also important across all occasions and perceived to be most important on business related occasions. The brand of wine also rated highly, once again, peaking on business related occasions. The consequence, quality, was represented on the most Means-End chains (212). Other important consequences were to socialise (168), complement food (135), impress others (131), achieve value for money (123), and as a means to enhance mood (118). Notably the issue of mood enhancement was at its highest when drinking alone (see Table 7).

Clearly, restaurateurs need to determine the nature of the customers visit to assist with wine selection. Selling strategies and then be customised to meet the needs of these customers. Focusing attention of the consumption situation is more difficult for wineries themselves. They are often not present at the point of sale to the consumer, except at cellar door. At cellar door or

when there is a restaurant on site, the same strategies as for restaurateurs can be employed. The other suggestion would involve making sure back labels provide a key to the taste of the wine that is interpretable to most consumers. Also, wineries can provide information on the taste and wine and food matching to their retail clients. Previous research (Unwin et al., 1999) showed that many consumers could not interpret the taste from the descriptors used on back labels. More attention to understandable and interpretable flavours would make the job easier for all parties in the marketing channel.

Conclusion

In this study it was found that the factors which motivate consumers to purchase wine are strongly influenced by the consumption occasion. As a result, the values that consumers hold have been presented as a means of understanding consumer motivations. It is acknowledged that this concept is not new and that it has been used in combination with other criteria as a base for segmentation in the past. In this study, however, the authors have proposed that a set of values can be identified that relate to wine consumption and that the relative importance of these values can vary across consumption occasions. Taking this into account, it is concluded that it is possible to develop an occasion-based segmentation process that relies on the identification of value priorities to provide an understanding of the motivations that drive each segment. Moreover, knowledge of the beliefs, attitudes and behaviour expected from the identified segments could serve to predict consumer behaviour. While it is unlikely that value systems alone can provide a basis for market segmentation, the Means-End chain approach can provide the vehicle for understanding and integrating the attributes, benefits and values associated with the various occasion based segments identified.

Little has been written about the factors of influence in wine selection within restaurants. As a result of this research it is concluded that the occasion for which the wine is purchased is one of the most important considerations in the choice of wine. These findings have direct application in restaurant and food service marketing and may be valuable to restaurateurs. Furthermore, the methods of this study could be refined to include other situations and consumption occasions with subsequent implications for further study.

Endnotes

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