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**THE INFLUENCE OF EXTRINSIC CUES ON WINE
PURCHASE IN HONG KONG**

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DECLARATION

This work has not previously been accepted in substance for any degree and is not being concurrently submitted in candidature for any degree.

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ABSTRACT

The study reviewed the influence of extrinsic cues on the purchase behaviour of the customers in Hong Kong. The main objectives of the study were to establish the consumer perceptions towards wine buying and determine the link between the identified factors and wine buying behaviour among the customers within the Hong Kong market. The research adopted an experimental design, employing a mixed research approach method involving qualitative and quantitative methods. The sample size consisted of thirty respondents non-wine educated regular wine consumers. The study found that the Hong Kong market mostly consume the red, white, sweet and sparkling wine brands in the market. Some factors such as the occasion and the financial capabilities of the customers affect their purchase behaviour in the market, hence, customers' preferences and choices are made depending on the contextual factors.

The main factors that influence the wine purchase within the Hong Kong market include the brand recognition level in the market, design and labelling, critic scores by the customers and other rating institutions, country of origin and the pricing. Wine customers in Hong Kong are likely to buy wine brands based on appealing levels of the labels, fair pricing, country of origin and received recommendations from their trusted people. Price is the most influential factor in the wine purchase process within the Hong Kong market, because it influences the affordability level and willingness of the customers. The high quality and distinction of the wine products influence the ability and willingness of the customers to choose certain wine brands in the market. Some of the elements, such as critic scores, have a low impact on the customers' general purchase process of the customers in the industry. Therefore, the wine customers in Hong Kong choose wine brands based on the perceived quality and distinction among the available varieties.

DEDICATION

In Memory of my late grandma, B.G. Yip,
who loved me unconditionally and always believe in my abilities,
may she rest in peace.

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LIST OF VARIABLES

BR:	Brand Recognition
CO:	Country of Origin
CSWR:	Critic Scores and Wine Ratings
LPD:	Label/Packaging Design
P:	Pricing
BP:	Brand perceptions
A:	Attitudes

CHAPTER ONE – INTRODUCTION

1.1 Overview of Hong Kong's Wine Industry

The removal of import duty on wine and liquor products (Alcohol By Volume ABV<30%) within Hong Kong which occurred in the year 2008 has led to an increment in sale volume of up to 54%, making the region one of the leading markets for wine consumption within Asia (Lee et al., 2018). In the year 2017, imports on wine within Hong Kong was about USD194 million, while the wine per capita reached 4.9 liters (Zheng and Zhou, 2018). The Mainland and Hong Kong Closer Economic Partnership Arrangement (CEPA), has supported wine sales through formulation of strategies, procedures and tariff-free movement of products (Mak, 2017). Therefore, tax revision has presented a growing opportunity for Hong Kong's wine industry, through increased ability to expand in imports and exports, allowing it to be comparable with London and New York. However, the occurrence of Covid-19 pandemic in the year 2020 negatively affected the global wine market performance leading to a drop to about US\$323.5 billion, which was the lowest point within the past five years (Martino et al., 2021). Asia and China are expected experience a growth in wine sales of about 11% and 12.7% respectively.

The high performance of Hong Kong's wine industry can be also attributed to the increased governmental support offered in other forms such loans and other forms of empowerments to the market players, including the processes of distribution and the general trading activities (Zheng and Zhou, 2018). In the same way, the Hong Kong has many merchants that have extensive experience within the wine business in international trade, hence, contributing towards improved performance of the sector.

Preferences in wine consumption in Hong Kong varies with demographic characteristics, however, the taste profiles and the price ranges also vary (Lau et al., 2019). Essentially, the customers that are price sensitive show tendency of buying wine from supermarkets after consultations in selection from other customers and specialty stores. Similarly, dealers in wine sector within Hong Kong are adopting online systems to support order making and payment processing. Whereas the millennial in Hong Kong seek trendy and new types of wine such as champagne among the sparkling wines (Pelet et al., 2020). However, the red wine is the most consumed type in the region, mostly the Cabernet Sauvignon, Merlot, Pinot Noir and Shiraz among many others. Within the Hong Kong region, there are about 8,500 restaurants that offer full-service, and 800 bars running within the area (Watts and Parks, 2018).

Some of the new trends within the wine sector in Hong Kong include the emergence of new world wines which are manufactured in Latin America, South Africa and New Zealand among other areas, which are becoming additional to the old world wines produced within Italy, Germany, Portugal and France (Rodrigues et al., 2020). Hong Kong market is attracting an attention of new wine-producing countries such as Moldova, Hungary and Georgia. The utilization of the online channels is becoming popular within Hong Kong's wine industry. Covid-19 pandemic provided a driving force towards the adoption of news systems due to restricted movement and physical contact, which changed the trading processes (Elde et al., 2021). Dealers are utilizing e-commerce technology that allows clients to place orders and make payments from their remote locations using computers or mobile phones (Joshi et al., 2021). E-Commerce solution has enabled industry players within Hong Kong to continue operating amidst the pandemic. Technology is also being applied in marketing wine,

whereby social media campaigns, the use of influencers and the blogs are integrated to improve information reach to the customers (Cardebat et al., 2020). Presently, wine labelling has become important and evolved to allow customers to get more understanding about the ingredients and other related information about the drinks before making selection (Pelet et al., 2020). Wine companies are investing into the labels to ensure that they are eye catching through the use of modern technologies such as Augmented Reality (AR). In the same way, some labels contain the QR codes, as a way of helping the customers proof the authenticity. Retailers are now packing wine in both large and small bottles, hence, giving clients the opportunity to a wide range of high quality wines before the commitment to obtain full-sized bottles. Essentially, the wine market characteristics in Hong Kong represent a significant opportunity for expansion of wine industry, not just in the region but also the entire People's Republic of China (Hu and Baldin 2018). For the past decade, Hong Kong has become one of the biggest exporter/importers of wine brands globally, taking over both the New York and London business counterparts.

1.2 Types of Wines Consumed in Hong Kong

The most popular wine brand consumed among majority market population of Hong Kong is Red wine, including Cabernet Sauvignon, Merlot, Pinot Noir and Shiraz which make the dominant grape varieties known for local production of wine within the area (Masset et al., 2016). Similarly, there has been an equally growing demand for white wine varieties in the recent decades within Hong Kong, the rest of China and Asian markets (Pelet et al., 2020). Champagne and sparkling wine have also gained popularity specifically amongst female populations of Hong Kong market. Majority of youths in Hong Kong are eager and adventurous to try out new tastes and brands of wine profiles, yet they pay less attention to traditional purchasing

culture and reception to price ranges (Huang et al., 2016). In spite of the growing popularity of new wine brands in Hong Kong, consumption levels vary with the genders and European wine brands still remain the most dominant label used in the region. Therefore, European wine brands are the most dominant wine labels known by majority of Hong Kong consumers who like Red wine varieties. As opposed to other international trading hubs, Hong Kong customers have better understanding of various types of wine brands in the world due to extensive exposure on different cultures and international business goods (Anderson and Wittwer, 2015). Majority of Hong Kong marketers have ever travelled overseas, with some having studied abroad which enable them to select the best wine pairing among all existing international brands. France, Spain and Germany are among the most western countries that export wine products to Hong Kong Markets. In that regard, Hong Kong buyers are among the world's most informed customers on different wine varieties because of their good exposure to the commodity.

Majority of consumers in Hong Kong market consider pairing red wine with cheese during winter season while seating beside a fireplace. Varies wine brands are consumed in different seasons of the year, and for specific occasion (Anderson and Harada 2018). The wine variety is usually paired with certain kind of dish depending on the desired taste and affordability. The major types of wines consumed in different occasions by Hong Kong consumers comprise of the red wine, white wine, roses, fortified and sparkling wine drinks (Masset et al., 2016). The wine varieties have distinct flavors and tastes, some dry, sweet, sugarless and different alcoholic concentrations among other fundamental features. Some consumers prefer wine products processed from unripe grapes, dry raisins among other preference to suit intended occasions. As a result, wine consumers in Hong Kong select certain types of

wine brands based on the nature occasion, affordability, unique taste and preferences among other considerations. Specific circumstances such birthday and funeral can also influence the type of wine bottle to buy in a certain occasion (Tang et al., 2015). Essentially, some situations such as the financial state, psychological status, season, bottle decoration, history of the brand among other important considerations influence the type of wine chosen within the given occasions. Some wines may fit well for refreshments and certain musical pieces played for specific events (Zheng and Zhou, 2018). Prominent wine brands are preferred in big events or occasions to suit some formality and embrace the significance of a ceremony or for convenience of the guests. Therefore, important wine varieties are chosen for important occasions, people, and circumstances or used as gifts to simple people in the society.

The informed understanding regarding various wine varieties among most of the Hong Kong customers largely assist businesses to come up with better priorities of wine drinks (Wong 2018). Some of the factors considered when selecting a wine drink include occasion, season, taste, flavors, alcohol content, price among other basic considerations. Popular wine brands are preferred during special events or occasion. Red wine brands are highly preferred during winter seasons paired with specific types of food in warm places. Some consumers selected wine with little or no sugar content based on special health condition or preference, other demand for sweeter taste (Zheng and Zhou, 2018). Indigenous Hong Kong consumers pay special attention to wine brands that have defined place or country of origin, though this consideration can make proper selection of a wine bottle more challenging (Maichum et al., 2017). However, selection of wine is subjective to each person since individuals have unique taste and preference over different brands of the product. Therefore, every consumer in Hong Kong Market has varied tastes and preferences for each of the wine

characteristics, but with proper considerations and assessment, buyer can find the right wine that fulfils their preferences and needs.

In recent decades, Hong Kong has emerged to be among the topmost trusted source for wine products not only in China but also in Asian continent and the rest of the world (Tang et al., 2018). Some of the exclusive wine brands from Hong Kong have gain reputation to global consumers. Hong Kong speciality wine houses are among the few wineries in the world to process wine from snap-frozen grapes originating from various regions of the world including Europe and USA. Local production of wine products within Hong Kong region is largely boosted through tax reduction on the domestic commodities; this means wine products with local origin enjoy sustainable tax levies, thus, encouraging increased production (Zheng and Zhou, 2018). Conversely, wine commodities from external exporters are compelled to pay increased tax rates by resident wine business regulations, hence, domestic production of wine products is highly promoted through local tax levies, thus, increasing local production and consumption.

Wines are produced from flash frozen grapes which are harvested at about -180 C and preserved at peak conditions before being ship to Hong Kong for processing (Martino et al., 2021). The frozen grapes need to arrive at the processing centre still in fruit form. The best sourcing of quality grapes with good ingredients make best wine products. In that regard, sourcing of the best fruits from the best regions of the world and transporting the same in snap-frozen form for processing in Hong Kong has significantly improved the wine reputation of the region (Wong, 2018). The selection of quality type of fruits and reliable vineyard is largely determined by the winemaker. Raw material sources are generally selected by the wine producer. In the case of Red

wines, grapes are usually transported as individual berries as opposed to white wine whose raw materials are transported in bunch of berries to minimize damages (Martino et al., 2021). Freezing in red grapes causes minor rupturing that releases more tannin and increase the depth of both flavor and color as compared to white ones. Australia provides one of the main vineyards of red berries found in King Valley of Victoria alongside certain Italian varieties such as Sangiovese among other traditional grapes like Shiraz. Therefore, traditional varieties grapes originating from Italy and Australian vineyard make important raw material for red wine brands which are highly valued and welcomed in Hong Kong markets.

1.3 Consumer Buying Behaviour in Wine Industry

Wine customers are motivated to try out different brands due to benefits associated with the exploration process such as attaining value from various wine brands (Reynolds et al., 2018). The availability of numerous wine brands in the market motivates consumers to switch from one brand to the other with the aim of enjoying flavors of different brands that matches their expectations. Curiosity and boredom of repeated consumption of a specific wine brand influences customer to search for different brand options available in the market, thus, exploring and enjoying different brands in the market (Jain and Khan 2017). The theory of optimum stimulation level reveals that wine consumers prefer correct motivation levels from the market with the intentions of attaining maximum value from different wine brands. Consumers of wine that depict exploratory traits are characterized with frequent purchases of large volumes of wine, prefer specific categories of wine and have sufficient information about the wine industry (Wong, 2018). Therefore, wine customers that exhibit exploratory behaviour switch from one brand to the other with the aim of establishing the correct brand that matches their expectations in different markets.

Wine is considered as a luxury product for the wealthy class of customers who consume different wines for the purpose of pleasure and maintaining their image in various markets (Wong, 2018). Wine consumption has minimal health benefits; its users mostly enjoy the different flavours of different brands of wine in the market. The wealthy class of wine consumers emerged in the world in receiving wine as gifts from family members and friends, hence, associating their wealthy lifestyle to wine consumption (Oh and Hwang 2018). Wealthy wine drinkers prefer expensively priced brands because they have developed quality perceptions towards price of different brands in the market, hence, they are likely to buy highly priced brands and avoid lowly priced with the fear of low quality in such wine brands. Consequently, wine consumption is a lifestyle depicted by the wealthy class of consumers who buy expensive wines for the purpose of maintaining their lifestyle and image in different markets.

Wine manufactures use variables such as gender, age, education and lifestyle to divide and place users of wine in segments where customers in each specific segment have similar traits, thus, facilitating business institutions to target the group of consumers that matches their product specifications (Smith et al., 2017). Lifestyle is the main element used to segment wine consumers but there exist significant differences between men and women customers of wine (Boncinelli et al., 2019). Contrarily, women customers tend to search sufficient information before deciding to purchase a specific brand of wine while men use little information when making the final purchase decision (Saad and Metawie, 2015). Segmentation information enables manufactures of wine to better understand attributes that customers use when purchasing different flavors of wine such as red and white wine brands. In this regard, segmentation is considered as a marketing strategy that facilitates manufactures to establish consumer

attributes that influence purchase intentions of customers in various markets, thus, deciding to target the correct segment of customers that match their product specifications.

Wine customers purchase at retail stores and their purchase intentions are often influenced by price, discounts and region in different markets (Boncinelli et al., 2019). Low and high involvement are the categories of wine consumers and each type is influenced by specific marketing strategies of various retailers in the market. Low involvement customers of wine are influenced by the final price charged by retailers while high involvement customers who search for sufficient information before making the final purchase intentions are influenced with country of origin and other unique brand wine modifications and features (Uzir et al., 2020). Moreover, other wine elements that influence final customers buying decision in retail stores are; taste of the wine, previous customer experience and recommendations from friends and family members. Retail stores such as supermarkets capture the attention of price sensitive customers by selling wine products at discounted prices, thus, focus on price when making the final purchase decision and giving less attention to other attributes of brand wines (Outreville and Desrochers 2016). Some wine users are knowledgeable on the origin of wine brands, hence, prefer brands from environments that are safer due to positive attitudes towards wine brands. Therefore, price, discounts and origin affect consumer behaviour when purchasing from retail stores in the market.

The development of technology has facilitated wine producers to sell instantly and directly to customers, hence, realizing high revenue through increased sales (Tait et al., 2019). Some online wine customers tend to purchase expensive priced wines due to low shipping costs. Producers of expensive wines exclusively sell their brands

online to target wealthy class of customers who perceive such brands to be of high quality (Sogari et al., 2017). Online retailers of wine use interactive marketing tactics to develop relationships with customers, thus, building trust and loyalty with online wine buyers. Convenience advantage associated to online buying of wine plays the role of convincing users to purchase wine online. Contrarily, online purchasing is negatively associated with fraud, lack of customer experience, and inability to taste wine demoralize consumers from purchasing wine online (Uzir et al., 2020). Consequently, some wine purchasers managed to develop trust and loyalty, while some cases of fraud, lack of customer experience and inability to taste wine affect the other purchasers' intentions in various markets.

Packaging and labels are the physical cues that communicate information such as country of origin, grape variety and vintage to customers in different markets (Escandon-Barbosa et al., 2019). Business institutions provide relevant information about their product on newspapers, magazines and wine guides, thus, raising brand recognition of their product in the market (Amin et al., 2015). Some customers of wine are influenced by modified and fashionable label designs over unattractive labels; hence, they buy expensive priced brands that use attractive packaging materials. Front and back label information reveal relevant information such as expiry date, ingredients and country of origin that aid customers to solve the purchase dilemma they experience due to availability of multiple brands in the market by choosing the best brand among available options (Bruwer and McCutcheon, 2017). Wine consumers prefer modified and fashionable label designs; thus, such attributes affect their final buying intentions.

The country of origin of wine brands is an important element that affects the final purchase intentions of customers in different markets (Chen et al., 2018). Some wine consumers search for information about the specific region due to quality perceptions associated to some regions, thus, they favor wine from regions they perceive manufacture quality wine (Williamson et al., 2016). Additionally, customers of wine associate quality to different varieties of grapes, price, and brands as well as high involvement customers search relevant information about region of origin before making the final purchase decision, hence, buying wine from geographical locations that have positive reputation in the market (Escandon-Barbosa et al., 2019). The perceived quality motivates most customers to buy wine that originate from different geographical locations that are expensively priced due to reputation and quality elements that offers value for their money.

1.4 Extrinsic cues in wine purchase

According to Ferreira et al. (2021), the recent blind testing survey conducted in Hong Kong indicated that the extrinsic cues have significant influence on the resident consumers' Willingness to Pay (WTP) for wine products (Kao et al., 2020). The conducted survey scrutinized how consumer WTP for a bottle of wine changed with the level of awareness regarding the variety of the raw material (grape) used, ingredients and country of origin of the product (Chen et al., 2018). Kao et al. (2020) suggested that only non-wine informed consumers can cast a strong response to the pre-tasting knowledge when evaluating the wine product branding. Well informed buyers do not seem to be adequately responding to pre-testing information of the extrinsic characteristics in the evaluation of the wine brands (Niimi et al., 2019). Understanding the taste preferences and role of extrinsic cues in evaluation and purchasing of the wine product in the growing market of Hong Kong is significant for

the success of this industry. Therefore, it is important for producers and marketing firms to consider product differentiation and consumer heterogeneity when distributing and pricing wine products.

Wine is among the most popular products which are highly consumed not just in Hong Kong but also across diverse cultures of the world, hence, its existence in the Hong Kong market with buyers of different tastes and preferences symbolizes that conducting wine business on a broader scale is not just challenging but also a complex process (Wong, 2018). Satisfaction of the customers' within the wine business is challenging because operators need to understand their preferences and work towards satisfying their needs, which is a complex process (Hamzah and Shamsudin, 2020). The customers' perception and purchasing patterns on the target market significantly determine the brand recognition, hence, the extrinsic cues carry different levels of impact to the extent of influencing purchasing decisions of consumers in the market.

The prominence of most wine producers is built on strong branding image which has massive attraction to consumer markets (Uzir et al., 2020). Nonetheless, recent observation by Azahari and Nayan, 2020) suggested that some buyers in Hong Kong choose on specific wines over others based on the critic grading whereas, others mind about the country of origin for the product.

1.4.1 Country of Origin (COO)

The relevance of product recognition with country of origin implies that wine brands from different countries are perceived differently by consumers in various markets (Azahari and Nayan, 2020). The origin-based consumer perception results into higher purchasing intentions for brands from certain countries as opposed to others. As a result, brand recognition is significantly dependent on the country of origin and that explains why wine producers should label the brands with their place of production as a key tool for marketing.

The survey also established relationship between purchasing intentions and country of origin, where majority of respondents expressed certain factors such as culture, patriotism and history of origin to be having profound effect on the individual's likelihood to buy wine from certain region or state (Yabin and Li 2019). New brands experience challenges to penetrate through existing markets which creates stronger wine production culture since most buyers are readily purchase on local brands (Cheung and To 2019). From a global point of view, the observation still holds that countries perceived positively within a given market segment in wine production culture are tend to survive sustainably in the global markets as compared to those with unpopular production culture (Hu and Baldin 2018). The locally perceived competence in wine production sector plays a significant role in influencing wine sales in Hong Kong as well as other relevant market zones (Azahari and Nayan 2020). Apart from place of origin and brand recognition ratings, wine purchasing perception is also influenced by critic scores as observed by various wine experts in the world (Mu et al., 2017). Critic scores are found to have a significant impact on purchasing decisions not only in Hong Kong but also the rest of the world, because customers seek to understand the perceptions of their trusted people in regard to the wine that

they choose. Therefore, brand recognition, wine's country of origin, critic scores, ratings, labeling and the pricing are important elements that influence the purchase process of customers within the wine market.

1.4.2 Label/Packaging design (LPD)

Wine producers have used labelling cues such as color, bottle shape and appearance of bottle that raise brand recognition, thus, altering consumers perceptions towards their brands. Some wine manufactures have used packaging as a differentiating strategy for their brands by modifying brand appearance that make their brand to be seen unique by consumers, thus, attracting customers to buy their wines over those of their competitors (Pentz and Forrester 2020). Wine consumers are convinced by information such as date of manufacture, ingredient variety, winery history and methods of consumption that influence their buying decision. Some labeling and design elements such as wine bottle design elements such as back and front labelling influences consumers purchase decisions across all markets. Proper labelling and packaging elements positively affect consumer attitudes in wine purchase in different markets. Essentially, the bottle shape, label design and color of the wine brand are the main attributes that consumers see before making purchase decisions, hence, appearance of wine brand attract consumers to a specific brand over others (Tandon and Verma, 2020). Consumers tend to associate quality of wine to its bottle design, thus, consumers are able and willing to pay higher prices for wine brands that have modified and fashionable bottles over the ones that lack these features. Moreover, fashionable and modified wine bottles raise brand recognition among consumers and also convince them to buy such brands over rival brands (Escandon-Barbosa et al., 2019). Wine packages and labels also influence consumer perceptions on tastes and quality of brands and therefore, stylish and altered brands attract consumer attention

in the market. Consequently, consumers perceive that wine brands that have attractive brand cues such as bottle shape, label design, and color are of higher quality and is recognized of such brands easily, hence, such elements influence their buying intentions in the market.

Packaging and labelling of wine brands determine the final price to be charged to customers as such information correlate with customers' tastes and quality insights (Reynolds et al., 2018). Most consumers prefer to be associated with wine brands that have attractive and appealing bottle shapes, thus, their purchase decisions are made basing on such product cues. Wine brands that have stylish and fashionable bottle shapes enable manufactures to sell their brands at premium prices but still experience high consumer demand for their wine due to positive quality and taste perceptions of customers towards their wine (Bruwer and McCutcheon, 2017). Wine brand label information convince consumers to purchase wine brands that match customers' expectations over alternative options that are available in the market. In regard to this information, attractive label and package design affect pricing decisions of wine manufactures, thus, influencing customer purchase intentions in different markets.

1.4.3 Pricing (P)

The law of demand is affected by prices charged on commodities; in situations where price of a commodity falls, demand for the same product rises and vice versa (Dobele et al., 2018). The law applies to basic goods but not always to luxurious products that effect of increasing prices also leads to an increase in demand due to quality perceptions associated with high prices (O'Donnell et al., 2019). Manufactures charge different prices for their wine brands, hence, there are wine brands that are lowly priced while others are highly priced for the same quantity. As a result, consumers

who belong to the high earners class purchase highly priced wines with the objective of boosting their image in the society because expensive wine brands are of high quality and are exclusively manufactured to match their expectations (Robertson et al., 2018). Considering the fact that some consumers associate cheap wines with low quality, raising prices increase their demand because luxury customers develop positive quality attitudes towards it. Therefore, pricing wine expensively rises its demand in different markets because of the quality perception towards the product, thus, price influences the purchase decision of wine customers.

Right pricing strategy is important in ensuring that the wine dealers experience long-term sustainability of their businesses within the industry (Pelet et al., 2020). Pricing affects the reputation and the brand image of wine in the market, which influences the acceptability of the product in the market. Usually, the wine dealers must achieve a balance in pricing to ensure that that the customers are not explored while the same time the company does not run at a loss. The majority of wine consumers across the world are categorized into low and high classes, which each group having its own distinct wine expectations, hence, cheap is associated with low class customers while expensive brands belong to the high-class consumers (Sarabia-Andreu and Sarabia-Sánchez, 2018). Furthermore, historically wine has been an exclusive product for the wealthy in the society and currently its demand has increased but its users are still the rich who purchase it for the purpose of maintaining their status and image in the society, hence, revealing that expensive wines have increased demand that cheap brands in the market. Customers perceive expensive wine brands as being of high quality in the market, thus, raising demand for the brands. Perceived value and quality elements of wine affect consumers decision of buying at specific price levels, thus

status, quality and value the wine offers to users is related to its pricing (Candeias and Alonso 2020).

1.4.4 Brand Recognition (BR)

The connection between consumer perception and brand recognition is affected by customer's knowledge level on brand design elements and features that are associated to specific wine brands, thus, facilitating wine users to make purchase decision from the different wine options in the market (Reynolds et al., 2018). Brand recognition raises confidence of customers towards the brand of wine because they develop positive perceptions towards the quality of wine, hence, making it difficult for competitors to copy the features of the product (Boncinelli et al., 2019). Modified and unique wine brand give higher sales due developed customer trust compared to rival brands that have low product features. Therefore, wine consumers purchase brands of wine they have information and is leave out the brands they are not familiar with, thus, affecting their purchase intentions.

Branding elements of wine products such as name and origin of brand facilitate consumer identification of various types of wine in the market (Cheung and To, 2019). Wine brands that are associated with reputable names, origin and regions experience high sales, hence, affecting consumer purchase decisions. Furthermore, the brand name can reveal the quality of wine that capture attention of high-class customers and those brands that are manufactured from different locations should provoke trustworthiness to users, hence, facilitating penetration in different markets (Smith et al., 2017). Customers from a wealthy class associate quality to well recognize wine brands in the market, thus, purchase such known wine brands for the purposes of showing off and maintaining their social status in different markets. Consequently,

wine producers can raise brand recognition across various markets by using correct names that influence the purchase intentions of customers.

Information on various wine brands is normally available on different platforms such as mass and social media, with most consumers from Hong Kong preferring well recognized brands that originate in Europe over the ones that are least known in the market (Reynolds et al., 2018). Some governments outside Europe have implemented strategies such as lowering import duties on wine products and organizing events that attract participants from different nations, thus, raising awareness and knowledge of myriad brand wines in their markets. Status associated to specific brand of wine and its reputation are the elements that motivate current consumers to raise its popularity by sharing information that convince other wine users to buy the specific wine brand (Huiru et al., 2018). Moreover, satisfied customers use the word of mouth to refer family members and friends by positively talking about the unique wine elements such as brand features and design, hence, affecting their purchase decisions (Pelet et al., 2020). In regard to this, satisfied wine users convince family members and friends to purchase specific wine brands that surpassed their expectations, thus, raising awareness and knowledge of specific wine brands in the market.

1.4.5 Critic Scores and Wine Ratings (CSWR)

Critic scores and wine ratings affect the purchase intentions of consumers because it is difficult for most customers to make physical assessment wine, thus, all relevant information relating to wine brands are required by customers when making the purchase decision in different markets (Bruwer and McCutcheon, 2017). Availability of numerous wine brands in the market complicates consumers purchase decision, hence, critic scores and wine ratings guide them to choose the best wine brand that

matches their expectations over other available wine brands options in the market (Pelet et al., 2020). Additionally, reviews by wine experts enable consumers to judge different brands and establish the best quality wine product therefore, expert information simplifies the buying decision in the market that has multiple wine brand options (Thrane, 2019). The information revealed by critic scores and wine ratings include; expert grading, star quality ratings and reliable awards and in situations customers face a dilemma of choosing between two wine brands that are similarly priced, they refer to expert ratings information to choose the best brand that surpasses their expectations (Cheung and To, 2019). Accordingly, critic scores and wine ratings provide reliable information on wine brands that guide customers to purchase wine brands that match their expectation in different markets.

The quality of wine is determined by expert ratings, thus, affecting the final price charged to customers in different markets. Wine brands with highest critic scores are perceived by consumers to be of the best quality, hence, facilitating manufactures to sell their brands expensively (Tait et al., 2019). Wine is a product that is consumed by the rich class of customers in the market who associate price to the quality of wine, hence, such consumers prefer expensive brands that maintain their social status in the market over cheap ones that they regard to belong to the low-class customers (Bruwer and McCutcheon, 2017). Thus, wine ratings and critic scores determine the quality of wine and the final price charged to consumers in the market. Strategies embraced by wine dealers to ensure that their brands score high scores are important in fostering positivity among the customer population (Huiru et al., 2018). Essentially, critic scores affect the word of mouth marketing processes, because new satisfied customers share positive information to others and recommend them.

1.5 Problem Statement

There is adequate evidence indicating that the consumption of wine in Hong Kong has been on an upward trajectory based on not only the high volume of wine imports but also the high wine per capita (Zheng and Zhou, 2018; Lee et al., 2018). The increase in this consumption can be explained partly by the increase in governmental support (i.e., tax reductions, loans and incentives) and partly by an interplay of factors such as an increase in a range of wine options (Cabernet Sauvignon, Merlot, Pinot Noir and Shiraz), country of origin, labelling/packaging, pricing, brand recognition, and critic scores/wine ratings (Zheng and Zhou, 2018; Masset et al., 2016; Bruwer and McCutcheon, 2017; Reynolds et al., 2018; Dobeles et al., 2018; Pentz and Forrester 2020). The association between these factors and consumers' wine purchase intentions, decisions and actions have been well-established and represents an increasingly changing paradigm through which wine companies are keen to explore in Hong Kong Market. Wine consumers in Hong Kong display a mix of drivers that influences their wine purchasing intentions and, in most cases, Sarabia-Andreu and Sarabia-Sánchez (2018) reveal that price and quality has remained critical considerations. Whereas wine informed customers seek particular attributes when deciding on the brand of wine to purchase in Hong Kong, it is exceedingly challenging for non-wine informed consumers. Reliance on extrinsic cues, such as country of origin, labelling/packaging, pricing, brand recognition, and critic scores/wine ratings, is observed to be more pronounced in wine-informed consumers but the explanation of how these cues influence non-wine informed Hong Kong consumers purchase decisions remains oblique. Such forms a critical area of inquiry that forms the basis for this study and that is resolved through the research questions, aim, and objectives outlined below. Studying the questions and objectives outlined below is critical in not only deriving key insights on how extrinsic cues influence non-wine informed consumers make

decisions to purchase wine, but also widening current knowledge on consumers perceptions regarding wine buying that can be used in theoretical developments.

1.5.1 Research Questions

The research questions that this study seeks to answer include:

- a. What is the linkage between the identified extrinsic cues and the non-wine educated consumers' wine purchasing behaviours?
- b. What consumer perceptions influence the buying of wine the most among the non-wine educated buyers?

1.5.2 Research Aims and Objectives

The primary objective of this research is to analyse consumer perceptions when buying wine based on brand recognition, country of origin, critic scores and wine ratings, label/packaging design, and pricing.

Specific study objectives include:

- To identify consumer perceptions towards wine buying.
- To determine the linkage between the identified factors and wine buying behaviour of consumers in Hong Kong.

1.6 Justification of the Research

The continuously changing needs and expectations of wine customers justify the need for undertaking the study to explore the wine market in Hong Kong. Proper understanding of customer purchasing behaviour enables manufacturers of wine to meet the growing needs and expectations of customers (Lai, 2019). Wine producers are currently designing wine brands that match with customer expectations, hence, motivating potential buyers to purchase original brands and avoid competitors' brand

in the market (Abegão, 2016). In the same way, gaining enough knowledge on customers' behaviour facilitates retailers of wine to create appealing advertising and promotional campaigns that target customers who have an interest in their products. When manufactures of wine understand their customers' preferences and choice, they ascertain the optimum price levels charged on their wine brands, thus, motivating customers to make routine purchases and refer their close friends and family members to buy similar brands of the same suppliers (Outreville and Desrochers, 2016). Wine brands that satisfy customer expectations are likely to positively influence their perceptions, which in turn generate higher sales and, hence, higher revenue and chances of survival in the competitive wine market industry. Therefore, knowledge of wine customers purchase behaviour enables business institutions to develop wine products that satisfy customer expectations in different markets.

Information on customer behaviour in wine purchasing process enables product dealers in Hong Kong to attract and retain customers through development of mutual customer-supplier relationships in the market (Tobias 2017). Mutual relationships are developed through constant interactions and they motivate customers to develop habit of purchasing from similar seller in the market. Prediction of future wine customers' behaviour is revealed through established relationships that facilitate customers to reveal relevant information that lead to modification and addition of new features to their wine brands, thus, remaining relevant in the market for long time (Choi 2016). Furthermore, customer reactions towards the specific wine brand reveal insights of consumer perception towards the business; therefore, positive customer feelings help the business to remain competitive in the market while negative feelings destroy the image and reputation of wine brands in the market (Candeias and Alonso

2020). Consequently, knowledge of wine customer purchasing behaviour enables wine retailers to retain customers in different markets.

Developing a good understanding of customer behavioural trends by stakeholders can assist wine producers to carry out effective promotion measures and advertisement among other marketing techniques (Taylor and Barber 2016). Essentially, an understanding of the target customers' purchasing preferences assist business people inform their clients on sales and discounts. Understanding customer tastes and preferences can also assist in proper grouping of customer demands, for instance, knowing the needs of teenagers, working class, the aged and gender priorities (Choi 2016). Therefore, evaluation of customer behaviour needs to be governed by customer's views regarding the existing wine products in Hong Kong. Customer behavioural experience by wine companies can lead to positive impact on various customer clusters. In developing more insight on consumer purchasing behaviour, wine companies should bear in mind specific brands that are consistently used by customers in order to maintain sustainable business relations (Abegão 2016). Understanding customer behaviour can assist companies to differentiate the needs of various classes of consumers, hence, improve the general sales associated with wine in the region.

With numerous options and channels of purchasing, understanding customer behaviour in Hong Kong market can assist wine firms within the region and the outside meet the needs of both online shoppers and physical store buyers (Bonn et al., 2016). Proper understanding of customer purchasing habits also assists wine dealers to provide more options and flexibility in availability and access of the required commodities. Easing the access of the product by the customers increases the

possibility of product purchase by the customers (Tobias 2017). Paying special attention to wine customers can help to build trust and dependability, thereby aligning customer demands with company objectives and goals.

1.7 Contribution of the Research

The current research contributes to the body of knowledge about the purchase behaviour of wine customers of the Hong Kong market. With the information, wine companies can utilize the current study to design strategies for improving customer satisfaction that in turn increases the general sales within the areas. Therefore, the current research enhances the body of knowledge for availing more information about the wine consumption within the Hong Kong market. Reviewing the influence of extrinsic factors helps the stakeholders within the Hong Kong market to develop strategies.

Information about the influence of labelling and packaging on customer purchase behaviour guides the manufacturers to embrace the best practices, ensuring that wine is packaged and labelled appropriately to attract a huge market area. Pricing information guides the manufacturers to understand the approaches for deciding the prices for the wine products, depending on the volume, quality and quantity within the package. Brand recognition helps the stakeholders to adopt marketing and promotional systems to boost brand recognition level of the wine varieties within the market. Critic scores and wine rating information help companies to ensure that customers are highly satisfied to give positive feedback about the products, which in turn boosts the acceptability of brands within the region.

1.8 Content and Outline of the Study

Chapter one of the introduction of the research, giving the overview and background of research, justification of the study and contribution of the study.

Chapter two is the literature review of the study, making a critical analysis of the past studies that were undertaken on the wine industry within Hong Kong, especially the elements of the brand recognition, country of origin, critic scores and the wine ratings, pricing and labelling or the packaging design.

Chapter three is the research methodology, discussing the approaches that were followed in collection and analysis of data, which helped to support the process of answering the research questions.

Chapter four is the results and analysis chapter, presenting the findings of the study, as obtained from the application of the chosen methodology. The presentation of the findings was guided by the objectives of the study.

Chapter five is the discussion, expounding the findings of the study in relation to the existing literature, hence, giving an understanding and support of the results.

Chapter six is the conclusion and recommendation section, giving summative information about the whole research exercise and making recommendations for the stakeholders and the future researchers.

1.9 Chapter Conclusion

Conclusively, Hong Kong wine industry has experienced growth following the tax relief on wine products sold within the area. With favorable market for the wine products within the area, new wine companies from foreign nations have ventured into the market, hence, increasing the wine variety consumed with the region. The emergence of new technologies such as E-Commerce Solutions, QR code and AR have contributed to market trends within the wine sector such as facilitation of online sales. Essentially, red and white wine product brands such as Cabernet Sauvignon, Merlot, Pinot Noir and Shiraz manufactured from grapes are common within Hong Kong. Females within Hong Kong show preference to Champagne and sparkling wine flavors, while the youths are characterized by adventurous character whereby they try to taste different wine types sold in the area. Notably, wine consumption within Hong Kong also varies depending on the season, with red wine being consumed more during winter than types. The consumers in wine industry depict behaviours of exploration, whereby they try out wine as a result of curiosity and the management of boredom. The societal perception of wine as being a luxurious product has attracted different individuals from wealth backgrounds to take wine with the goal of maintaining a social class image. Other factors such as pricing, discounts and other related promotional activities have attracted the consumers to engage to take alcohol. Some factors such as wine's country of origin, critic scores, ratings, labeling and the pricing are important elements that influence the purchase process of customers within the wine market. Therefore, the understanding of the extrinsic cues help decision makers to develop solutions to increase sales and make necessary product improvement to foster high customer satisfaction. The design of wine products by the manufacturers must follow the customer preferences and expectations to ensure that the products meet their expectations for effectiveness. In the same way, some elements such as wine

pricing and promotional strategies and other related aspects must be designed based on the extrinsic factors of the customers to increase acceptability and the general product performance. The information obtained by this research is important in helping the stakeholders make appropriate decisions towards product improvement which improves the customer satisfaction levels. In the same way, the results of the study contributed towards building the body of knowledge about the research purchase behaviour of wine within Hong Kong, hence, forming an appropriate foundation for future researchers.

CHAPTER TWO – LITERATURE REVIEW

2.1 Introduction

Wine is one of the products that are consumed almost across all cultures globally. Its existence in many different markets with consumers possessing different characteristics and perceptions implies that conducting the wine business on a global scale is a complex process. This is because producers need to consider the different preferences of consumers in different markets so as to ensure sustainable sales for their products. According to Kelley et al. (2015) and Brochado et al. (2015), the decision-making process, buying behaviour, and client perception in the wine market have a robust relationship with Brand Recognition, Country of Origin, Critic Scores and Wine Ratings, Label/Packaging Design and Pricing. However, Gartner et al. (2017) reveal that these external cues have different levels of impact as far as influencing the purchase decisions of consumers is concerned.

The prominence of most wine companies has mainly been pinned on strong brand image that resonates well in the consumers' mind. It has however emerged in previous research in different markets that brand image alone cannot account for all the purchases by consumers. It has for example, been found in research that some customers choose specific wines over others as a result of critic grading (Mueller et al., 2011), while others are more concerned about the country of origin (Vesela and Zich, 2015). This literature review focus on investigating the what previous research has found in relation to the influence of external cues; Brand Recognition, Country of Origin, Critic Scores and Wine Ratings, Label/Packaging Design and Pricing – and their influence on wine buyer intentions. In this literature review, the specific focus is to present findings from research studies conducted in the global market and compare

them with the general observations in the Hong Kong market. This comparison is essential in revealing any gaps in the literature that might in relation to the external cues that influence the wine purchase decisions of consumers in Hong Kong.

2.2 Brand Recognition (BR)

A study conducted in the wine sector of Portugal by Brochado et al. (2015) to determine the link between consumer perception and brand recognition found that the latter greatly depends on the knowledge of a customer regarding a particular product. The scholars described brand recognition as the ability to identify or spot a certain product from a variety of commodities based on its design components and features. Brochado et al. (2015) further realised that developing an awareness system and robust brand recognition have become increasingly important for corporate bodies in their bid to sustain the public brand image. Beside brand recognition, Heslop, Cray, and Armenakyan (2010) found personality trait as another factor that influence the perceptions of the consumers as regards to their readiness to buy the product.

While brand recognition is strongly related to the perceptions of customers towards a particular wine product, Vlachevei et al. (2012) found that it does more than that. The authors in their review of the literature found that brand recognition is important in securing the reputation of the product thus reducing the likelihood of the existence of imitations in the market. An important question is how this protection from imitations leads to sustained win purchase in the market. In response to this, Vlachevei et al. (2012) go ahead to point out that having no imitations means that consumers is able to trust the quality of a particular brand more than the quality of a brand that has multiple imitations in the market. This confidence with the authenticity of a product translates to positive brand perceptions in the market which leads to the likelihood of

purchase. From the argument presented by Brochado et al. (2015), it emerges that the customer's knowledge of a product positively influences brand recognition. Study of Vlachevei et al. (2012) reveals that customers can only be confident about their knowledge of a brand that has not been linked with any imitations. In that regard, it can be argued that the guarantee of authenticity of a brand leads to a high brand recognition and a good brand reputation which translate to higher purchase intentions by customers in markets.

With the link between the brand recognition and wine purchase intentions among customer established, it is important to investigate why brands are important in wine sales. In a research study by Viot and Passebois-Ducros (2010), it was found that one of the primary roles of branding is that it helps in the identification of the origin of different wines. This finding strongly concurs with the findings presented by Vlachevei et al. (2012) showing that brand recognition is influenced by the place of origin of the wine. This implies that brand names that identify a highly trusted wine production region or producer are likely to positively influence the purchase intentions of people in different markets. The second important aspect of brand recognition that is found to stimulate purchase as found by Viot and Passebois-Ducros (2010) is the prestige and image associated with particular brands. According to the authors, most well recognised wine brands are associated with class and prestige. Individuals that yearn for such distinction are thus influenced by the brands when making purchase decisions. The finding of the strong link between specific wine brands and prestige is corroborated by Sjoström et al. (2014) and Heine et al. (2016) who all point to more sales for brands recognised as prestigious in markets with individuals seeking distinction.

Since this research is specifically focus on wine sales in a particular region of the world, it is essential to investigate how brand recognition influences purchase intentions in different regions and then narrow down to the area of interest. In their review of the literature, Forbes and Dean (2013) found that brand names play a very important role in the decision to purchase wine by different customers in the German market. For Chinese consumers, on the other hand, different naming strategies were observed to lead to different levels of sales for different wine products. In both countries, therefore, the selection of brand names is found to be one of the most important considerations in the success of wine companies. In their specific research study, Forbes and Dean (2013) found that international brand names in most markets were associated with high quality, thus attracting high-class customers. Geographical names, on the other hand, elicited perceptions of trustworthiness of the product among the study participants, thus meaning that geographically linked brand names would be the most appropriate for new products. Much more generally, Robertson et al. (2018), in their research study, observed that most wine consumers in different countries make their purchase decisions depending on how well a particular brand is known in the market. This implies that, regardless of the market, wine companies can stimulate brand recognition through the choice of appropriate brand names (Forbes and Dean, 2013) and investing in marketing approaches that are effective in the respective countries (Robertson et al., 2018).

When it comes to the evaluation of the wine market, specifically in Hong Kong, very few recent sources investigate brand recognition in the region. The few available sources presenting information in this direction investigate other issues relating to the purchase of wine other than brand recognition. However, sources such as Tang and Cohen (2014) can be used in making some important inferences about the nature

of the Hong Kong market as far as wine brands are concerned. According to the authors, people in Hong Kong are strongly influenced by western culture when it comes to their wine preferences. Tang and Cohen (2014) went ahead to point out that brand evaluations play an important role in the purchase of wine by consumers in the Hong Kong market. This implies that well-known western brands whose evaluations are presented on different platforms, such as mass and social media, would be successful in the Hong Kong market. The appreciation of foreign wine brands in the Hong Kong market was also highlighted by Lau et al. (2014), who revealed that the city removed import tax on wine, thus making it an important market for most producers all over the world. In order to boost brand recognition for wine products in the region, Lau et al. (2014) pointed out that the Hong Kong government has made efforts by organizing events such as the Hong Kong International Wine Expo and encourage participation in events such as the China International Wines and Spirits Exhibition. While there are no explicit mentions about how these efforts lead to wine brand recognition in Hong Kong, it can be inferred that such marketing efforts make wine products known in the market, thus boosting brand knowledge among consumers. This is in line with the argument by Robertson et al., (2018) that investment in different marketing approaches leads to improved brand recognition.

The sources above show that indeed brand recognition is an important element in the process of making purchase decisions by customers. Brand recognition is also an important determinant of purchases in the specific context of Hong Kong. A closer investigation of the factors that lead to brand recognition is thus essential if practical recommendations about branding are to be made for the Hong Kong market. In their research study, Sjoström et al. (2014) found that brand recognition in the wine industry results from factors such as status associated with the specific brand and

brand reputation. It is the brand reputation, for example, that enables individuals to share details about a specific brand of wine, thus increasing its popularity in different markets. In that regard, a wine brand is able to gain recognition based on how many existing customers stimulate other customers to make purchases. Other important elements of brand recognition include the origin of the brand (Vlachevei et al., 2012) and the level of promotional activities (Sjostrom et al., 2014). Since the place of origin is highlighted by Vlachevei et al. (2012), it is plausible to assume that wines from specific regions in the world are more reputable than those in others, meaning that different levels of purchases should be expected depending on the origin. While the origin is a very important element influencing brand recognition, it will be discussed more exhaustively in the next section.

2.3 Country of Origin (COO)

From the previous section, it has emerged that the country of origin of wine is an important factor in determining how consumers view different brands. This means that the success of any given brand is, to some extent, dependent on the country of origin of the specific brand. The relevance of product origin in brand recognition, as presented by Vlachevei et al. (2012) is an indication that brands from different countries are perceived differently by consumers in different markets. In corroboration of this argument, Garcia-Gallego et al. (2015), in their review of the literature, presented numerous sources indicating that the place of origin has emerged as one of the most important differentiating factors for wine in most markets throughout the world. While in their research studies, no explicit comparison of the perception towards the wine from different countries was made, Garcia-Gallego et al. (2015) found that a region's image as far as wine production is concerned was significant in leading to positive perceptions towards specific win brands. These

perceptions lead to higher purchase intentions for wines from particular regions as opposed to others. The findings by Garcia-Gallego et al. (2015), therefore, confirm the argument by Vlachevei et al. (2012) that brand recognition for wine is dependent on the country of origin of the particular wine. This explains why it is common for wine producers to indicate the origin of wine on labels, as pointed out by Garcia-Gallego et al. (2015).

While Garcia-Gallego et al. (2015) took a general approach in investigating the relationship between country of origin and wine purchase intentions, a number of other researchers were found to take a more in-depth stance. Vesela and Zich (2015) investigated purchase intentions in the light of ethnocentrism. From their evaluation of responses by interviewees, it emerges that factors such as patriotism, history, and culture have a profound impact on a person's likelihood to purchase wine from a particular region or country. The authors, for example, revealed that the Europeans were opposed to purchasing products from South Africa as a result of the Apartheid history. This is an indication that wine brands that are in any way linked to South Africa would not appeal to individuals that consider the country's history as important in their purchase decisions. With regard to the patriotism argument, on the other hand, Vesela and Zich (2015) indicate that foreign wine brands would find it difficult to penetrate markets that have a strong wine production culture since most people would more readily support local brands.

Although Tamas (2016) did not use the ethnocentric lens in evaluating how people in different countries would prefer to purchase wines from particular countries as opposed to others, his findings concurred with those presented by Vesela and Zich (2015) by showing that specific attitudes towards the wine from different nations

influenced purchase intentions. France was found to be the country with the most widely known wine tradition and also with the most famous wine brands. In addition, the respondents in the study by Tamas (2016) indicated that France had the best tasting wine followed by Italy and then Germany. From these results and the argument by Vlachevei et al. (2012) on the relationship between brand recognition and country of origin, it is plausible to argue that wine brands from France would be more readily accepted in different global markets compared to wine brands from other countries. However, according to the ethnocentric approach employed by Vesela and Zich (2015), this effect cannot be observed in all countries since other factors such as perceptions of the target countries towards France and patriotism would play a moderating role in purchase intentions. This means that it is important to consider ethnocentric elements before making the decision to launch wine brands from specific countries in a particular market.

With the general influence of place of origin found to be an important predictor of customer purchase intentions, it is imperative to investigate how the factor has been observed to influence different markets globally. In the specific context of Lithuanian consumers, Casas and Makauskiene (2013) observed that a country's perceived competence in wine production is one of the most important predictors of wine sales in the country. This implies that wine from countries that have a more elaborate wine production culture would penetrate the Lithuanian market much faster than wine from countries that are not famous for wine production. Bringing in the finding by Casas and Makauskiene (2013) in the context of the finding Tamas (2016) that France is perceived to be the most famous wine producer globally, it is plausible to argue that French wine brands would be very successful in Lithuania. In a much different research study, Defrancesco et al. (2012) investigated the performance of wine brands

labelled as being from Argentina in markets such as the US, Germany, Netherlands, and the UK. The authors found that geographical names were more likely to succeed in the US and UK compared to Germany and the Netherlands. However, the authors also found that a blend Malbec wine that had no geographical indication linking it to Argentina would be more likely to be sold at a premium in Germany and the Netherlands compared to the same wine but with a geographical indicator.

From the evaluation of different wine-producing countries in the world by Vesela and Zich (2015), many European countries such as Germany have an elaborate wine production history compared to the US and the UK. What this means is that Germans would be inclined to purchasing wine produced in Germany or at least in Europe as opposed to countries such as Argentina. The findings by Defrancesco et al. (2012) that wines from Argentina with geographical indications would be more successful in countries like the UK, and the US clearly confirms the ethnocentric aspect of wine purchase presented by Vesela and Zich (2015). Ethnocentrism, especially the patriotism aspect, implies that consumers, as a sign of solidarity with their local wine industry, would, to some extent, shun exotic brands that explicitly indicate their origins as being other countries. Following this argument, it would be expected that wines with Argentine geographical names would not perform very well in the French market since there is already a very strong wine production culture in the country. In such a market, ethnocentrism in most consumers, as presented by Vesela and Zich (2015), would lead them to interpret the existence of exotic brands as a threat to their wine industry. Any patriotic individual in France would, therefore, be unlikely to purchase Argentine wine with geographical indicators as a sign of loyalty to their country. However, this is not to say that it is impossible to sell Argentine wine in countries with very rich wine production histories. According to Defrancesco et al.

(2012), wine exports from Argentina to Europe, and other regions have experienced accelerated growth in recent times. This can be attributed to the increased globalisation where people from different parts of the world interact in different countries, thus leading to cultural exchange. In the specific context of globalisation, therefore, it is likely to have many people in European countries that have positive perceptions towards Argentine wine, thus leading to high purchase rates in traditional wine-producing countries despite the existence of patriotic locals.

It has emerged that the issue of country of origin in relation to wine purchase is of profound importance. At this point, a more specific investigation of sources looking at the impact of country of origin in wine purchase in Hong Kong is necessary. However, most research studies that have been conducted on the subject matter look at Chinese market in its entirety rather than Hong Kong only. Li et al. (2011), for example, found that country of origin is a very important factor in the purchase of wine among Chinese consumers. More specifically, the authors found that the country of origin is a stronger guarantee of the quality of wine in the Chinese market compared to other extrinsic factors such as brands. In corroboration of the findings by Li et al. (2011), Bobik (2014) revealed that the aspect of the country of origin is so important in Chinese wine sales such that wine shops organise products in terms of country of origin as opposed to the specific type of wine. From these sources, therefore, it is evident that similar to other markets all over the world, the country of origin is an important factor in wine purchase among Chinese consumers. However, there are hardly any sources investigating the perception of Chinese consumers towards wines from different countries. This implies that it is difficult to ascertain which geographical indicators would ensure the success of wines in the market. Also, there are hardly any sources looking specifically at the level of interest of consumers in

Hong Kong to show the country of origin in making their decisions to purchase wine. This implies that there is a potential gap in this area that needs to be addressed by researchers, especially through the ethnocentric lens presented by Vesela and Zich (2015).

2.4 Critic Scores and Wine Ratings (CSWR)

Apart from brand recognition and country of origin, ratings and scores of wine by different wine experts have been observed to influence purchase decisions in different markets throughout the world. An important question at this point would be why such opinions would be so strong in influencing purchase decisions. In response, Ellis (2015) pointed out that unlike other products, it is difficult to assess the attributes of wine simply by looking at it. For that reason, consumers need as much information as possible before they make decisions to purchase a particular wine brand. In an evaluation of why consumers choose specific wines over others, Mueller et al. (2011) noted that most wine consumers always find themselves overwhelmed by the different wine varieties that are stocked in different outlets. Selecting from these different types, especially where one does not know most of the brands can be a very challenging process for consumers. In that regard, information such as critic scores and star ratings become very important in guiding consumers in the purchase process. Ellis (2015) and Mueller et al. (2011), therefore, reveal that scores by critics and ratings are important for customers since they assist them in choosing specific wines out of a large number of options. With the importance of ratings and critic scores thus established, it is important to investigate how such cues specifically influence purchase decisions.

The study by Chocarro and Cortinas (2013) investigated the effect of reviews by experts on the customers' buying decisions for red wines. The researchers discovered

that the information from the experts eases the judgment process of the customers based on the existing brands. The findings of Chocarro and Cortiñas (2013) have been supported by Carsana and Jolibert (2017), who argued that critics and expert opinions greatly inform the decision-making process of the shoppers. Some of the aspects highlighted by experts and critics and considered significant by the customers include sensory definitions, expert grading, star quality ratings, and consistent awards. By extension, therefore, Chocarro and Cortiñas (2013) and Carsana and Jolibert (2017) confirm arguments by Ellis (2015) and Mueller et al. (2011) that expert ratings are important in helping consumers make decisions on which wines to purchase especially when they are faced with many different options. In this regard, assuming two wine brands are sold at the same price, consumers are generally preferred to purchase the one with the best expert rating, thus showing that favourable ratings by trusted critics are likely to be a source of competitive advantage in the wine market. In their research study, Mueller et al. (2011) found that a high level of agreement between wine critics of the high quality of different wine brands led to a 9.8% increase in the number of people choosing these brands over others. This clearly shows that critic scores have a profound impact on consumer choices. It can, therefore, be argued that good ratings by well-respected wine critics would increase the chances of a wine brand succeeding in any market throughout the world.

In a more specific research study, the Global Wine Score team in a report presented in GWS (2018) investigated the impact wine scores had on the prices of wines from Napa Valley. The findings indicated that the higher the wine rating, the higher the price at which a particular wine could be sold. This finding shows that people would be willing to spend more money on wines with very high scores as opposed to similar wines with low scores. For that reason, in addition to boosting sales, good critic scores

have the effect of improving profit margins for wines with good ratings. The findings are highly consistent with those by Mueller et al. (2011) that high scores by critics lead to a significant gain in the purchase of specific brands. Even more interesting results were presented by Snow and Weckman (2018) with regard to wine scores in the entire US. Their findings revealed that while critic's scores were not important in the purchase decisions of cheaper wine brands, critic scores were very important with regard to how people purchase more expensive wines. More specifically, the authors found that the consumers buying wines costing \$20 and less did not pay attention to critic scores while those purchasing wines costing \$50 and above, almost always referred to critic scores before making purchase decisions. These findings have serious implications for wine brands seeking to venture into new markets. Producers making premium wines for high-end markets needs to always seek critic scores so as to make their products more trusted in the targeted market segments.

Sources such as Mueller et al. (2011), Chocarro and Cortiñas (2013), Ellis (2015), Carsana and Jolibert (2017), and Snow and Weckman (2018) all agree that ratings by critics and wine experts influence the purchasing behaviour of wine consumers. Ellis (2015) and Mueller et al. (2011), also went ahead to highlight that the lack of information by consumers about the many wine brands available in the market is one of the reasons why most people rely on assessments by critics when making purchase decisions. However, all of these sources fail to highlight what specifically these ratings tell consumers so that they can purchase specific wines as opposed to others. According to Lee (2012), one of the main intrinsic factors that are strongly linked to extrinsic cues is wine quality. For example, Lee (2012) revealed that just by raising the price of a wine brand, potential consumers would see it as being of high quality, thus leading to increased purchases. This situation, however, makes it possible for

unscrupulous winemakers to set high prices for low-quality wines. Wine critics thus help in avoiding such situations by offering objective wine ratings against predetermined industry standards (Lee, 2012). For that reason, instead of relying on the price as a means of determining the quality of wine, consumers are able to get accurate assessments of wine quality from assessments by experts and critics.

While research evidence shows that critic scores and ratings are of profound importance in wine purchases in different countries globally, the number of sources specifically investigating this cur in the specific context of China is very low. In contrast to the findings of the importance of wine scores as the sole indicator of quality among consumers from different countries, as presented by Lee (2012), Xiong and Li (2017) found that people in China relied on a wide range of sources for information about different wine brands. Some of these sources are the internet, professional books, and expert evaluations. Findings by the author also revealed that people in China are more guided to purchase different wine types by the degree to which they associate the wines with different situations as opposed to purely evaluations by experts. This implies that the first main determinant of purchase intentions among the Chinese is their particular situation rather than expert ratings. Other sources such as Muhammad et al. (2013) completely ignored the role of expert and critic ratings in driving the demand for different wine brands in China. While this could suggest that these ratings are not important in the Chinese market, it is safe to assume that specifically focusing on customer ratings in research would reveal important findings in relation to how critics can influence purchase intentions among consumers.

A search of sources specifically investigating the relationship between consumer purchase intentions and critic scores in Hong Kong shows that there has been hardly

any such research for this market. A number of inferences can, however, be made from findings presented in relation to other markets. From the findings by Lee (2012), it is plausible to assume that the general link between high critic scores and perceptions of quality led to highly-rated international brands selling at premium prices in the Hong Kong market. This is due to the fact that Hong Kong is a cosmopolitan city and so people from other parts of the world in the region still show a strong trust of critic assessments when purchasing wine. Following the findings by Snow and Weckman (2018), on how critic scores are more important for higher-priced wines and less important for low-priced wines, it is plausible to assume that expert evaluations of cheaper wines in Hong Kong will not lead to any significant changes in sales. However, evaluations of expensive wines will lead to profound changes in the level of sales. Despite the fact that sources looking at the impact of critic evaluations generally might provide information that can be used to accurately determine what should be expected in specific markets, it is important to address the issue within the specific target market. For that reason, the inexistence of sources relating wine purchase intentions to critic ratings in Hong Kong presents an important gap in the literature that needs to be bridged, research in this specific market should be very important in providing insights on the strategies new entrants need to implement so as to succeed in Hong Kong.

2.5 Label/Packaging design (LPD)

According to Hirche and Bruwer (2014), the colour and the appearance of the packaging materials are some of the brand awareness cues that cannot be ignored as being influential in changing consumer perceptions. The cues have been given a general term – the label/packaging design (LPD). Wine manufacturers tend to modify the appearance of wine bottles to attract shoppers. Captivating label/packaging

designs increase the buyers' probability of purchasing certain commodities. Such designs are commonly applied to communicate or reveal the uniqueness of the product to the customers. Some of the LPD features that attract the attention of the shoppers include the manufacture date, ingredient variety, techniques of consumption, and the winery's history. The study conducted by Hirche and Bruwer (2014) revealed that the packaging design (PD) was one of the critical determinant factors that impacted on the buying patterns of wine shoppers. The researchers narrowed their study to specific elements of PD – the bottle design as well as the back and front label. These features have been integrated into the marketing strategies of firms as they facilitate the differentiation of products. According to Heslop et al. (2010), the use of wine among the millennials is mainly triggered by LPD components, such as flavour, alcohol volume, vintage, available ingredients, and the history of the winery. Generally, therefore, Hirche and Bruwer (2014) and Heslop et al. (2010) in their respective research studies, present the notion that LPD components are of great importance in influencing the purchase intentions of consumers in different markets.

The superficial features such as bottle shape and colour and label design are the first elements of wine that a customer observes while making a purchase decision. This means that the appearance of a wine bottle should be the first thing that attracts a person towards a particular product. In support of this argument, Elliot and Barth (2012) found that the millennial population is showing an increased interest in design features in the selection of wine and so the importance of LPD could only increase with time as one of the important factors in wine purchase. Henley et al. (2011), on the other hand, found that the design of wine bottles and labels are correlated to perceptions of product quality among millennials. This implies that this population would readily pay premium prices for wines in very stylish and trendy bottles as

opposed to ones that are not perceived to be stylish and trendy. As a result of this observation, winemakers have invested heavily in the development of uniquely designed bottles and labels in different markets. The findings by Henley et al. (2011) and Elliot and Barth (2012) also go ahead to indicate that very attractive external designs would lead to better brand visibility in markets made up predominantly of millennials. For that reason, brand marketing strategies would significantly benefit from exceptional bottle and label designs, especially in markets with young populations. However, it is important to note that the findings by Henley et al. (2011) and Elliot and Barth (2012) only speak for the millennial market segment. For that reason, it is impossible to generalise such findings to all populations in all markets. This means that sources presenting general information on how LPD influences purchase intentions in the general population are necessary.

According to Mueller and Szolnoki (2010), multiple past studies have shown that the design of wine packages and labels influence the taste expectations and quality perceptions of consumers. Generally, therefore, very well designed bottles and labels are most definitely associated with positive purchase intentions among customers in any market. In their specific research study in two US markets, Mueller and Szolnoki (2010) found that the design of wine packaging and labelling has a significant impact on the price at which wines are sold. This finding is consistent with the one presented by Henley et al. (2011), showing that unique design features on wine bottles and labels allowed specific wine brands to be sold at premium prices. The corroboration of the results between the two sources is an indication that LPD is just as important for the general population as it is for millennials in influencing purchase intentions. However, while LPD appears to be very important in the determination of pricing points for wines in markets, there are very few research studies specifically investigating the role

of design attributes in influencing the purchase intentions of customers. Most sources, including Stolle (2019) and Boncinelli et al. (2018), only mention the role of information presented on labels and their impact on different aspects of consumption, including taste expectations. The link between specific design elements and purchase cannot, therefore, be well understood exclusively from these sources.

Unlike Stolle (2019) and Boncinelli et al. (2018), Arnold (2012) presented a discussion of how packaging design trends in the UK are influencing the contemporary consumer. In the evaluation of packaging formats, for example, Arnold (2012) revealed that the Burgundy and the Bordeaux are the two most common and best-selling bottle designs in the UK. In comparison to other packaging formats such as aluminium bottles and cans and the bag-in-box format, there is a clear preference of the two bottle designs meaning that the country's consumers are very particular about the kind of bottles in which wines are packed. While Arnold (2012) does not make any mention of brand visibility of wines packed in different bottle designs, the findings by Henley et al. (2011) and Elliot and Barth (2012) indicate that wines packed in the Burgundy and the Bordeaux bottle designs achieve better visibility in the UK market. It is as a result of this visibility that Arnold (2012) revealed that these two designs are the most purchased by the consumers in the country. In addition to the bottle design, there is evidence that the caps used to close the bottles also influence consumers towards specific wines over others. According to Arnold (2012), around 70% of wine consumers show positive attitudes towards screw caps despite the fact that natural corks are still perceived as an important element of premium wines. From these observations, a new wine brand would be able to achieve a considerable level of sales in the UK if the correct bottle design and bottle closure are used to target consumers in a specific segment.

An evaluation of label design presents interesting results that would be of profound importance to any wine manufacturer. At face value, it would be plausible to assume that front and back labels on wine bottles play more or less the same role in attracting consumers. In their review of the literature, Kelley et al. (2015) found research studies conducted in Australia and in the UK showing that the attractiveness of the front label is not as influential in the purchase decisions of consumers as the back label. Most front labels contain information such as brand names and origin of the wine, which Kelley et al. (2015) point out as playing a secondary role in the purchase intentions of the contemporary consumer. Back labels, on the other hand, contain detailed product descriptions, including product history, taste, and potential food pairings (Kelley et al., 2015). Contemporary consumers in Europe and Australia show a very strong interest in such information rather than brand image. In corroboration of this finding, Arnold (2012), in his description of important cues in the UK, revealed that most wine producers in the market put important information on the back label in appreciation of the fact that modern consumers show more interest to back labels rather than front labels. In their specific research study in the US market, Kelley et al. (2015) found that information on food-wine-pairing at the back of wine labels was significantly correlated to purchase intentions. This is attributed to the fact that healthy living trend has made most people in all regions of the world be very particular about their feeding habits. The inclusion of health information and potential food pairings in wine labels should improve purchase intentions among consumers, as found by Kelley et al. (2015).

In the specific context of the Chinese market, particularly Hong Kong, Tang and Tchetchik (2015) found that label designs play a very crucial role in wine purchases, especially among young consumers. The findings are found to be consistent with the

ones presented by Henley et al. (2011) and Elliot and Barth (2012) with regard to millennials in other countries, meaning that consumer perceptions towards label designs in Hong Kong are comparable to perceptions by consumers in other markets. In the wider context of the entire Chinese market, Celhay et al. (2020) in their research study found that almost all brands imported into the country from Europe and America do not modify their label design to match the Chinese culture. The reason for this is that if modifications were made to the labels to include text in Chinese and designs that are found appealing to the general Chinese consumer, then the wines would lose their authenticity as exotic brands. By maintaining their original designs, therefore, Celhay et al. (2020) found that imported wines are able to be viewed favourably by consumers interested in brands from other countries. Through the label design, therefore, findings by Celhay et al. (2020) and Tang and Tchetchik (2015) indicate that LPD has a profound impact on purchase intentions in China and Hong Kong, respectively. Research findings by Tang and Cohen (2014) provided strong support for the important role played by label designs in the purchase intentions of Hong Kong Chinese consumers. Wine consumers in this market show a strong preference for wine packed in bottles with labels with 'traditional with chateau' claims. The lowest preference was recorded for 'modern contemporary' label designs. The consumers also showed a preference for yellow labels. From these results, it is evident that Hong Kong Chinese consumers are influenced by LPD in their wine purchases similar to consumers in the other countries researched by Arnold (2012) and Kelley et al. (2015). For that reason, the literature suggests that consideration of LPD elements such as colour, product claims, and wine-food-pairings would be as important in influencing purchase intentions in the Hong Kong market, similar to European and US markets.

2.6 Pricing (P)

Generally, the law of demand asserts that for any ordinary commodity, demand would increase with a decline in price. This means that there would be an increase in purchases with each time the price of a commodity is lowered. While this might be plausible for most items sold in the market, it is not always the case, especially for most luxury products. In corroboration of this argument, Uzgoren and Guney (2012) pointed out that products that are associated with high-class consumers usually gain more demand as their prices increase up to a certain level. The reason for this is that the higher the price of the commodity, the more exclusive it becomes, thus giving the few people who can afford it some level of distinction from the rest of the population. Individuals wanting to be associated with the particular class, therefore, purchase such expensive items so as to boost their image. In other situations, price increments are interpreted as improvements in quality, thus leading to increased demands for specific products. Wine is one such product, as revealed by Lee (2012). According to Huang et al. (2017), wine is one of the products that have highly dispersed prices. There are wines costing as little as \$10, while others cost well over \$50 for the same quantity (Huang et al., 2017). Lee (2012) insisted that low-priced wines are seen as being of low quality compared to highly priced wines and also went ahead to show that increasing the price of cheap wines has in the past been associated with improvement in quality thus leading to increased demand. There is, therefore, a correlation between the price of wine and the purchase intentions of customers. A keener investigation of research studies evaluating the relationship should provide more insights into the pricing strategies that can be employed in Hong Kong.

Wine has been linked to social status by different researchers and authors. Ritchie et al. (2010), for example, in his literature review, found sources arguing that cheap wines

are regarded as low class, thus discouraging consumption by a specific class of people. A similar link between social class and the price of wine is presented by Lee (2012). This, according to Ritchie et al. (2010), is significant as far as wine purchase is concerned, since historically, wine is an elitist product that was a preserve for the affluent. In the present-day, despite the fact that wine has become one of the fast-moving consumer goods, most of its purchases are still from elite groups of people striving to appear as elite in society. For that reason, more expensive wine brands are much more attractive to consumers than cheaper ones. This argument by Ritchie (2010) is found to be highly consistent with that presented by Lee (2012), insisting that purchase intentions towards wine increases with an increase in price. However, while Ritchie et al. (2010) linked his argument to social status Lee (2012) argued that the perceived quality of highly priced wines is the main reason for its high preference among consumers. It is, therefore, imperative at this point to look at how the prices of wine influence purchase decisions as a result of perceived quality and perceived status.

In their research study, on the perceived value of wine and the associated purchase intentions, Bizjak et al. (2020) revealed that perceived value and perceived quality of a wine are interrelated factors that are assessed together by consumers while making the decision to buy wine at any given price. This implies that low prices for a specific wine brand would indicate to a consumer that the wine is probably low quality and would, therefore, give them the status that they want. Such a consumer would, therefore, be more likely to purchase more expensive wines as a result of the perceived quality and the associated perceived status afforded by such brands. The argument by Bizjak et al. (2020), therefore, supports the assertions by both Ritchie et al. (2010) and Lee (2012). Despite this corroboration of different sources, it is actual research

evidence that helps in reaching a conclusive verdict as to the actual relationship between the price of wine and the purchase intentions of consumers in the market.

Just like any other product, before a consumer makes the decision to purchase wine, they assess the potential value through external attributes, as has been discussed in the previous sections. Such assessments give consumers an idea of the value they get from the different brands in the market (Bisak et al., 2020). Outrevile and Le Fur (2017), in their research study investigating the price determinants of wine, found that in the assessment of these other external cues, consumers usually try to infer the quality which helps in the determination of a reasonable price that should be paid. The findings reveal that consumers would be willing to pay more for wines whose external characteristics are associated with quality and class. An interesting fact that also emerges from the research is that when there is no explicit information that can help consumers determine the quality of wine, then the price is used as the measure. Overall, therefore, the findings presented by Outrevile and Le Fur (2017) indicate that wine consumers are generally attracted to reasonably high prices regardless of whether or not they can judge the quality from external characteristics.

Price reductions as an approach to stimulating sales would be a poor strategy. This is because the association of price with quality would make any discount seem like a reduction in quality, thus leading to a decline in sales. This argument is strongly supported by findings by Perovic (2014), which shows that wine retailers in Russia give quantity discounts instead of price discounts as a means of avoiding losing sales. In the quantity discount approach, retailers in Russia usually give one bottle of wine free for every nine bottles specific consumer purchases. This approach, as reported by Perovic (2013) has been found to enable retailers to increase wine purchases while

avoiding the decline in sales that would result if a 10% price discount was given. From this evaluation, therefore, Outrevile and Le Fur (2017) is found to present research evidence on the behaviour of consumers in relation to the price of wine while Perovic (2013) confirms these findings and goes ahead to give a practical approach on how to stimulate wine purchase while keeping prices constant.

The sources evaluated in this section all agree that the perceived link between price and wine quality and class makes it impossible to employ a low-price strategy as a means of stimulating purchase. Apart from Perovic (2013) who presents research findings specific to the Russian market, the findings in the other sources are general and so it is not clear whether consumers in all markets respond to wine prices as found by Outrevile and Le Fur (2017) or there are some differences that must be put into considerations especially in markets like China and Hong Kong specifically. Muhammad et al. (2013) conducted perhaps the most detailed research study on wine importation trends in China. Their findings show that from the year 2000 to 2011, French wine was the most common foreign wine in China, accounting for an average of 44.12% of all foreign wine sold in the country. A significant highlight of the finding is that French wine is the most expensive wine in the Chinese market retailing at an average of \$5.99 per litre in 2011. In the same year wine from Spain was the cheapest retailing at an average price of \$3.27 per litre. For ordinary goods, it would be reasonable to assume that the cheaper product would have a very high demand, which translates to a very high level of sales. However, this is not the case for wine in China, according to the results by Muhammad et al. (2013). The presented data shows that the market share of the much more expensive French wine increased from 36.28% in the year 2000 to 55.39% in 2011. The market share of Spanish wine was only 4.86% in 2011. These findings are found to indicate the high demand for highly-priced wines,

thus confirming the findings by Perovic (2013), Outrevile and Le Fur (2017) and Bisak et al. (2020). The Chinese market can, therefore, be said to behave the same way as predicted by the general results presented in research studies that do not focus on any specific market.

There are numerous research studies investigating the relationship between the price of wine and the purchase intentions of consumers. Many of these research studies find that the price of wine is closely linked to the perceived quality and the status associated with specific wine brands (Ritchie et al., 2010; Outrevile and Le Fur, 2017; Bisak et al., 2020). For that reason, it would not be advisable to use price discounts as a means of stimulating purchase (Perovic, 2013). In the specific context of China, these findings have been found to be highly relevant as a result of the high consistency they show with the statistical data presented by Muhammad et al. (2013) in relation to wine imports in the country. This section has, therefore, successfully revealed the kind of relationship that exists between wine prices and the purchase intentions of consumers. The specific focus on the Hong Kong market will, however, provide more specific insights on how this relationship is similar to or different from that observed in the general Chinese market as per the findings of Muhammad et al. (2013).

Aside from the above 5 consumers' attributes, "Taste" was also an initial factor for research, but after taking into consideration of the fact that the Hong Kong wine selling environment is largely supermarket-based, the factor of "Taste" was dropped as most regular consumers are not given the chance to taste the wine before making a purchase. This is very different from other countries such as Europe, the US and Australia etc., which have many individual wine stores which allow consumer to taste before purchase.

2.7 Hypotheses

H1: Country of origin is strongly linked to non-wine educated consumers' purchasing behaviour.

The country of origin of wine may play a pivotal role in the perceived quality that consumers attach to it (Garcia-Gallego et al., 2015). For this reason, there may be higher purchase intentions for wines or wine brands coming from particular countries compared to others. In addition, brand recognition attached to a specific country may influence consumer perceptions on the quality of wine coming from such a country, which then determines their willingness to buy. On the contrary, the country of origin may not be entirely significant in consumer perceptions regarding the wine's quality . Such contradiction is reported by Mu et al. (2017), who note that brand recognition can play a more profound role in influencing consumer perceptions on the quality of wine, which reduces the effect of the country of origin.

H2: Labeling/packaging design strongly influences non-wine educated consumers' purchasing behaviour.

Labelling or packaging has been reported to influence the degree of consumer perceptions regarding wine (Hirche and Bruwer, 2014). In most cases, labelling or packaging tend to enhance the appearance of wine, which creates a positive impression regarding particular wine brands. For instance, the shape of the bottle, label design, and colour of the bottle may determine the effectiveness of a brand and hence consumers' perceptions. Conversely, labelling and packaging may not have a direct impact on consumers' perceptions, but rather pricing can mediate how effective packaging and labelling can shape consumers perceptions. For instance, Mueller and Szolnoki (2010) note that whereas packaging and labelling may govern the final price of wine, packaging and labelling design can as well be determined by a brand's

intention to strike a balance between profits and costs. In this respect, both labelling/packaging and pricing may conjointly influence consumers' perceptions.

H3: Pricing strongly influences non-wine educated consumers' purchasing behaviour.

Pricing may be a significant factor in influencing consumers' perceptions regarding the quality of the wine. O'Donnell et al. (2019) and notes that whereas the law of supply and demand may determine the price of commodities, it does not apply to luxurious goods that often demonstrate unique price increments. For instance, an increase in price tend to increase positive consumer perceptions regarding the quality of wine and hence increased demand. Counterintuitively, the price may not strongly influence consumer perceptions on the quality of wine when factors such as brand, taste/flavours are considered or packaging designs that gives the wine a particular class (Mueller and Szolnoki, 2010). In such cases, the price of wine may not strongly determine consumer perceptions regarding the quality of the wine.

H4: Brand recognition strongly influences non-wine educated consumers' purchasing behaviour.

Brochado et al. (2015) and Vlachevei et al. (2012) insinuate that brand recognition plays a pivotal role in influencing consumers' perceptions regarding a particular wine. In this respect, brand recognition is seen as consumers' tendency or ability to distinguish a certain wine brand from a variety of wine brands. Whereas brand recognition strongly enables the securing of brands wine products by preventing imitations, the major outcome is sustained dominance in the market. Nonetheless, brand recognition may also not be a strong driver of consumers' perceptions regarding the quality of the wine. For instance, Brochado et al. (2015) posit that

customers' knowledge regarding a product determines the level of brand recognition strongly suggests that brand recognition does not independently occur to influence consumers' perceptions of wine.

H5: Critics score is strongly linked to non-wine educated consumers' purchasing behaviour.

Scores and ratings by wine experts or individuals who have consumed the wine play a pivotal role in influencing consumers' perceptions regarding the wine. Mueller et al. (2011) reveal that consumers often require as much information before making any purchase decisions. Whereas the effectiveness of critics scores and rating may be more apparent in wine retailers such as supermarkets, it may not strongly apply in stores that allow customers to taste the wine before buying. Nonetheless, critics scores and ratings make it easy for customers to judge whether the wine they are purchasing has been consumed and what was the outcomes.

H6: Wine price has the most influence on consumer perceptions of non-wine educated buyers.

Of the five extrinsic cues that influence consumers' perceptions when purchasing wine, the price may seem the strongest in influencing consumers' perceptions of non-wine educated buyers. In particular, all the other four extrinsic cues (brand recognition, critics scores/ratings, labelling/packaging, country of origin) are directly or indirectly associated with price for them to influence consumers' purchase intentions, decisions and actions. On the other hand, the price may not be a stronger predictor of consumers' perceptions regarding wine buying due to its violation of the law of supply and demand, particularly considering that wine is a luxurious commodity (O'Donnell

et al., 2019). In this respect, it becomes requisite to consider price as being determined by the brand, country of origin, the ratings, and the labelling/packaging design.

CHAPTER THREE: METHODOLOGY

3.1 Conceptualisation

Consumers are encountered with some challenges when presented with different brands of wine. In normal contexts, averagely educated wine purchasers are mostly overwhelmed by variety of wine options on the shelves of various supermarkets and retail stores. In a similar version, the wine sector is increasingly changing the market because of the constantly changing consumer tastes and preferences and the need for health and safe products. In the existing studies, most of the available sources addressing the factors affecting wine purchase mostly appeared to focus on each of the listed factors in isolation. This study aims to combine the identified cues and investigate if there are any correlations among the cues and identify the most and least influential factors that affect the purchase behaviour of non-wine educated consumers.

A clear rank of the external cues from the most influential to the least influential in Hong Kong could help in making practical recommendations on how wine producers can boost their sales in the market. The identification of a clear preference of some cues over others also stimulate research in other markets so as to identify the combination of external cues that wine producers should make more investments in.

3.1.1 Research Philosophy

This research is based on the expectation confirmation theory (ECT) largely because it is considered as the most appropriate theoretical framework for studying post-buying behaviour, service marketing, and consumer satisfaction by many scholars. The expectation confirmation theory was coined by Oliver (1980), who stated that the buying intentions of consumers are mainly connected to satisfaction, which is an

attributed that was acquired via expectation and perceived performance of products. In the existing studies on consumer behaviour, expectations are conceptualized as beliefs or predictions regarding products or brands that have identified product features.

The adaption level theory support ECT, as it states that people perceive stimuli relative to or as a derivation from an adapted level of baseline stimulus level (Diddi, 2014). The physiological characteristics of the people affected by the stimulus as well as the setting of the adapted level. Acceptance expectation perform an essential role in the process of purchase decision-making processes. Mainly, the expectations rely on the data collected from external forces, such as friends or mass media. In this study, these sources of information are anticipated to influence consumer perceptions towards country of origin, label design, and brand recognition. Additional factors such as winery marketing strategies and critic's grades play a basic role in patronizing business and informing the decisions of consumers (Diddi, 2014). Buyers of wine are affected to a variety of data about brands and label designs that influence their buying alternatives. Marketing has significantly assisted wineries to form a positive product image. The rapid technology developments have made it hard for businesses to control the information that reaches customers. Thus, the buying decision processes among consumers are influenced by various expectations. Figure 1.1 demonstrated various factors that influence the wine purchasing decision.

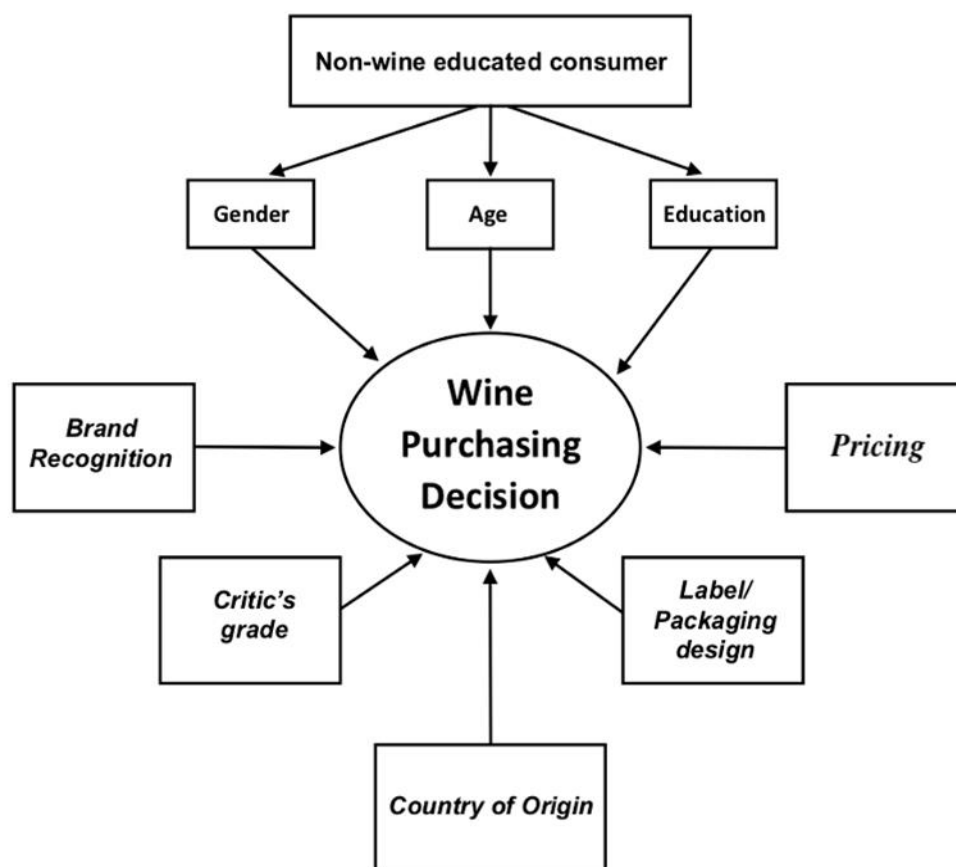


Figure 1.1 Factors influencing wine purchasing decisions

As can be seen from figure 1.1, there are several factors that affect the wine purchasing decision among non-educated wine consumers. These include demographic factors such as gender, age, and education, brand recognition, critic's grade, country of origin, label/packaging design, and pricing. This study takes a keen interest in brand recognition, pricing, and country of origin, critic's grade, and label/packaging design.

3.1.2 Research Design

The study adopted an experimental design, which involved the allocation of participants to different groups in the experiments. Five experiments were conducted for Brand Recognition, Country of Origin, Critic Scores and Wine Ratings, Label/Packaging Design and Pricing. These five factors are the independent variables

and were assumed to have direct effects on the dependent variable. Brand perceptions and attitudes are the dependent variables and represent the outcomes or expected results of the study. All the five experiments were comprised of independent groups of participants whose allocation depended on the researcher's judgement. Independent measures were adopted, such that different participants were employed in each condition or independent variable. According to Seltman (2015), the adoption of an experimental design provides means for identifying and explaining the cause and effect of the hypotheses developed above. In addition, besides allowing the researcher to utilise many variations or independent variables, adopting the experimental design was key in offering the researcher a high level of control over the variables, which could provide flexibility to achieve expected results. Although the experimental design was the best fit for this study, it resulted in a significantly increase of time needed to study and analyse all the conditions separately.

3.2 Research Methodology

3.2.1 Preamble

This is experimental research that aims to test and examine the purchase consumer perceptions among non-wine educated consumers. A mixed research method was adopted. The samples utilized the independent and dependent study variables to test the varied elements of relationship among the variables. The respondents of the experiment were the non-wine educated buyers and consumers regularly. This research has collected data from 20-30 respondents for each experimental condition.

Data collection was conducted during a twelve-week period via experiments setting with systematic approach of randomly selecting 20-30 persons for each experimental condition, who did not have any wine knowledge education, across Hong Kong. The

sample population were strictly comprising of wine buyers of that have attained the legal drinking age (18+ years) purchasing wine in Hong Kong.

The collected data was analysed with the SPSS software. Descriptive statistics were used to provide a summary of the buying preferences of the study participants. This has followed by multiple t-tests and regressions to compare data from participants of different demographic profiles.

3.2.2 Research Design

The study utilizes both quantitative and qualitative data. The underlying research questions were derived from the existing studies and improved with insights obtained from qualitative data collection and analysis and confirmed via developed experimental method, which is known as conjoint analysis.

The research consisted five phases: phase 1 (qualitative research), phase 2 (quantitative study-pilot), phase 3 (quantitative study-experiment), phase 4 (quantitative conjoint study), and phase 5 (phase 4 and 5 result comparison). Phase 1 presents the qualitative component, which comprised of two focus group interviews. The next subsequent sections highlighted the study methodology adopted to carry out a qualitative research, which included sampling and data collection and analysis tools. The rest of the phases adopted quantitative methods, and detailed information was provided in the quantitative methodology section.

Phase 2 is comprised of the pilot study in form of self-administered survey, where participants are asked to provide a rating and descriptions of product profiles through manipulation of extrinsic cues, mostly in dispute with the extrinsic cues achieved through manipulation of prices and country of origin. In addition, subjective, objective,

and self-confidence were measured in the pilot study. It is noteworthy that the main objective of the pilot survey is to ensure validation of measurement tools, chosen products, product cue types, and the level of attributes. The main reason for conducting the pilot study is to identify and remedy any underlying weakness or errors before carrying out stage 3 due to its experimental nature and the related limitation of resources.

The third phase is comprised of the sensory experiments, in which participants tasted and assessed manipulated product samples. Analysis of data has determined the capacity of extrinsic cues and the extent to which self-confidence and knowledge can moderate perceptions of price, country of origin, brand recognition, critic scores and wine ratings, and label/packaging design.

Following the completion of the pilot study, taste test experiment, and the improvement of the questionnaire, stage 4 is comprised of a survey that measure the described extrinsic and extrinsic cues. A description of extrinsic cues were provided rather than experienced, which determines product quality on the basis of expectations instead of sensory experience.

Lastly, findings on expected product quality against sensory experiment were made. Quantification of any considerable variations between expected quality and real sensory experience for all tested for all cues to provide insights that can be used in the conjoint analysis to offer a prediction of consumer views.

3.2.3 Qualitative Methodology

Focus groups was adopted to find out whether customers think that extrinsic cues were critical and have influence on the purchase of selected wines. It is important to confirm the countries that would be negatively or positively associated with the selected wines given that country of origin effect been established to be country, product, and market specific (Young, 2019). Group interviews were allowed the interaction among respondents enabling quick gaining of valuable understanding into customer views about specific topics of interest (Tadajewski, 2016). In addition, focus groups have been chosen because they are vital in triangulating data from other sources and might also disclose new and unanticipated results for further research (Young, 2019). A significant literature exists, showing countries that have a higher likelihood to generate relevant images or associations with wine (Tadajewski, 2016); nonetheless, a presumption could not be made on this. As mentioned, effects of a country of origin are often product, market, and product specific. Thus, it is crucial to identify regions (nations) that would create different quality expectations to assess wine. Moreover, it is essential to validate vital feasible aspects of using wine in this study.

3.2.3.1 Sampling Approach

Judgement sampling were used to recruit participants to participate in four focus groups of 4-5 respondents. While such a small sample obtained through judgement sampling has some limitations, especially the opinions of a few respondents might not be applicable, the use of this sampling strategy is suitable in qualitative research (Yadav et al., 2019). Before final selection of potential participants, all members in focus groups were screened to make sure they bought or consumed wine at least once

in every two weeks. The proposed demographic information of the two focus groups is presented in table 3.1.

Table 3.1 Proposed focus groups demographics

Demographics	Group 1	Group 2	Group 3	Group 4
Gender	60% males	40% males	20% males	80% males
	40% females	60% females	80% females	20% females
Age range	25-40 years	30-50 years	18-25 years	51 years and above

From table 3.1, it is clear the study aimed to include engage respondents, both male and female from all legal drinking ages. This was to ensure that the study findings can be generalized, as people from all legal drinking ages were represented in the study. In addition, though not indicated in table 3.1, the researcher aimed to request the participants to provide details of their education status. This could be necessary to compare the level of participant’s education relative to their knowledge about wines.

3.2.3.2 Data Collection

Participants were notified of their answers being recorded during the survey. A purchase scenario was given to members of the focus groups to induce their thoughts through product characteristics and their significance in wine purchasing decisions. The participants were asked to consider buying wine for a special person as a gift or have a high-class evening party. Participants were informed that there was no wine in the dinner party and they must buy one before leaving the wine shop. In addition, group member was asked to list product characteristics that influenced their buying decisions and score accordingly based on the overall significance when making the purchase decision. A rating scale of 5 (very important) to 0 (on important at all) was

provided. Moreover, respondents were required to identify countries they think would manufacture low, average, and high-quality wine. It is essential to note that no suggestions were given in regard to possible countries and product attributes.

3.2.3.3 Qualitative Data Analysis

Assessment and examination of information obtained from the interviews supports the effect of country of origin, price, brand Recognition, and critic scores and wine ratings, label/packaging design on expectation for the product recommended for testing. While the views from the focus groups represent the opinions of comparatively few people, the outcome is expected to be consistent with the previous research and support the conceptual framework. Terry et (2017) affirm that thematic analysis method has been adopted for qualitative data analysis and is preferred due to its ability to examine data to identify common themes from the collected data. The researcher has made sure that the identified themes are meaningful and provide accurate representations of the collected qualitative data. Following identification of themes, the researcher was to define and name each one of theme. Defining a theme involves formulation of the exact meaning of each theme and finding out how it assists the researcher to comprehend data (Nowell et al., 2017). Naming theme includes formulation of easily understandable and succinct name of each theme. Overall, each of the identified theme were discussed in the results and discussion chapter and has shown how the analysis answered the research questions.

This research was to ensure trustworthiness by establishing credibility and reliability. The main aim of validity is ensuring the credibility and trustworthiness of the study (Terry et al., 2017). Thematic analysis adopted for data analysis addressed validity

through member checking, which is a technique to assist in improving the applicability, internal validity, as well as transferability of a study (Nowell et al., 2017). Member checking is selected for this study due to its ability to verify the interpretation of research findings, which ensures the validity and reliability of the research method and research design used. Establishing reliability involves finding dependable outcomes that can be applied to different settings (Terry et al., 2017). To ensure reliability, the sample population comprised of respondents that have the most understanding and knowledge about wines. Reliability of data is critical as ensures consistency and applicability of the research findings to various settings (Nowell et al., 2017). In addition, member checking improves data reliability.

3.2.4 Quantitative Methodology

The knowledge gained from the qualitative methodology was useful in developing the conjoint analysis design and data collection instruments. This section provides a description of the measure that was used to quantify the knowledge and self-confidence of consumers and a brief description of the data analysis techniques.

3.2.4.1 Design

The research utilises a correlational survey research design due to its ability to select sample population and administer of questionnaires to gather the required information (Goertzen, 2017). In addition, this design was selected for this research to expose the study participants to various questions to enhance a fair comparison of the collected data. Regression and correlational designs were also considered for this research. Regression analysis facilitates determination of whether a single study variable predicts other study variables (Mellinger and Hasnon, 2016). On the other hand, correlation analysis helps researchers to determine the strength of the

relationship among the study variables (Goertzen, 2017). Since one of the aims of this research is to determine the link between extrinsic cues and the purchasing behaviour non-wine educated participants, a correlation analysis is the most suitable.

3.2.4.2 Sampling

Non-probability, convenience sampling method has been adopted for this research. Samples comprised of non-wine educated wine buyers in Hong Kong. It is known that samples from the general public can contribute to limitations as they might not represent the entire population due to restricted nature of profiles based on demographic data. Due to the negative demographics typical of the general population, the general public is more likely to represent general population. To participate in this research, participants must be at least 18 years.

3.2.4.3 Data Collection Instrument

The surveys in this study were designed on the basis of research questions and the previous studies reviewed in this research. The demographic data of the respondents such as gender and age are required for purposes of comparing the sample population with the general population in Hong Kong. The outcome of data analysis was used to make necessary enhancements in the next survey versions.

The survey utilized conjoint analysis-full profile, which is one of the common conjoint analysis and is beneficial because each profile is individually examined, which allows participants to concentrate on their profiles only. Both choice-based and rank-based conjoint analysis models were employed in this study. In choice-based conjoint analysis, the researcher asked the participants to choose which wine they would opt

for or buy (Appendix H). Further, a ranking-based conjoint analysis involved asking participants to rank the wine alternatives from best to worst (Appendix C). Nonetheless, the related risk increases participant fatigue when the number of the profiles to be examined is high. By use of this approach, respondents were required to review a range of wine profiles that were assessed on a metric scale. This puts the focus of participants on the levels of acceptability feature as opposed to comparison of characteristics among optional offers, with the typical result being rating decision dominance by a few attributes. Nevertheless, this was not being viewed as a limitation to this research since the design was restricted to a total of three attributes. Moreover, the study objectives do not include identification of product profile, which is viewed the more desirable by participants. Instead, the objective is to examine the influence of the extrinsic cues on product quality expectations and determine the impact on wine quality via taste tests. Thus, a survey design, which makes use of a complete profile conjoint approach is considered the most suitable approach for this study.

While about fifteen product profiles are feasible when participants are examining the product profiles through description, the use of multiple wine products in a single tasting experiment might be monotonous for respondents for the tasting experiment of the study. It is challenging for the respondents to remain vulnerable to the experiment variations in the sampled wines because of the likely desensitized taste buds and fatigue because of the extended time required for the tasting tasks (Jaipakdee et al., 2016). To address this issue, an orthogonal fractional factorial design was adopted to reduce the number of overall profiles while making sure that each level of attribute is sufficiently represented and controlled to approximate a parameter of major impact of each level and product characteristic (Miah, 2016). The use of an SPSS

fractional factorial design has made it possible to taste the worth contribution of all attribute levels (Berger et al., 2018).

It is essential noting that profiles are not examined simultaneously. Therefore, respondents might not receive immediate experience of likely product attributes and their differences to the extent they taste multiple product profiles. To address this limitation, two practice product profiles are proposed for participants to have a sense of the number of attributes and likely levels. This was essential as it would stabilize ratings and improve accuracy (Berger et al., 2018). However, this idea is countered by Durakovic (2017) who argue that categories of products are common and frequent purchases are made, the experience and market knowledge by consumers are likely to offer sufficient attribute referencing. Nevertheless, these researchers caution that when profiles of products are only described without realistic pictorial representation, training of respondents becomes necessary where familiarization of the product profiles is suggested. Thus, two practice product profiles were included to train participants to improve the validity of the results. While the two practice product profiles were used to determine the attribute of part worth, they were examined to test validity of the experiment. In addition, the part worth results for characteristics in the practice product profiles were compared to the part worth results from the product profiles in the fractional factorial design for the purposes of checking consistency of respective attribute and influence level.

3.3 Ethical Considerations

This study was carried out following approval from all relevant bodies. The researcher informed potential participants about the research and what was expected of them, and their questions were answered to satisfaction. After this, the respondents needed

to make an informed choice on whether to participate or not in this study before completing the survey. In addition, the researcher has enlightened the respondents about their participation and withdrawal rights. The researcher ensured the confidentiality of the responses and the respondents throughout the study by keeping their identity anonymous.

3.4 Data Analysis

The collected data must meet the validity and reliability criteria for effective analysis. Validity is the level to which a research tool determines the expected research outcome (Mellinger and Hasnon, 2016), and the researcher intends to conduct a pilot survey in which ten questionnaires were administered to validity and improve the data collection tool by making necessary adjustments. Reliability is the degree to which a research instrument produces same results when research is conducted under identical parameters (Goertzen, 2017), and this was ensured via enhanced data collection research tool, the researcher kept cleansing the collected data regularly, and lastly the researcher has ensured a consistent data organization throughout the entire research period.

Following data collection, data analysis was done through descriptive statistics. The collected data in this study was analysed by SPSS software to generate data array to be utilised in statistical data analysis (Mellinger and Hanson, 2016). Data was coded to group responses into various categories. It is essential noting that the survey data was analysed in the form of a 5-point Likert-scale.

3.4.1 Measures used for Consumer Behaviour

3.4.1.1 Subjective Knowledge

The perceived expertise level or knowledge of product level by consumers is the subjective knowledge (Lewis et al., 2019). In majority of the existing research, subjective knowledge is measured by a single report item, ad hoc multi item scales, and semantic differential scales specifically developed for the pertinent research (Niimi et al., 2017). The result of using subjective knowledge covers a broad range of strategies with few methods verified via experiment or use in different research (Li et al., 2019; Priilaid et al., 2019; Canziani et al., 2016). This research adopted an eight scale item, and this has been used and validated by Flynn and Goldsmith (1999) and Goldsmith et al. (1998) via tasting experiments across eight distinct product categories. The six items that have been recommended for this research are provided in table 3.2.

Table 3.2 Scale Items for Subjective Knowledge

Format: 1-Strongly Disagree; 5=strongly Agree

1.	I understand how to judge the wine quality
2.	I have adequate information about different wines
3.	I feel that I am not knowledgeable about wine (r).
4.	I am less knowledgeable of wine compared to my peers (r)
5.	I have heard of majority of the available wines.
6.	I am able to determine whether or not a wine is worth its price.

The scale of items for subjective knowledge presented in table 3.2 plays a very crucial role to play because high-quality research rests on understanding the study

participants. This enable the researcher to make informed observations during data analysis and presentation.

3.4.1.2 Objective knowledge

Definitions of types of objective knowledge and measurement tools, there has been inconsistencies, which makes comparisons between studies risky and challenging. Objective knowledge is defined as the information of a product kept in long-term memory on the basis of cognitive knowledge and experience, with customers keeping high objective knowledge levels by finding current information about the product. Genuine expertise is an integration of high objective knowledge and product familiarity levels by consumers. It is not feasible to anticipate any substantial consumer market segment to possess expertise levels consistent with professionals working in fields aligned or classified with a specific product. For instance, one cannot expect consumers of wine to have the same knowledge as vineyard owners or wine makers. Thus, it is essential to come up with objective knowledge questions that non-wine educated consumers are expected to be knowledgeable about. Relevant literature was examined, and product experts consulted to design a set of questions for wine to measure participant objective product knowledge. The four objective items that have been recommended for this research are provided in table 3.3.

Table 3.3 Scale Items for Objective Knowledge

Format: 1-Strongly Disagree; 5=strongly Agree

1.	Country of origin of wine is an essential when considering the kind of wines to buy.
2.	Wine brands and branded influence my purchasing decision making process
3.	Price is the most important factor to consider when buying wine.

4.	I must check the label and the packaging design before I buy wine.
----	--

The scale of items for objective knowledge presented in table 3.3 is important to the study because it improves and facilitates the discovery of the most appropriate explanation to a scientific research problem identified in the first chapter of the proposed study. Objectivity ensured that that evidence and not personal bias or desires is used to answer the identified scientific research questions.

3.4.1.3 Self-confidence

High confidence levels are considered to empower buyers to acts on their individual beliefs, in spite of their accuracy or basis (Apuke, 2017). Conventional self-confidence measurements among consumers are based on tools assessing personal confidence; research implies a connection between confidence and confidence in their perceptions (Mellinger and Hanson, 2016). Perceived locus of control, previous experiences, and dominance are other vital factors contributing to self-confidence (Apuke, 2017). Table 3.4 presents the questions that was asked to determine the personal self-confidence levels of non-wine educated consumers.

Table 3.4 Personal self-confidence questions

Answer format: 5=strongly Agree; 1-Strongly Disagree

1.	Normally, I think my opinions are inferior. (r)
2.	I do not concentrate so much on what people think about me.
3.	I seldom fear actions that would make others have a low opinion of me
4.	When introduced to a stranger, I am never at loss for words.

5.	My first reaction is always inferiority and shyness when confronted by strangers. (r)
6.	I do not have a good first impression on people. (r)

The personal self-confidence questions presented in table 3.4 allows the researcher to understand the self-confidence levels of participants, which is crucial for the researcher to experience freedom from negative making negative observation about their conduct during the entire research period. For example, greater self-confidence levels among participants would enable the researcher to collect adequate and rich data concerning the research phenomenon under investigation.

The aim of this research to obtain subjective and objective knowledge, and personal self-esteem of non-wine educated consumers and measure all of them independently. The researcher investigated the nature and the existence correlations between the knowledge of consumers and self-esteem and the levels of utility measured for all product attribute that is determined from conjoint analysis. Besides, during assessment of the relationships, any variation in self-confidence and knowledge were examined among groups to identify common response patterns.

3.4.1.4 Survey Data Analysis

The study adopts factor analysis and correlation to analyse the collected data. Correlation is used to determine the connection between at least two study variables, with coefficients ranging between -1.00 and +1.00, where -1.00 represents a perfect negative relationship and +1.00 a perfect positive relationship (Mellinger and Hanson, 2016). When the analysis of two study variables finds a significant relationship, with a coefficient close to +1.00 or -1.00, there is a strong linear correlation between the

variables (Goertzen, 2017). In the current study, correlations are used to test the subjective and objective knowledge and self-confidence and brand recognition, country of Origin, critic scores and wine ratings, label/packaging design and pricing. The principle factor analysis is used for testing and proving latent variables are determined from multiple items grouped together (Ghauri et al., 2020), and this analysis applied the scales used in different stages for purposes of examining and measuring self-esteem and subjective knowledge. Due to change of validity checks and reverse coded items, the mean for each participant that reflects their self confidence levels and subjective knowledge to be calculated. Standardized score for objective knowledge was computed to compare objective and subjective knowledge levels.

The examination of the preferences of wine and the expected product levels from the conjoint analysis was compared with SPSS. Data analysis expects to reveal features of a product that have the most impact on the assigned score. Exclusive analysis was done at all phases of the study, starting with the overall sample and finishing with segments in relation to levels of knowledge and levels of self-esteem. This analysis enable the testing and comparison of tasting scores to answer the research questions.

3.5 Attribute Importance Determination

Conjoint analysis seeks to create a set of additive utilities that make use of scores assigned to product profiles for purposes of deriving attributive utility scores (Goertzer, 2017). Fundamentally, these are index numbers that correspond to coefficients of regression that measure how desirable or valuable a specific cue is to the participant (Pattern and Newhart, 2017). In addition, the Ordinary Least Regression (OLS) approach to ratings on the basis of conjoint analysis, as it provides

a simple yet strong approach that can be used to derive different utility values used to in the computation of attribute part worth for all components.

Part worth utility values adopted both negative and positive, and expressed on a common scale that sums to zero for all cues; while part worth statistics within a cue might be compared, they might not be comparable across all cues (Pattern and Newhart, 2017). Thus, the most appropriate approach is to interpret the part worths to examine the gaps among levels of utility levels within cues (Ghauri et al., 2010). A large gap between utility levels within cues suggested that that respondents think that change within that specific cues have considerable effect on their overall analysis. Therefore, cues with higher ranges are the one used frequently by participants to distinguish between product profiles and have greater levels of comparative significance in their rating (Pattern and Newhart, 2017). Importance scores was calculated to compare the relative importance of cues, and this was done through taking into consideration of the least and the highest utility value for a cue and dividing it by the total all utilities (Ghauri et al., 2020). Overall, values of average importance disclose the comparative importance of each cue to the decision of the participant and the part worths show the cues that are most and least preferred. Moreover, a score or perceived worth can be calculated to determine the cues that consist the most desirable levels. The comparison means need non-parametric tests; therefore, this research adopt a non-categorical measure to facilitate comparisons of means both within different cues and investigation between the study variables.

3.6 Validity of Research Instruments

For self-confidence and subjective knowledge scale, Cronbach Alpha coefficient ratings has been adopted to evaluate the reliability of the scale. Cronbach Alpha scores

range from 0-1, and the higher the score the higher the reliability of the scale. A score of at least 0.7 is considered acceptable for a research collection instrument. Therefore, if the current research attains a Cronbach alpha coefficient of at least 0.7, it is considered reliable. For objective knowledge, the questions that would be used to measure objective knowledge of non-wine educated consumers are compiled. The researcher obtained the help of the experts in the field to ensure that the questions are as objective as possible.

Regarding conjoint analysis, it needs checks for internal and external validity (Ghauri et al., 2020). Internal validation was done by carrying out a 'goodness of fit' of the approximated approach with r^2 values and Kendall's Tau statistics to measure the relationships of ranked data. The value ranging from 0 to 1 demonstrate the relationship between the approximated and the observed preferences and should always tend towards 1 because they are better as the move towards and closer to 1; models with values tending to 0 are considered to be poor fit and are suspect. The utility comparison offered a further internal check, which is based on the extent to which the sample population represent the population under study and whether or not the chosen cues reflect the credibility of items. Comparison of the sample and the general population was done and analysed at phase independently. Cues and levels were chosen based on extensive literature review, review of the products available, and quantitative data analysis.

Overall, adequate information about quantitative methodology in terms of sampling techniques and designing of data collection tools has been provided. This includes the rationale behind each selected method, validation procedures, and data collection and

analysis. The following section expands the methodology based on the data analysis of the pre-test specific to the phase 2 of the research, which is the pilot research.

3.7 Pilot Study

The pilot study has been carried out to check the suitability of the conjoint analysis methodology, attributes, products, as well as measures of self-confidence and knowledge. The goal of the pilot study was to determine whether the methods used in the study were effective in answering the research questions.

3.7.1 Research Design

A survey design and experiment design were adopted for the pilot study. A sample of 15 respondents agreed to take part in the pilot and 12 respondents agreed to participate in the focus group. The pilot survey consisted of three scales that measured subjective knowledge, objective knowledge, and self-confidence with respect to wine. The target was to ensure only non-wine educated participants were recruited. The 12 participants in the focus group were divided into four groups of three members each. These respondents agreed to participate on a voluntary basis and completed the survey and the sensory experiment.

The pilot self-administered survey was designed to collect demographic information of the respondents and divided into three main parts: scale of items for subjective knowledge, objective knowledge, and self-confidence. Consideration of the few issues revealed in the pilot survey, the following changes have been proposed, as regards the format of the final survey:

Survey Format

Front Cover: Demographic information

Part One: (a) Different wine products (b) Subjective knowledge questions (c) Wine consumption and buying habits.

Part Two: Objective knowledge questions

Part Three: Self-confidence questions

Regarding the extrinsic cues, different countries were selected to represent the different quality levels of wine. Table 3.5 demonstrates the chosen extrinsic cues.

Table 3.5 Specification of Cues

Attribute	Type of cue	Level
Country of origin	Extrinsic	France United States Australia
Price	Extrinsic	HKD 300 HKD 200 HKD 100

Various studies have adopted extensive descriptions to represent highest and lowest rating scores include 'very desirable' vs 'very undesirable', 'worst possible' vs 'best possible', 'like extremely' vs 'dislike extremely'. Following a review of these alternatives, the pilot study settled on utilization of 'Terrible' vs 'Excellent' in a scale of 1-10, because it was observed that the descriptor motivated participants to provide an opinion of the wine to that is clearly positive or negative, without linking this experiment directly to buying intention. After rating each product, the respondents

were asked to indicate whether they could purchase the wine based on tasting, with a 'yes' or 'no' response.

3.7.2 Validation of the research Instruments

A survey pre-test was carried out using 15 respondents to determine the time needed to complete the survey. In addition, the pre-test was as well conducted to provide insight into the likely validity of the scales and objective knowledge tests used to measure independent study variables. Moreover, participant reactions to the profile evaluation activities and an examination of the preliminary data from the conjoint experimental design were possible.

3.7.2.1 Subjective knowledge and self confidence

Whereas the items used to measure the subjective knowledge had been validated in previous researches, the items used to measure self-confidence had not this procedure before. In previous research, the items were simply used as statements in which agreements and disagreements of the items facilitated the determination of whether a participant was considered confident or not. The first stage in the validation process is to determine internal reliability with the help of the Cronbach Alpha coefficient for each measure. Cronbach analysis revealed that the survey is well designed, and this is provided in table 3.6. The coefficients indicate sound reliability of the chosen study variables.

Table 3.6 Reliability test of Scales (pilot)

Subjective knowledge	No. of items=6	Alpha=0.866
Self-confidence	No. of items=6	Alpha=0.728

Sample population (n) = 15

3.7.2.2 Objective Knowledge Items (pilot)

The feedback from the pilot participants was positive; the comments the researcher received showed that the respondents found the tests simple to complete and interesting. Some respondents were eager to know how well they scored. In accordance with the existing literature, generally, respondents found that their objective knowledge was lower than anticipated. No statement was flagged as unrealistic or unreasonable. The feedback from data collection does not give any signal that participants had not answered truthfully, which shows that no statement was misunderstood or ignored. Therefore, it is apparent that both internal and external validity were not compromised, meaning that the research instrument is suitable for research.

3.7.2.3 Sensory Experiment-Focus Groups

Before the start of the experiment, a strict protocol of briefing and discussion about the experiment took place. The researcher provided background information of the study and general introductions. Participants, in their various groups, were informed about the format of the experiment and the type and quantity of products they would taste. The researcher provided information on when participants were to stop and wait for further guidelines. During the experiment the researcher observed that the atmosphere of the experiment was kept friendly and relaxed due to the small number of participants in the four groups. Therefore, from this observation, a small number of 3-5 individuals were used in the main experiment.

In general, the feedback obtained during the pilot data collection through the focus group interviews show that the set of questions and experiment test designs should remain unchanged, as the participants expressed no concern about how the experiments were conducted. However, the researcher realized that due to the need for participants to take a significant time to participate in the study, a coupon incentive would be appropriate. Therefore, the researcher offered a Starbucks coupon incentive of HKD 50 per participant. The coupon was given once the respondent completed the experiment.

In this study, participants have not been trained or coached to enhance their knowledge of wine. In addition, they have not been tested to determine their natural capabilities to distinguish between product samples. Nonetheless, these potential participant limitations are irrelevant in this research because the researcher is not attempting to quantify the sensitivity levels of consumers. This is the main reason why the study intends to recruit non-wine educated consumers. The main aim of this study is to determine and test the relationships identified between the study variables. The experiment seeks to examine the perspectives of non-wine educated consumers to quantify the respective influence of extrinsic cues on wine purchase, as determined via their sensory evaluation. This explains why product training, sensitivity, and reliability tests have not been included in the methodology of experiments.

3.7.2.4 Sample Demographics

Table 3.7 and 3.8 present the sample demographic profiles of the participants that participated in the pilot study.

Table 3.7 Sample demographic profile - Survey

Gender	Percentage (%)	Age (Years)	Percentage (%)
Male	40	18-25	6.67
Female	60	26-35	20.00
		36-50	66.67
		51 and above	6.67

Table 3.8 Sample demographic profile - Focus Interview

Gender	Percentage (%)	Age (Years)	Percentage (%)
Male	50	18-25	8.33
Female	50	26-35	25.00
		36-50	58.33
		51 and above	8.33

From the comparison of the two tables, it is clear that majority of the respondents that participated in the pilot study were between 36 to 50 years. There were no adequate participants between the age brackets 18-25 and 51 and above. This might be attributed to the convenience of the employed methodology used to sample pilot participants, such biases are anticipated and are less severe compared to other types of convenience samples. In addition, considering the products used and the age brackets, demographic skew is likely to give a highly representative sample of wine consumers in the chosen markets. Moreover, it is essential noting that while student sample was used, only students from the evening classes were considered, and because of the diverse demographics typical of evening students, they have a higher likelihood to constitute a group representative of the general population compared to traditional samples.

3.8 Chapter Summary

All items used in the survey satisfied tests for external and internal validity, which confirms their usability in subsequent research stages. Items designed to measure knowledge and self-confidence remains unchanged. However, the a few changes were in terms of changing the survey layout and the order of various components to improve the presentation of the survey. From the observation in the focus groups, the researcher realized that the research participants needed reassurance that the assessment of foreign products does not mean that the researcher or the participant prefer them to local products. The researcher needs to assure the respondents that wine from foreign countries is preferable in this study because the respondents are used to the local brands of wine, and this might not negatively affect the outcome of the sensory experiment because of this bias, which might make it difficult to obtain objective responses. This was indicated in the methodology chapter in the section of sensory experiments (focus groups). The researcher also discovered that a detailed review was given to participants in the focus groups before their participation in the sensory experiment in order to address any potential hostility and resistance towards foreign products.

The next subsequent chapter, chapter four: Results and Analysis, is presenting the findings of the collected data through the methodology presented in this chapter. The collected data seeks in examining the perceptions of wine purchase among the non-wine educated consumers. To achieve this goal, the research instruments are designed to collect data that can be used to investigate the attitude of consumers towards brand recognition, country of origin, critic scores and wine ratings, label/packaging design, and pricing. With findings of the study, the study aims to establish the effects of highlighted five factors on the buying behaviours of the consumers in Hong Kong and

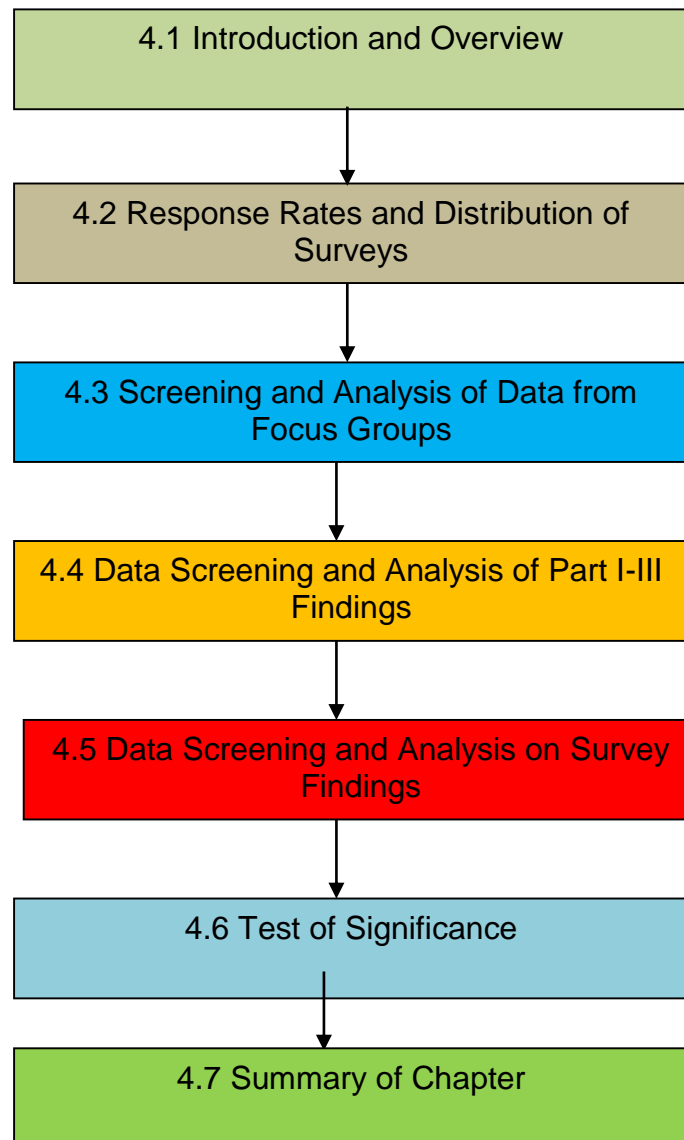
rank the five factors in terms of their importance. Overall, chapter four analyse, present, and discuss the findings, as obtained from the survey and the sensory experiment. In addition, the chapter has tested hypotheses that to prove and determine the extent to which the five factors affect the consumer buying behaviour of wine consumers.

CHAPTER FOUR – RESULTS AND ANALYSES

4.1 Introduction and Overview

The primary objective of this research has been to analyse consumer perceptions when buying wine based on brand recognition, country of origin, critic scores and wine ratings, label/packaging design, and pricing. Moreover, the objectives of the study sought to identify consumer perceptions towards wine buying and to determine the linkage between the identified factors and wine buying behaviour of consumers in Hong Kong. Therefore, detailed analysis for each of the data feedback has been presented throughout the study with the focus to examine the perceptions of wine purchase among the non-wine educated consumers. Thus, the current chapter presents results and a review of the methods employed. In the first section, the response rate of the feedback from the participants has been explicated. In the second section, the review of missing values, outlier and normality tests, correlations, and descriptive statistics for data feedback of focus groups has been captured. Then the third section features the results for Part 1-3 feedback and fourth section provides the outlook for the surveys and in both cases data screening has also been implemented. The fifth section presents the test of significance where main relationships have been explored relying on various tests such as General Linear Models, t-tests, Hierarchical Regression Analysis, Mediated Regression Analysis, and Moderated Regression Analysis. The outline sought in the chapter is as shown below under Figure 4.1 below.

Figure 4.1: Structure of Chapter Four



4.2 Response Rates and Distribution of Surveys

4.2.1 Distribution of Surveys

The surveys were coordinated across consumers in Hong Kong to decipher the perceptions of wine purchase among the non-wine educated consumers. The unit of analysis was non-wine consumers comprising of a total of 30 participants. The participants were invited to provide their honest feedback amidst presentation of various wines types to determine the rating on taste among others.

4.2.2 Response Trends

The study's sample consisted of non-wine enthusiasts targeted through judgment and convenience sampling. Thus, focus groups were administered to 30 participants and contained eight items while the surveys were guided by 7 item constructs coordinated to the sample of participants. In the focus groups, some individual items failed to achieve 100% response rate since some of the answers were missing. However, the surveys and Parts 1-3 had 100% response rate.

4.3 Screening and analysis of data from Focus Group

In this section, the findings are based on the results generated from the focus group. The first attempt is to evaluate the data for reliability using Cronbach's Alpha especially for the scores generated from the participants in different levels since string variables could not be subjected to the same reliability test as SPSS program could not recognise the function as evidenced in the screenshot below in Figure 4.2.

Figure 4.2: Declined reliability test of string variables



Therefore, the option was to run only scale variables which in this case represented all the scored values details of which have been discussed in due course of the study.

Table 4.1 below depicts the Cronbach's Alpha results.

Table 4.1: Cronbach's test results I

Case Processing Summary			
		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

Reliability Statistics			
Cronbach's Alpha ^a	Cronbach's Alpha Based on Standardised Items ^a	N of Items	
-.590	-.483	6	

From the results, it is evident that a negative Cronbach's Alpha is manifested at $-.590$ which means there is a presence of a negative average covariance within items generated by the scoring model. As a result, the outcomes show to violate the reliability model assumption. One of the solutions was to re-examine the items representing all scores coding and re-run the reliability test to achieve a better model. Nonetheless, the case summary proves that there are no missing values in the dataset meaning all the cases are valid. To address the problem above, the researcher sought to transpose the score values where a second test of reliability generated the following results, as shown under Table 4.2.

Table 4.2: Cronbach's test results II

Reliability Statistics	
Cronbach's Alpha	N of Items
.519	30

The results depict that the negative average covariance is eliminated and the reliability rising to .519 which is same as 51.9%. However, in the future it would be desirable to increase the sample to above 200 to achieve a higher reliability value of above 70%. The researcher evaluated the same variables using Principal Component Matrix as depicted under Table 4.3 below to evaluate the degree of validity.

Table 4.3: Factors loading analysis on Critic Scores

	Communalities	
	Initial	Extraction
Score_Blind	1.000	.755
Score_Not Blind	1.000	.741
Score_Blind	1.000	.815
Score_Not Blind	1.000	.751
Score_Blind	1.000	.773
Score_Not Blind	1.000	.464

Extraction Method: Principal Component Analysis.

Component	Total Variance Explained			Extraction Sums of Squared		
	Total	Initial Eigenvalues		Total	Loadings	
		% of Variance	Cumulative %		% of Variance	Cumulative %
1	1.791	29.857	29.857	1.791	29.857	29.857
2	1.439	23.989	53.846	1.439	23.989	53.846
3	1.068	17.799	71.645	1.068	17.799	71.645
4	.812	13.540	85.185			
5	.510	8.495	93.680			
6	.379	6.320	100.000			

Extraction Method: Principal Component Analysis.

From the establishments above in Table 4.3, it is evident that all the communalities representing the results for each of the scores are above the threshold for 0.4 or 40% meaning all the cases are valid. Therefore, the study's results confirm that the

feedback from the focus group on the scoring facets in relation to the taste of wine. In light of the explained total variance it is evident that there are statistical differences although not possible to determine if it is significant or not-significant.

Further analysis aimed to establish whether the data for the scores mentioned above consisted of a normal distribution, as shown under Table 4.4 below.

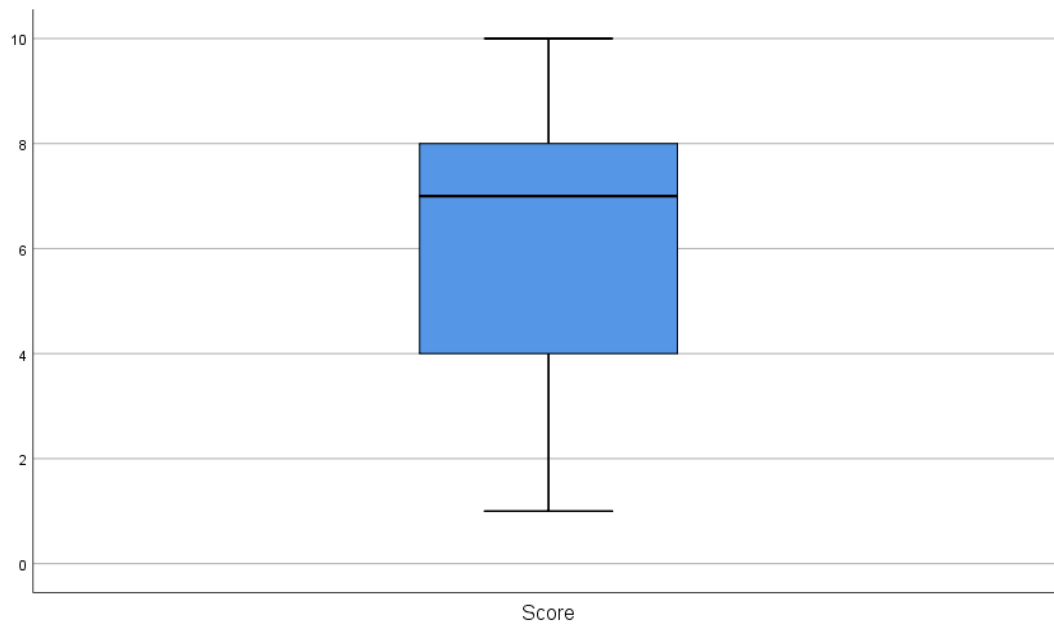
Table 4.4: Normality test results for the scores feedback

	Tests of Normality					
	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Score_Blind	.168	30	.031	.941	30	.098
Score_Not Blind	.120	30	.200*	.947	30	.136
Score_Blind	.233	30	.000	.892	30	.005
Score_Not Blind	.169	30	.028	.907	30	.012
Score_Blind	.175	30	.020	.932	30	.054
Score_Not Blind	.236	30	.000	.908	30	.013

From the outcomes, especially Kolmogorov-Smirnov, it is evident that only once incidence of the scores (Sig. = .200) shows to have a normality distribution while the rest do not give that the p-values are above 5% margin of error. Although the researcher checked the same trend using the transposed values and the p-values were above 5% margin of error for all the cases. In that regard, the problem for a lack of normality was considered weak and that the reported scores could still be modelled for predictive analytics on the influence of extrinsic cues on wine purchase behaviour in Hong Kong.

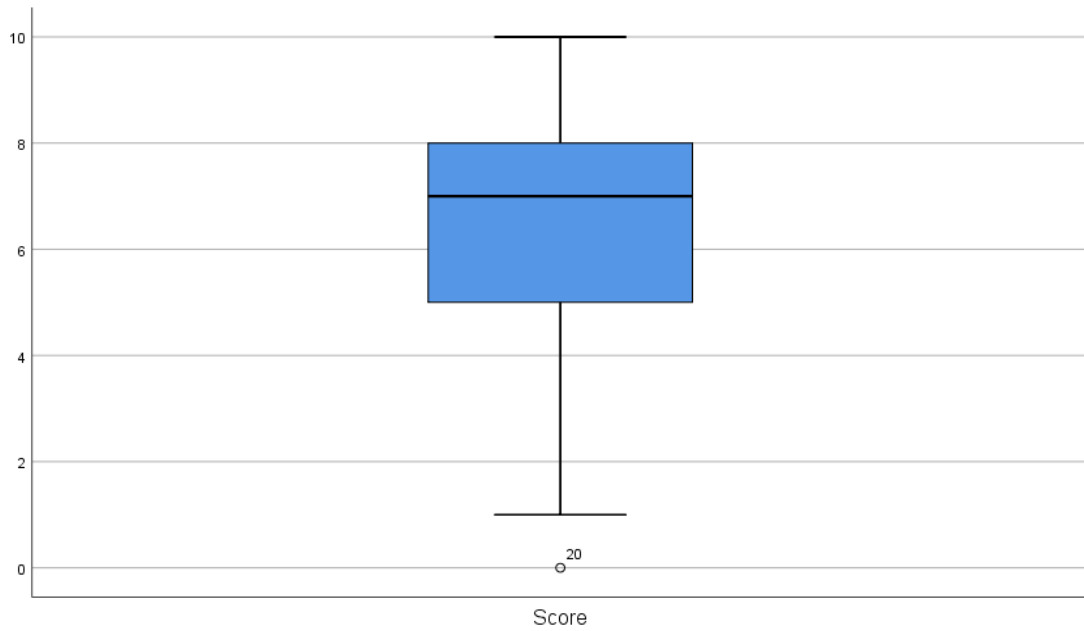
Using box plot an evaluation of the presence of outliers in the reported scores was captured as shown next. For instance, Figure 4.3 below illustrates the outlier trend for the first score.

Figure 4.3: Outlier test for Score 1_A



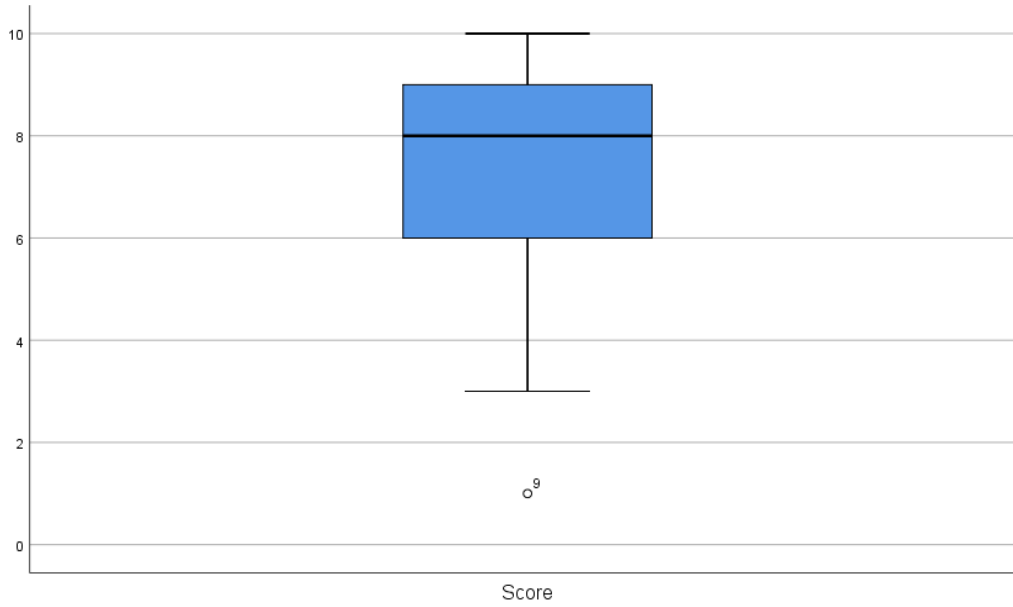
The results under Figure 4.3 above indicate that there exist no outliers in the dataset meaning majority of the scored cases followed a uniform pattern.

Figure 4.4: Outlier test for Score 1_B



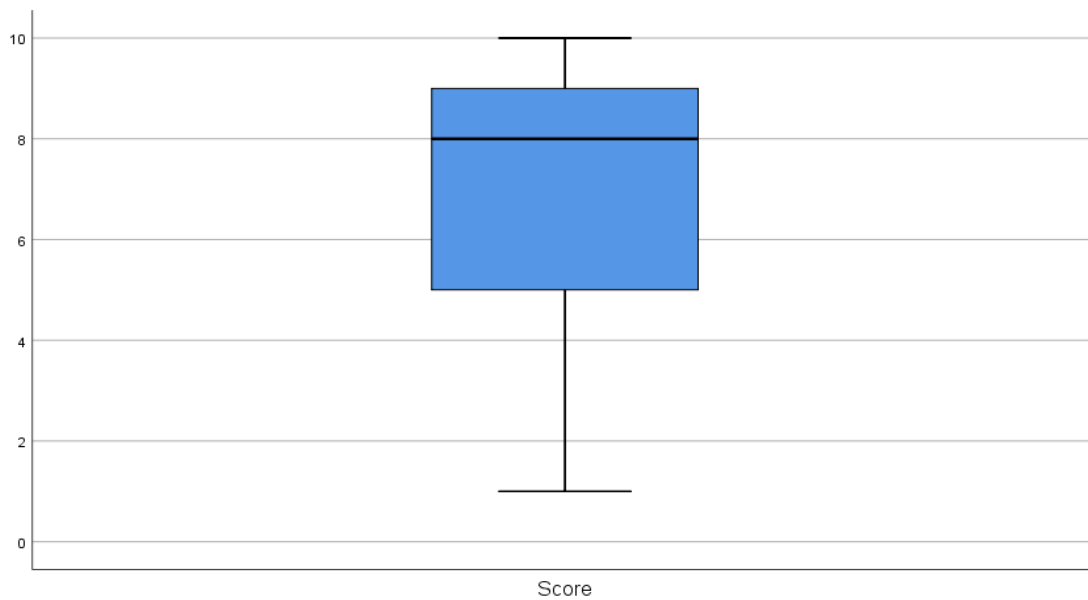
The results captured under Figure 4.4 above indicate that the 20th score is an outlier verses the rest which means it does not align to the pattern absorbed in other slots. However, despite the presence of the outliers the researcher holds the opinion that the problem is not broad since just one incidence is non-uniform.

Figure 4.5: Score 1_C



As depicted under Figure 4.5 above, it can be seen that the third scoring model has the 9th feedback as an outlier meaning it fails to follow the uniform pattern manifest in the rest of the trends.

Figure 4.6: Score 1_D



The results under Figure 4.6 above are indicative of the fourth scoring as having no outliers in the dataset; hence, confirming that all the patterns are not deviating from a uniform pattern.

Figure 4.7: Score 1_E

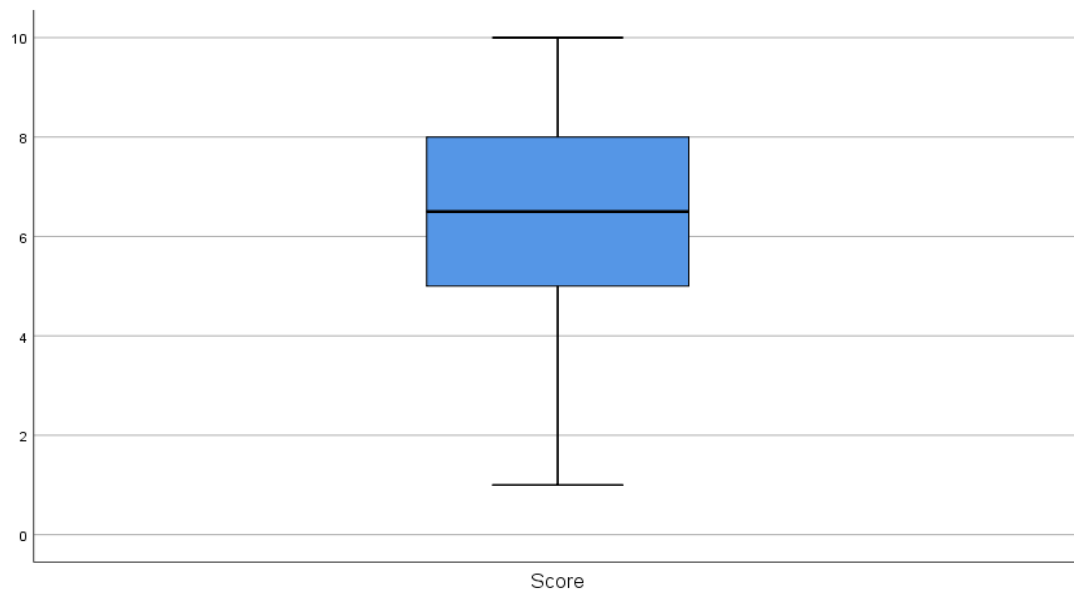
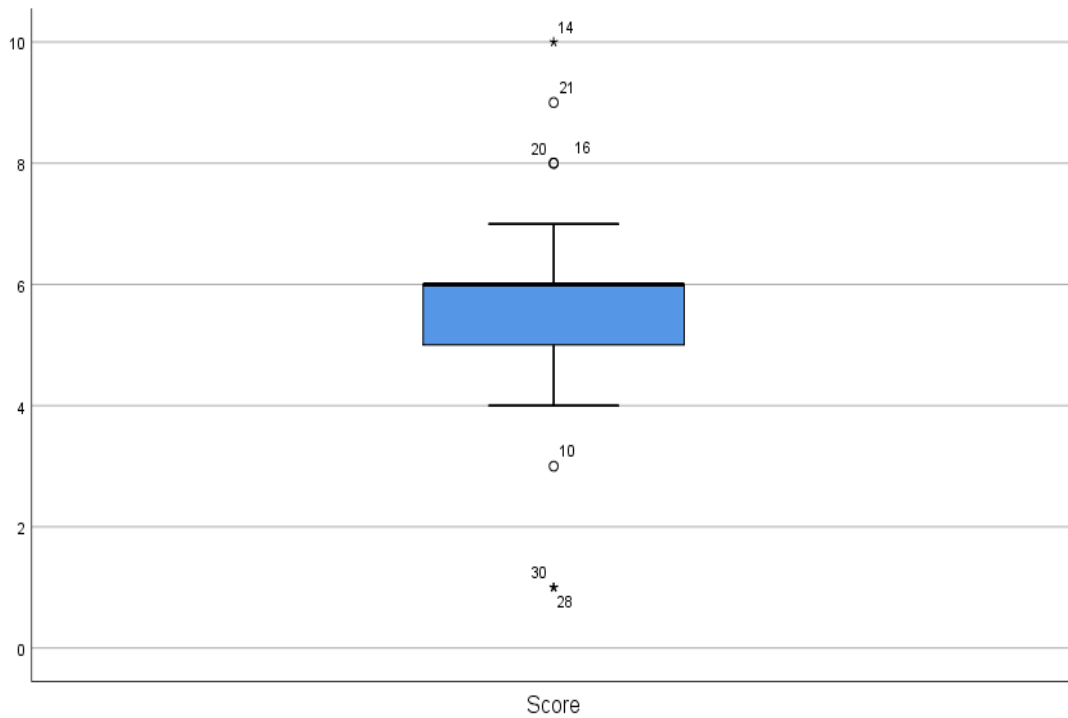


Figure 4.7 above presents the fifth level of the scoring from the participants which proves to have no cases for outliers. In this regard, the data patterns can be said to have a uniform process that is not deviating from the mean.

Figure 4.8: Score 1_F



Lastly, Figure 4.8 shows that the scoring feedback under Score 1_E label has numerous cases of outliers compared to the rest of the feedback. In that case, there are outliers that do not align to the uniform performance reported in other patterns; the outliers points are at participant 10, 14, 16, 20, 21, 28, and 30.

Overall, it is evident that the dataset representing the various scores to a better extent meets criteria for reliable and valid data despite incidences that lack a normal distribution.

4.3.1 Descriptive statistics on critic scores derived from Focus Group

In this section, descriptive statistics for the reported scores has been captured representing the mean trend between the scales of 1-10. The results are as shown under Table 4.5 below.

Table 4.5: Summary statistics for Scores Estimates

		Descriptives		Statistic	Std. Error
Score	Mean			6.1000	.47790
1_A	95% Confidence Interval for Mean	Lower Bound		5.1226	
		Upper Bound		7.0774	
	5% Trimmed Mean			6.1481	
	Median			7.0000	
	Variance			6.852	
	Std. Deviation			2.61758	
	Minimum			1.00	
	Maximum			10.00	
	Range			9.00	
	Interquartile Range			4.25	
	Skewness			-.290	.427
	Kurtosis			-1.014	.833
Score	Mean			6.4333	.47145
1_B	95% Confidence Interval for Mean	Lower Bound		5.4691	
		Upper Bound		7.3975	
	5% Trimmed Mean			6.5741	
	Median			7.0000	
	Variance			6.668	
	Std. Deviation			2.58221	
	Minimum			.00	
	Maximum			10.00	
	Range			10.00	
	Interquartile Range			3.25	
	Skewness			-.594	.427
	Kurtosis			.147	.833
Score	Mean			7.4333	.41157
1_C	95% Confidence Interval for Mean	Lower Bound		6.5916	
		Upper Bound		8.2751	
	5% Trimmed Mean			7.6111	
	Median			8.0000	
	Variance			5.082	
	Std. Deviation			2.25424	
	Minimum			1.00	
	Maximum			10.00	
	Range			9.00	
	Interquartile Range			3.00	
	Skewness			-1.087	.427
	Kurtosis			.950	.833
Score	Mean			7.1000	.47307
1_D	95% Confidence Interval for Mean	Lower Bound		6.1325	
		Upper Bound		8.0675	
	5% Trimmed Mean			7.2407	
	Median			8.0000	

	Variance		6.714	
	Std. Deviation		2.59110	
	Minimum		1.00	
	Maximum		10.00	
	Range		9.00	
	Interquartile Range		4.25	
	Skewness		-.640	.427
	Kurtosis		-.556	.833
Score	Mean		6.3667	.45608
1_E	95% Confidence	Lower Bound	5.4339	
	Interval for Mean	Upper Bound	7.2995	
	5% Trimmed Mean		6.4630	
	Median		6.5000	
	Variance		6.240	
	Std. Deviation		2.49805	
	Minimum		1.00	
	Maximum		10.00	
	Range		9.00	
	Interquartile Range		3.25	
	Skewness		-.279	.427
	Kurtosis		-.415	.833
Score	Mean		5.6333	.34735
1_F	95% Confidence	Lower Bound	4.9229	
	Interval for Mean	Upper Bound	6.3437	
	5% Trimmed Mean		5.6667	
	Median		6.0000	
	Variance		3.620	
	Std. Deviation		1.90251	
	Minimum		1.00	
	Maximum		10.00	
	Range		9.00	
	Interquartile Range		1.25	
	Skewness		-.365	.427
	Kurtosis		1.662	.833

The results depicted under table 4.5 above affirm that the mean or average scores reported in each of the cases supersede the standard deviation; for that reason it means that there is minimal deviation from the average scores which seem to be above 6. In the survey, a score of 6 and above which points to an optimal estimation that is close to excellent outcome upon tasting of the wine by the participants.

4.3.2 Correlation test results for Critic Scores

In this part of the analysis the focus is to further establish the existence of a linearity trend for the outcomes of each scores using Pearson Product Moment Correlation as shown under Table 4.6 below. Noteworthy, the critic scores are based on the test outcomes with three samples of wines where the first round was blind tasted and participants requested to give a score from 1-10. In the second round the process relied on the same but letting the participants see the label of wine. There were two sets of scores recorded on three individual wines leading to a total of six outcomes as manifested in the correlation matrix under Table 4.6 below.

Table 4.6: Correlation test results

		Correlations					
		Score_ Blind	Score_Not Blind	Score_ Blind	Score_Not Blind	Score_ Blind	Score_Not Blind
Score_ Blind	Pearson Correlation	1	.248	-.276	-.174	.057	-.124
	Sig. (2-tailed)		.186	.139	.357	.763	.514
	N	30	30	30	30	30	30
Score_ Not Blind	Pearson Correlation	.248	1	.186	-.316	-.042	-.100
	Sig. (2-tailed)	.186		.326	.089	.828	.599
	N	30	30	30	30	30	30
Score_ Blind	Pearson Correlation	-.276	.186	1	-.391*	.130	.215
	Sig. (2-tailed)	.139	.326		.032	.493	.253
	N	30	30	30	30	30	30
Score_ Not Blind	Pearson Correlation	-.174	-.316	-.391*	1	-.400*	-.048
	Sig. (2-tailed)	.357	.089	.032		.028	.800
	N	30	30	30	30	30	30
Score_ Blind	Pearson Correlation	.057	-.042	.130	-.400*	1	.174
	Sig. (2-tailed)	.763	.828	.493	.028		.357
	N	30	30	30	30	30	30
Score_ Not Blind	Pearson Correlation	-.124	-.100	.215	-.048	.174	1
	Sig. (2-tailed)	.514	.599	.253	.800	.357	
	N	30	30	30	30	30	30

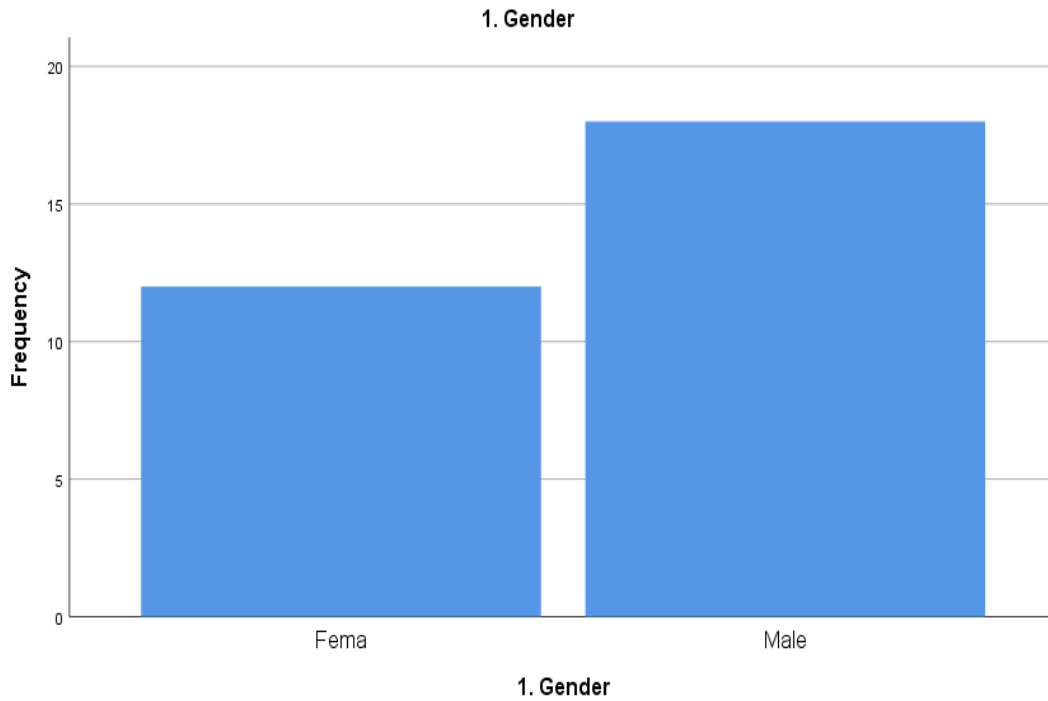
*. Correlation is significant at the 0.05 level (2-tailed).

As captured in Table 4.6 above, there are only two cases where there is a significant negative linearity given the Pearson Correlation at $-.391^{**}$ and $-.400^{**}$ where both are above 95% confidence interval. For instance, in the former case, it manifests that there is significant inverse relationship in the scores awarded to the second type of wine while blinded tasted and not blind tasted. The latter case evidences that the critic score for the third type of wine while blind tasted has significant inverse relationship to the scores attributed to the second type while not blind tasted. However, the rest of the scores have p-values that are way above 5% margin of error meaning the correlations are not significant. From these evaluations, the researcher purports that there is not high correlation in the reported critic scores around the taste of wine either blind tasted or not blind tasted as rated by the focus groups in the scale of 1-10.

4.3.3 Demographic characteristics of the Focus Group

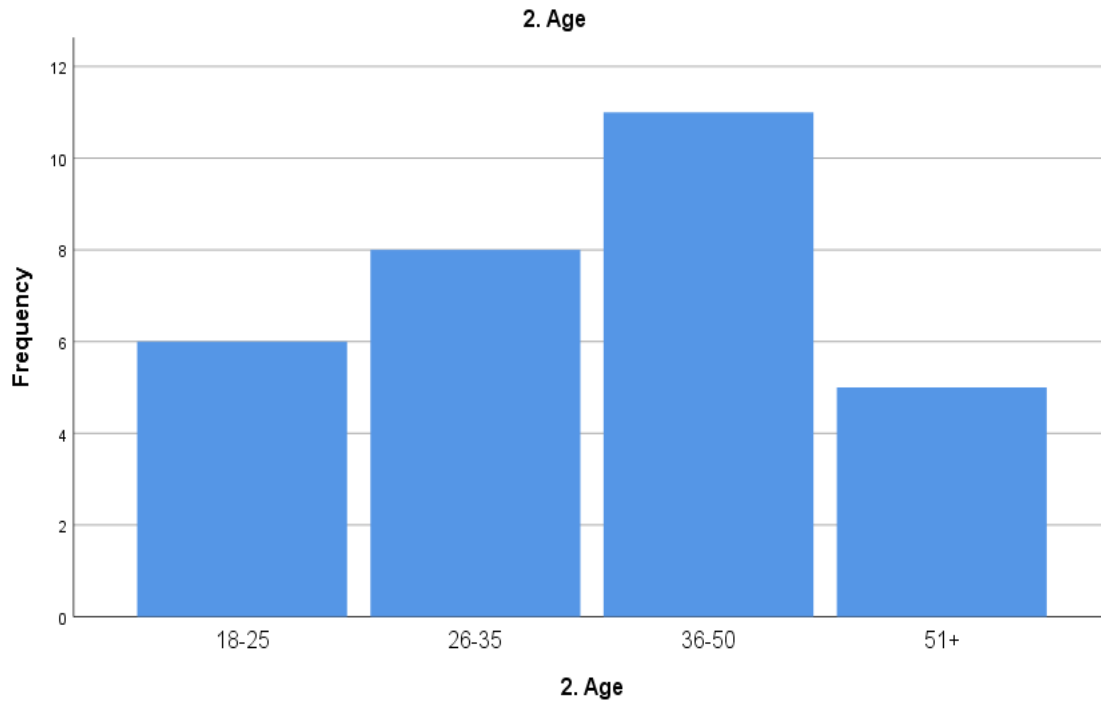
In this part, the age and gender of the participants has been reported which is an important evaluation in this study since they might have an influence over the consumer buying behaviour towards wine in Hong Kong. For instance, Figure 4.9 below manifests the trend for gender of the participants.

Figure 4.9: Gender of the participants



The trend shown under Figure 4.9 above shown that majority of the participants at 60% are males while 40% are females. Later, the researcher has shown whether gender has any influence or rather association with consumer buying behaviour of wine in Hong Kong. The same case applies to age of the participants whose trend has been captured under Figure 4.10 below.

Figure 4.10: Age of the participants

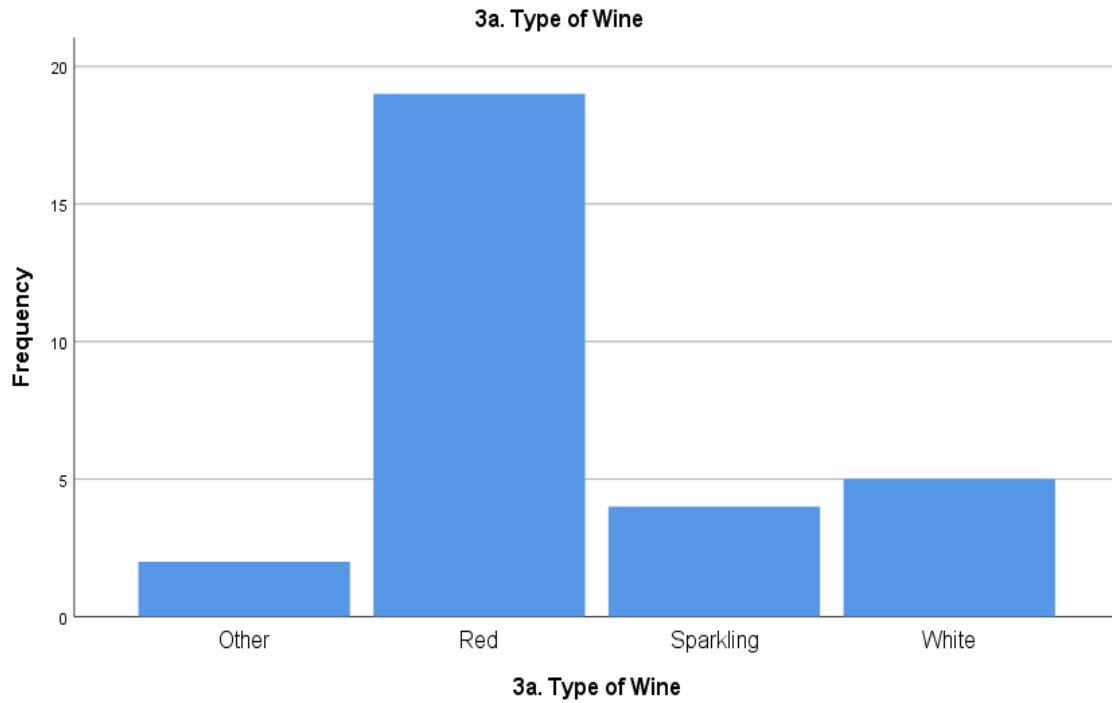


As shown in Figure 4.10 above, majority of the focus group participants fell in the age bracket 36-50 years which is 36.7% of the total cohort; while 26-35 years being the second ranking age at 26.7% while 18-25 years covering 20% of the respondents. Lastly, 51+ years is the least age representing 16.7% of the participants.

4.3.4 Type of Wine

The focus group was asked to illustrate the types of wine they like to drink; this was an important feedback since it gauged the preferences of the non-wine educated consumers. Moreover, the feedback around preferences equated the perceptions the cohort has on various types of wines. In more specific terms, the study sought to establish the specific kind of wines the participants usually buy based on four brands namely: white, red, sweet, sparkling, and other where the results are reported in Figure 4.11 below using a bar chart.

Figure 4.11: Preferences on wine among Focus Group

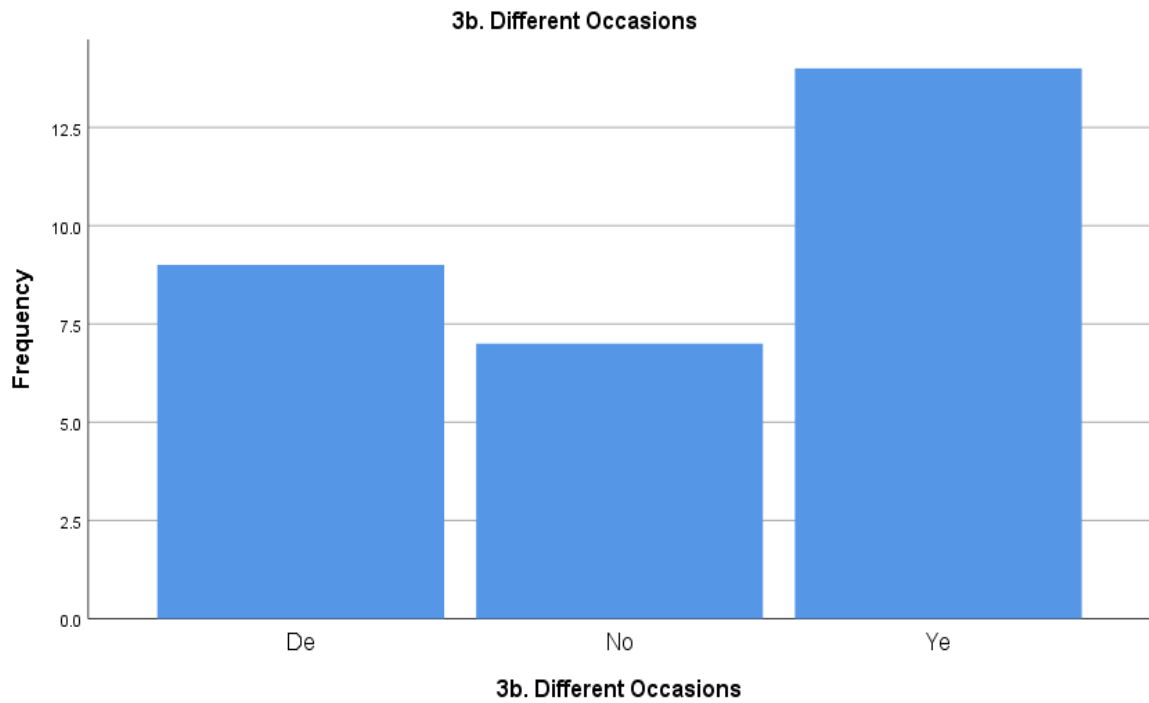


The indication is that red wine seems to be the most preferred by 63.3% of the respondents followed by white label at 16.7%; then sparkling wine at 13.3% and lastly other at 6.7%.

4.3.5 Different wines for different occasions

Moreover, the study sought to examine whether the respondents were inclined to buy different wines for different occasions as reported under Figure 4.12 below.

Figure 4.12: Inclination to buy different wines for different occasions



The feedback in the graphical output above in Figure 4.12 illustrates that a higher frequency i.e. 46.7% of the participants said yes and that they bought wine for different occasions. Along with these, it was sought whether an association exists between inclination to buy wine on different occasions and the preferred type of wine; here, the researcher applied a Chi-Square test whose results are as reported below under Table 4.7.

Table 4.7: Chi-Square test

3a. Type of Wine * 3b. Different Occasions Crosstabulation
Count

		3b. Different Occasions			Total
		De	No	Ye	
3a. Type of Wine	Other	1	0	1	2
	Red	7	5	7	19
	Sparkling	1	1	2	4
	White	0	1	4	5
Total		9	7	14	30

Chi-Square Tests

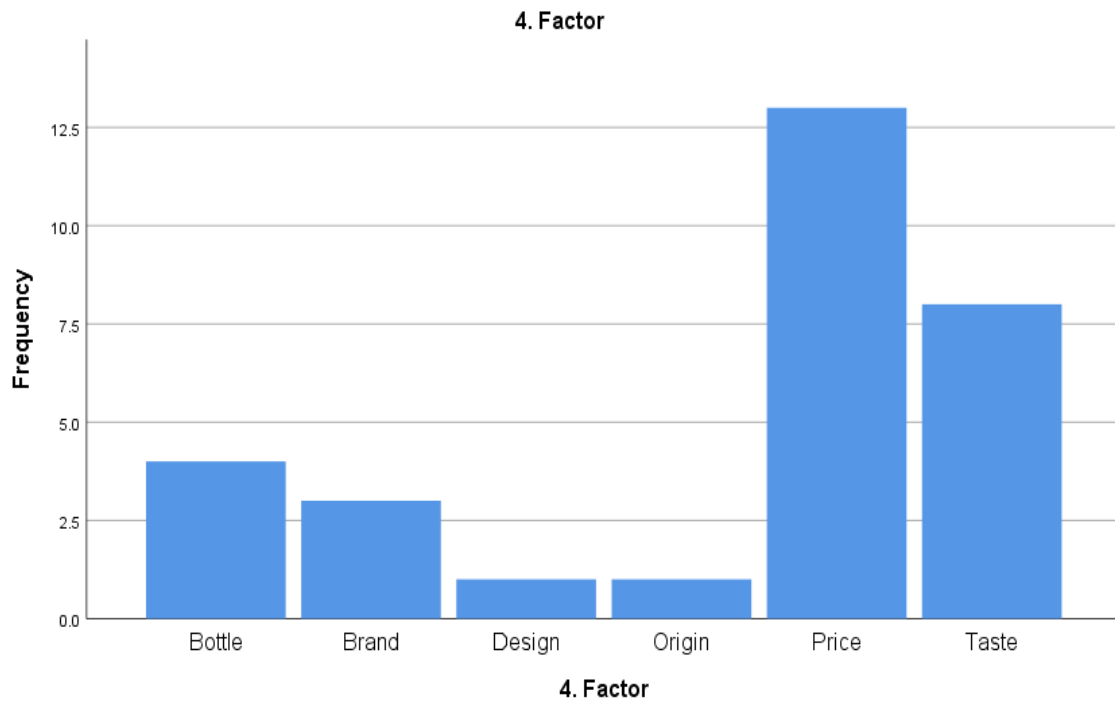
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	4.262 ^a	6	.641
Likelihood Ratio	5.982	6	.425
N of Valid Cases	30		

As per the results above in Table 4.7, despite the cross-tabulation showing interactions between the two phenomena the Pearson Chi-Square returned a non-significant p-value meaning there is no association. In other words, there exists no relationship in the two categorical variables meaning the preference for the type of wine especially red wine is not influenced in any way by the emerging occasion.

4.3.6 Factors about the kind of wine to drink or buy

The study evaluated the kind of factors the participants consider when thinking about the kind of wine to drink or buy. Figure 4.13 below provides a summary overview of the feedback results.

Figure 4.13: Feedback on factors influencing decisions to buy or drink

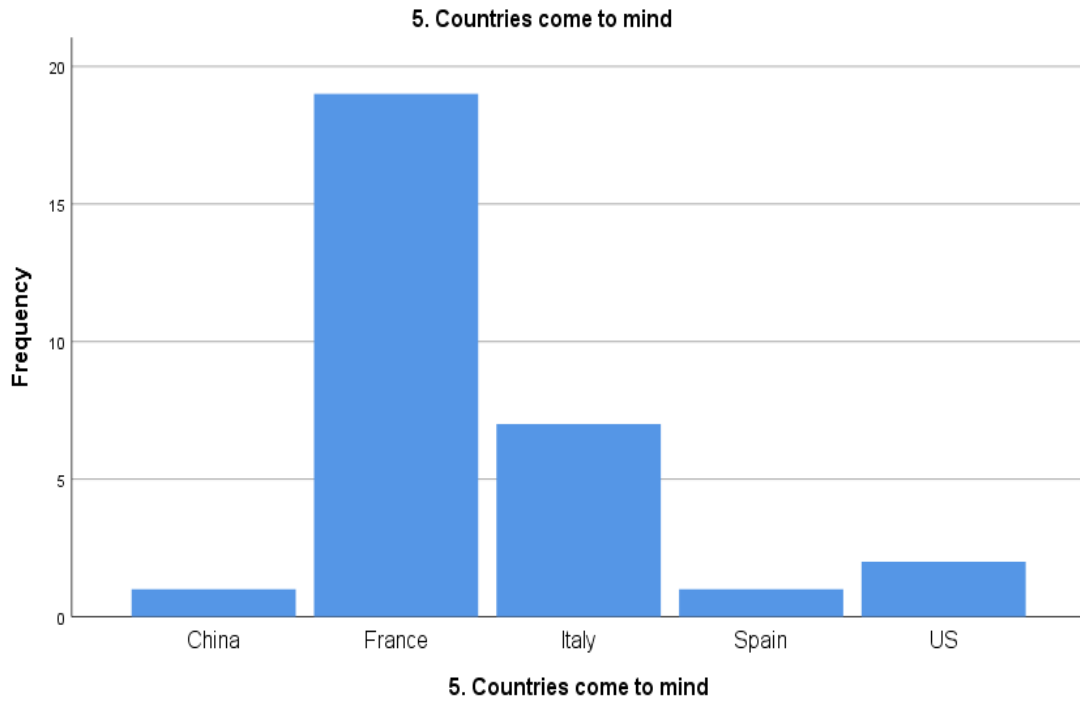


The results shown in Figure 4.13 above prove that price is considered a major factor when choosing wine to drink or buy and rated at 43.3%. Taste is ranked at the second place at 26.7% while bottle coming at a distant third at 13.3% and brand has an impression at 10.0%. However, both design and origin are the least factors at only 3.3% respectively. In other words, the latter two can be considered to be the minimal factors influencing decisions to drink or buy wine.

4.3.7 Source of best wines

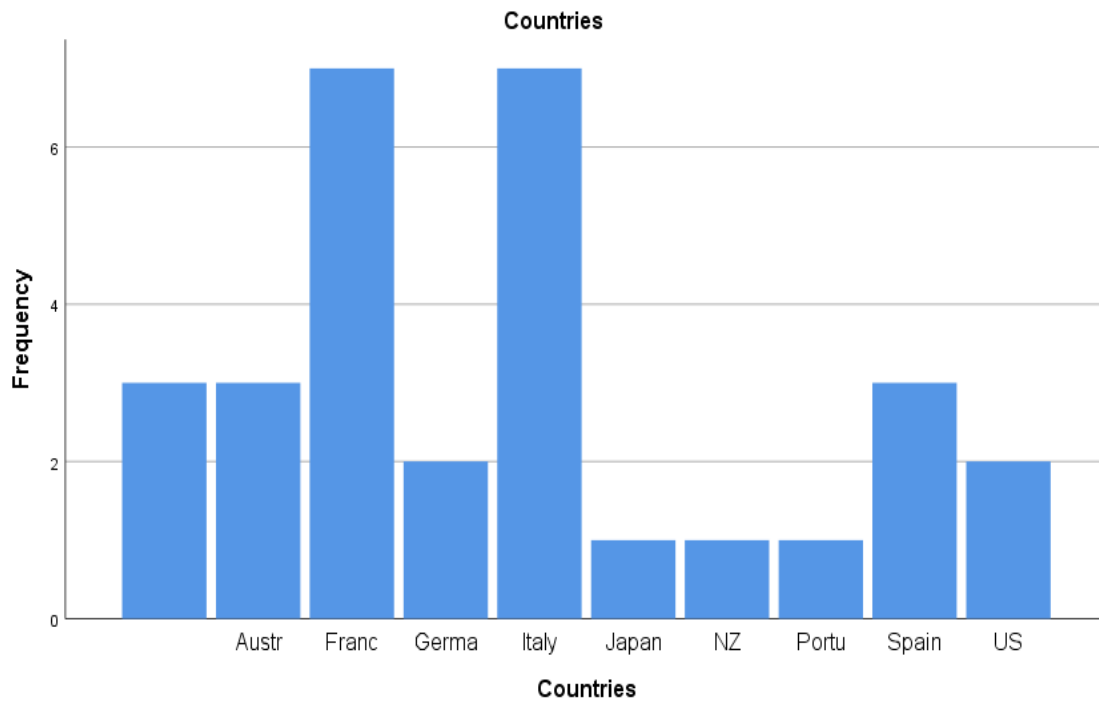
In the interactions with the focus group the study sought to establish from the participants where they would expect the best wines to come from and the countries that come to their mind. In fact, the phenomenon of the country of origin is linked to the consumer perceptions when buying wine as noted earlier in the study. The first impression is as depicted under Figure 4.14 below.

Figure 4.14: Feedback on country of origin for the best wine



As evident under Figure 4.14 above, France seems to be the major country that comes to mind as the origin of the best wine at 63.3% while Italy ranks second at 23.3%. However, U.S and Spain both at 6.7% and 3.3% respectively come a distant third meaning they are not recognised as origins of best wine and lastly China is the least considered at 3.3%. As a matter of fact, both Spain and China seem to be the lowest in terms of the considerations by the focus group regarding the origin of best wine. Another related assessment on the country that comes to mind in association to the original of best wine is as shown below in Figure 4.15.

Figure 4.15: Related feedback on country of origin for the best wine



In the results under Figure 4.15 above it can be seen that Italy and France are ranked the highest in terms of the country of origin that comes to mind regarding the best wine; from this outcome, it can be inferred that there is cogent fact that the two countries are associated with the development of the best wine. Due to this the researcher sought to establish whether there exists mean differences among country of origin, factors about the kind of wine to drink or buy, and inclination to buy different wines for different occasions. The mean differences have been estimated using Chi-Square for the three categorical variables as reported under Tables 4.8 next.

Table 4.8: Test of association between country of origin and choice of wine to drink or buy

5. Countries come to mind * 3b. Different Occasions Crosstabulation
Count

		3b. Different Occasions			Total
		De	No	Ye	
5. Countries come to mind	China	0	0	1	1
	France	7	4	8	19
	Italy	2	0	5	7
	Spain	0	1	0	1
	US	0	2	0	2
Total		9	7	14	30

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	13.981 ^a	8	.082
Likelihood Ratio	14.725	8	.065
N of Valid Cases	30		

The results depicted under table 8 above show that there is cross-tabulation between countries that come to mind as origin for the best wine and intention to purchase or drink wine for different occasions. However, considering a 95% confidence interval an association between the two situations cannot be confirmed meaning origin and consumption of wine for different occasions may not have had influence on each other.

4.4 Data screening and analysis on Part I-III Findings

In this section data screening and analysis on the feedback for Parts I-III has been addressed. The first analysis is aimed to examine the results in terms of missing values and valid cases as reported in Table 4.9 below.

Table 4.9: Missing Values Assessment for Parts I-III

Case Processing Summary			
		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

The indication is that the dataset consists of no missing values rendering all the cases to be non-excluded. The other assessment features the Principle Component Matrix meant to determine the degree to which the same data consists of valid cases as depicted in Table 4.10 below.

Table 4.10: Factor analysis on feedback for Parts I-III

Communalities		
	Initial	Extraction
Think about your next red wine purchase to have for dinner with some friends and family, if the wines shown in figure 1 are the only ones available, kindly select the one you would buy (select only one). "	1.000	.836
Brand	1.000	.876
Design	1.000	.783
Price	1.000	.772
Scores	1.000	.897
Origin	1.000	.844
In case you do not settle on buying any of the five wines, would you shop elsewhere?	1.000	.868
Below 100	1.000	.883
101-300	1.000	.943

301-600	1.000	.909
601-999	1.000	.874
Above 1000	1.000	.908
2b - France	1.000	.806
US	1.000	.804
Australia	1.000	.769
Italy	1.000	.824
Spain	1.000	.764
Wine with an attractive bottle design:	1.000	.766
Based on your first impressions of this bottle, how likely would you be to buy the wine?"	1.000	.946
3b (1). The design of the bottle is very attractive	1.000	.946
3b (2). The design of the bottle is very desirable	1.000	.861
3b (3). The bottle looks exactly the way a wine bottle should	1.000	.636
3b (4). This is a high quality wine	1.000	.770
The wine is approximately: "	1.000	.912
Based on your first impressions of these bottles, how likely would you be to buy any of the wine?"	1.000	.886
4b (1). The design of the bottles are very attractive	1.000	.912
4b (2). The design of the bottle is very desirable	1.000	.674
4b (3). The bottles look exactly the way a wine bottle should	1.000	.886
4b (4). These are high quality wines	1.000	.750
Each of the wine presented in this figure is approximately: "	1.000	.908
Based on your first impressions of this bottle, how likely would you be to buy the wine?"	1.000	.979
5b (1). The design of the bottle is very attractive	1.000	.815
5b (2). The design of the bottle is very desirable	1.000	.645
5b (3). The bottle looks exactly the way a wine bottle should	1.000	.908
5b (4). This is a high quality wine	1.000	.979
The wine is approximately	1.000	.840

Extraction Method: Principal Component Analysis.

The results are indicative that all the cases for Parts I-III have a high validity score above 40% or 0.4 which means the feedback has capacity to measure whatever was aimed to be measured as expressed in each of the constructs. In due course, the exact

issues captured in the surveys i.e. Parts I-III is going to be evaluated and implications to the study identified.

The next analysis evaluates the descriptive statistics on feedback for part 1 of the survey. The results are presented under Table 4.11 below.

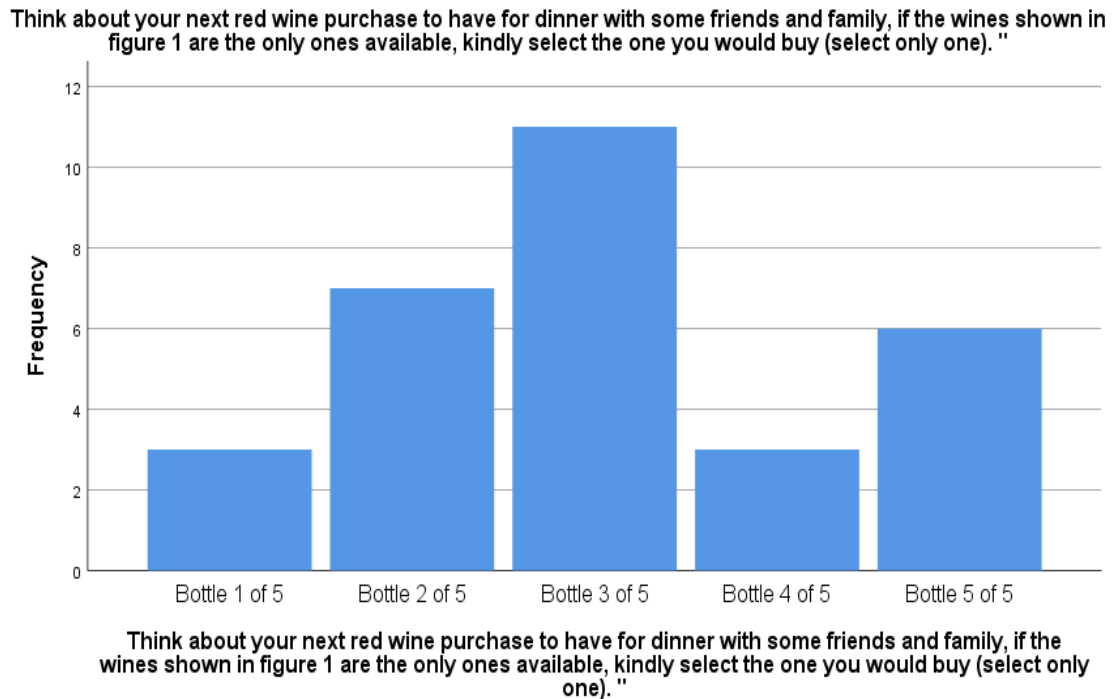
Table 4.11: Descriptive statistics on Part I

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Think about your next red wine purchase to have for dinner with some friends and family, if the wines shown in figure 1.1 are the only ones available, kindly select the one you would buy (select only one).	30	1.00	5.00	3.0667	1.25762
Brand	30	1.00	5.00	3.3333	1.47001
Design	30	1.00	5.00	2.5000	1.19626
Price	30	1.00	5.00	2.9000	1.42272
Scores	30	1.00	5.00	2.9667	1.42595
Origin	30	1	5	3.3000	1.489
In case you do not settle on buying any of the five wines, would you shop elsewhere?	30	1.00	2.00	1.6000	.49827

In part I of the study, the participants were invited to reflect about their next red wine purchase for dinner with some friends and family upon which they were to select the one they would prefer to buy (Mean = 3.0667, S.D. = 1.2576). The results indicate that on average the participants are inclined to buy bottle 3 of 5 which is 36.7% of the total respondents. The standard deviation proves to be lower than the mean value

which in this case means there is consistency and stability in the outlook of this response as depicted in Figure 4.16 below.

Figure 4.16: Graphical Analysis on feedback for selection of wine to buy

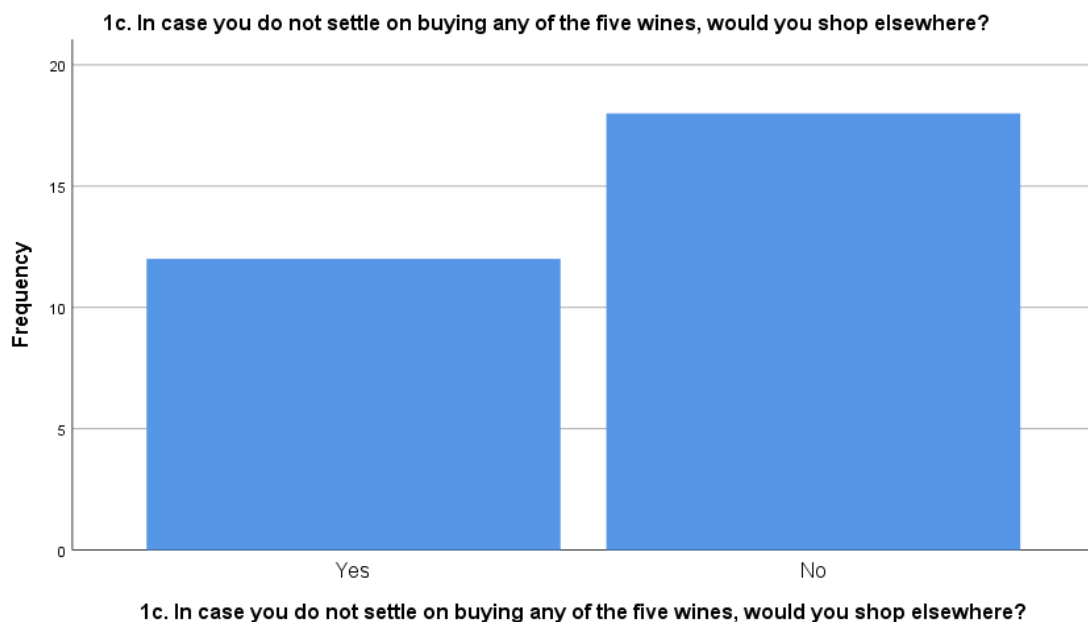


The illustration shown above shows illustrates the frequencies around other choices of wine in terms of what the participants would prefer to buy; for instance, 23.3% of the participants indicate they would buy bottle 2 of 4 while 20% would purchase bottle 1 of 5. On the other hand, bottle 4 of 5 would appeal to 10% and the same case for bottle 1 of 5. The results manifested above, therefore, are an important trajectory for the ongoing analysis in the sense that they reflect the wine buying behaviour of consumers in Hong Kong. Later, the feedback trend has been used as one of the dependent variables against other predictor variables such as brand recognition, country of origin, critic scores and wine ratings, label/packaging design, and pricing in creating prediction outcome models.

Further review under Table 4.11 above indicates that Brand (Mean = 3.3333, S.D = 1.47001) is consistent and stable; the actual interpretation means that for the average participants brand recognition in a neutral manner has influenced their selection of wine. However, packaging design (Mean = 2.5000, S.D = 1.1963) shows that on average the participants disagreed to have been influenced by this factor in decisions to buy wine. A neutral position is evident in the case of Price (Mean = 2.9000, S.D = 1.4227), Scores (Mean = 2.9667, S.D = 1.4260), and Origin (Mean = 3.3000, S.D = 1.4890) as factors influencing decisions to buy or select a preferred wine brand among the participants.

In line with the above results, the study found that 60% of the participants said no regarding the matter of themselves not settling on buying any of the five wines hence opting to buy or shop elsewhere while 40% said yes to the matter. See Figure 4.17 below for the actual distribution of the feedback results.

Figure 4.17: Graphical analysis on decision to shop wine elsewhere



The results captured under Figure 4.17 above are also an important trajectory for this study in the sense that they reveal consumer behaviour towards wine among the participants. In due course, the trend is going to be invoked when building prediction outcomes around consumer buying behaviour of wine in Hong Kong.

The next review is on Part II results where the participants were invited to showcase their preference based on cost of wine at various values approximated using Hong Kong Dollars. The summary results have been captured under Table 4.12 using descriptive statistics.

Table 4.12: Summary statistics on preference to buy based on cost factors

Descriptive Statistics					
	N	Minimum	Maximum	Mean	S.D
Below 100	30	1.00	5.00	4.0667	1.08066
101-300	30	1.00	4.00	2.5667	1.10433
301-600	30	1.00	3.00	1.8000	.84690
601-999	30	1.00	4.00	2.5000	.97379
Above 1000	30	1.00	5.00	4.0667	1.41259
Valid N (listwise)	30				

The results captured in Table 4.12 above indicate that the feedback in each of the cases is consistent and stable since all the standard deviations are below the mean values. Moreover, as for wine costing below 100 Hong Kong dollars (Mean = 4.0667, S.D = 1.0807) the participants agreed they would buy it and similar affirmation is evident for Above 1,000 Hong Kong dollars. From the two feedbacks it can be subsumed that the participants agree to prefer wine that is at high cost and low cost. Nonetheless, approximations around 101-300 (Mean = 2.5667, S.D = 1.1043), 301-600 (Mean = 1.8000, S.D = .8469), and 601-999 (Mean = 2.5000, S.D = .9740) are cases where the respondents disagreed to prefer wines that fall within the mentioned costs. The

researcher considers that the mentioned preferences are indicative of consumer buying behaviour of wine in Hong Kong; due to the importance of this feedback to the study, a correlation analysis was sought as shown in Table 4.13 below.

Table 4.13: Pearson Correlation on Preferences and Costs

		Correlations				
		Below 100	101-300	301-600	601-999	Above 1000
Below 100	Pearson Correlation	1	.690**	-.324	-.754**	-.590**
	Sig. (2-tailed)		.000	.081	.000	.001
	N	30	30	30	30	30
101-300	Pearson Correlation	.690**	1	.015	-.818**	-.755**
	Sig. (2-tailed)	.000		.938	.000	.000
	N	30	30	30	30	30
301-600	Pearson Correlation	-.324	.015	1	.125	-.450*
	Sig. (2-tailed)	.081	.938		.509	.013
	N	30	30	30	30	30
601-999	Pearson Correlation	-.754**	-.818**	.125	1	.451*
	Sig. (2-tailed)	.000	.000	.509		.012
	N	30	30	30	30	30
Above 1000	Pearson Correlation	-.590**	-.755**	-.450*	.451*	1
	Sig. (2-tailed)	.001	.000	.013	.012	
	N	30	30	30	30	30

The correlation matrix reveals that majority of the cases return a significant p-value at 95% confidence interval meaning the preferences around each of the mentioned costs of wine are cross-related. For instance, cost below 100 (-.590**, Sig. = .001) means that the two preferences are moderately and inversely correlated. The results indicate more moderate and strong inverse correlations across the variables while

there are instances of moderate and strong direct proportionality. The implications of the findings are that the preferences on wine influenced by cost factors have supported relationship meaning there is a convergence in the sense in which they impact on consumer buying behaviour towards wine in Hong Kong.

Other issues addressed in the survey were preferences of wine considering the origin i.e. countries of origin. The study, therefore, aimed to assess the level of agreement or disagreement with the matter. The summary results are presented in Table 4.14 below.

Table 4.14: Preference of wine on basis of the country of origin

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
France	30	1.00	4.00	1.6667	.92227
US	30	1.00	5.00	3.3333	1.09334
Australia	30	1.00	5.00	3.8333	1.26173
Italy	30	1.00	5.00	2.1667	1.05318
Spain	30	2.00	5.00	4.0000	1.08278
Valid N (listwise)	30				

Foremost, the results are indicative that the standard deviations are below the mean values and that confirms stability and consistency in the feedback gauged using Likert scale for strongly agree to strongly disagree. As such, the interpretation is that France (Mean = 1.6667, S.D = .9223) and Italy (Mean = 2.1667, S.D = 1.0532) are cases that the respondents seemed to disagreed meaning they would not prefer wine from these locations. However, a neutral position is evident for the cases of US (Mean = 3.3333, S.D = 1.0933) and Australia (Mean = 3.8333, S.D = 1.2617). Spain (Mean = 4.000, S.D = 1.0829) has the highest approval rate since majority of the participants would prefer to wine from this origin. In the study, country of origin is operationised as a

major predictor variable hence establishing the correlation of the feedback results would be meaningful, as shown in table 4.15 below.

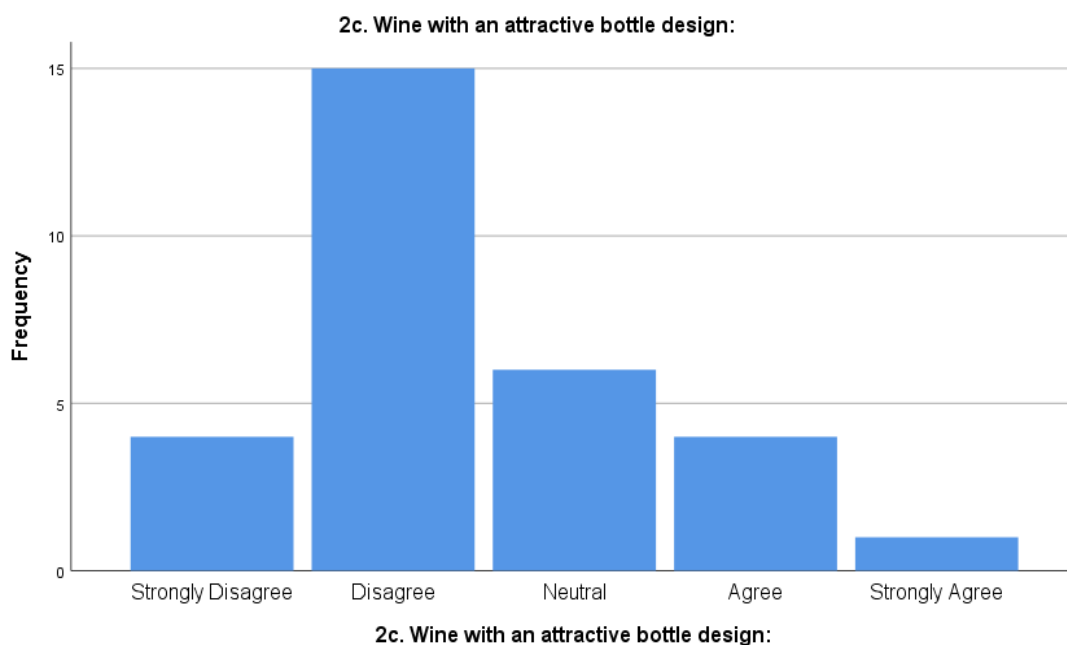
Table 4.15: Pearson Correlation on Preference of wine on basis of the country of origin

		Correlations				
		2b - France	US	Australi a	Italy	Spain
France	Pearson Correlation	1	-.467**	-.138	.095	-.311
	Sig. (2-tailed)		.009	.466	.619	.095
	N	30	30	30	30	30
US	Pearson Correlation	-.467**	1	.117	-.469**	-.291
	Sig. (2-tailed)	.009		.539	.009	.118
	N	30	30	30	30	30
Australia	Pearson Correlation	-.138	.117	1	-.653**	-.530**
	Sig. (2-tailed)	.466	.539		.000	.003
	N	30	30	30	30	30
Italy	Pearson Correlation	.095	-.469**	-.653**	1	.181
	Sig. (2-tailed)	.619	.009	.000		.337
	N	30	30	30	30	30
Spain	Pearson Correlation	-.311	-.291	-.530**	.181	1
	Sig. (2-tailed)	.095	.118	.003	.337	
	N	30	30	30	30	30

The areas marked in different colours are those that reveal significant correlation although all the incidences are an inverse proportionality. The conclusion is that there exist uncogent grounds to purport that the cases attributable to country of origin are linear when it comes to the preferences of wine among consumers in Hong Kong. In other words, there are weak outcomes that prove that these trends have a relationship whatsoever.

Further to the results above, the study sought to examine the reactions of the participants regarding wine with an attractive bottle design on whether it would increase their preferences. The results are captured below under Figure 4.18 using a graphical model.

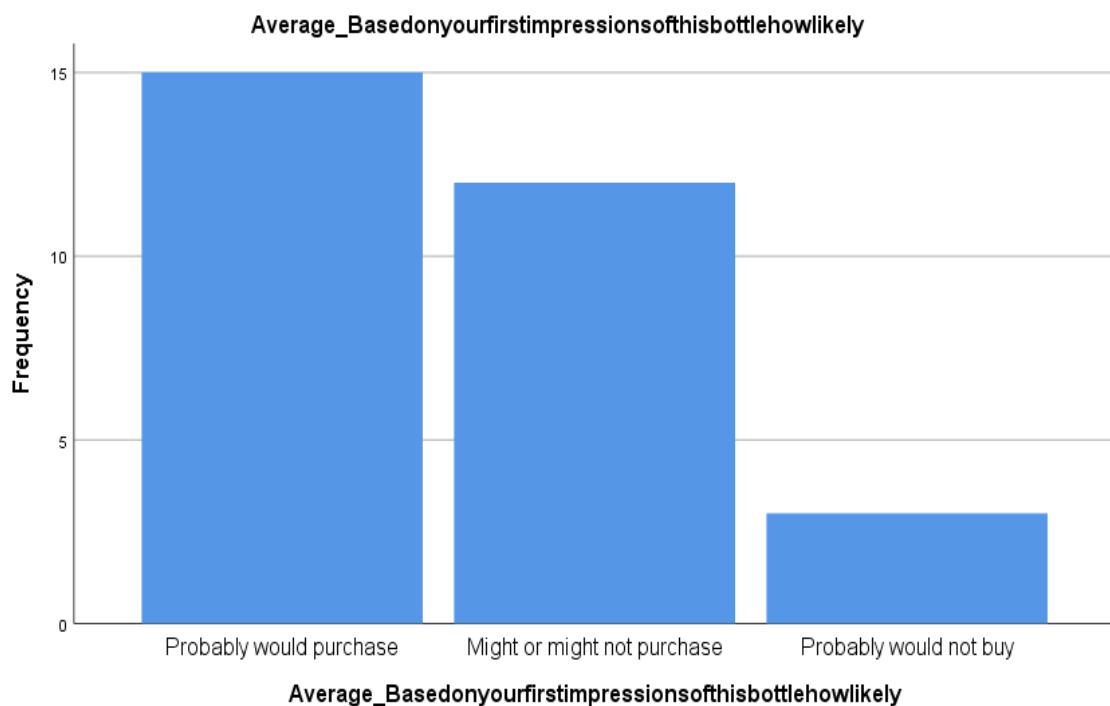
Figure 4.18: Graphical trend on preferences on attractive bottle design



The trend above i.e. Figure 4.18 manifests that 50% being the largest sample of the participants disagreed with the fact of wine with an attractive bottle design having an influence of on their preferences. In fact, the general assertion is that this facet does not influence behaviour towards buying of wine among sampled consumers in Hong Kong. Further interpretation revealed that 20% of the respondents were neutral about the matter while 13.3% strongly disagreed and another 13.3% agreeing to the matter while the least of all at 3.3% indicate to strongly agree. In that case, attractiveness of the bottle design seems to not bother the cohort hence may not be adopted as a marketing mix frontier of wine in Hong Kong.

Part III of the surveys presented pertinent issues that included: (a) likelihood to buy the wine on grounds of the first impression of the bottle design (b) cost of wine. A summary of the cases has been explicated next in detail. Foremost, the participants were invited to state the likelihood of buying the wine based on their first impressions of the bottle. The average impression is as reported below under Figure 4.19.

Figure 4.19: Trend on likelihood of buying the wine



The indication is that majority of the participants at 50% depicted that they would purchase the wine as compared to 40% that might or might not purchase; whereas 10% established that they would probably not buy the wine on first impression of the bottle. The researcher considers the outlook above as showing some moderately strong sense of likelihood to buy among the participants since on a very rare occasion they indicated they would probably not buy the wine. Below in Table 4.16 is a Pearson correlation matrix indicating whether the responses around the same feedback are linear.

Table 4.16: Correlation on likelihood of buying the wine on first impression of the bottle

		Correlations		
		Based on your first impressions of this bottle, how likely would you be to buy the wine?"	Based on your first impressions of these bottles, how likely would you be to buy any of the wine?"	Based on your first impressions of this bottle, how likely would you be to buy the wine?"
Based on your first impressions of this bottle, how likely would you be to buy the wine?"	Pearson Correlation	1	.251	-.070
	Sig. (2-tailed)		.180	.714
	N	30	30	30
Based on your first impressions of these bottles, how likely would you be to buy any of the wine?"	Pearson Correlation	.251	1	-.060
	Sig. (2-tailed)	.180		.751
	N	30	30	30
Based on your first impressions of this bottle, how likely would you be to buy the wine?"	Pearson Correlation	-.070	-.060	1
	Sig. (2-tailed)	.714	.751	
	N	30	30	30

The results indicate that none of the p-values returns a confidence interval above 95% meaning the outlook on each of the likelihood to buy wine based on the first impression of the bottle is not correlated. Therefore, each of the matter does not relate to the other and cannot be used interchangeably to debate on consumer behaviour of wine shoppers in Hong Kong.

Further to the issues above, the study aimed to establish the perceptions of the participants around issues of attractiveness, desirability, fitness, and quality of wine in

lieu of the of the design of the bottle. The summary of the results are going to be captured using descriptive statistics as shown under Table 4.17 below.

Table 4.17: Summary statistics on likelihood of buying the wine on first impression of the bottle

	Descriptive Statistics				Std. Deviation
	N	Min	Max	Mean	
3b (1). The design of the bottle is very attractive	30	1.00	4.00	2.0333	.85029
3b (2). The design of the bottle is very desirable	30	1.00	4.00	2.1000	.92289
3b (3). The bottle looks exactly the way a wine bottle should	30	1	5	3.2300	1.10400
3b (4). This is a high quality wine	30	1	5	3.2000	1.12600
4b (1). The design of the bottles are very attractive	30	1	4	2.0700	.78500
4b (2). The design of the bottle is very desirable	30	1	3	2.1700	.69900
4b (3). The bottles look exactly the way a wine bottle should	30	1.00	5.00	2.7333	1.17248
4b (4). These are high quality wines	30	1.00	4.00	2.5333	1.00801
5b (1). The design of the bottle is very attractive	30	1.00	5.00	3.5000	1.13715
5b (2). The design of the bottle is very desirable	30	2.00	5.00	3.9000	1.02889
5b (3). The bottle looks exactly the way a wine bottle should	30	1.00	5.00	2.9000	1.29588
5b (4). This is a high quality wine	30	1.00	5.00	3.0667	1.20153

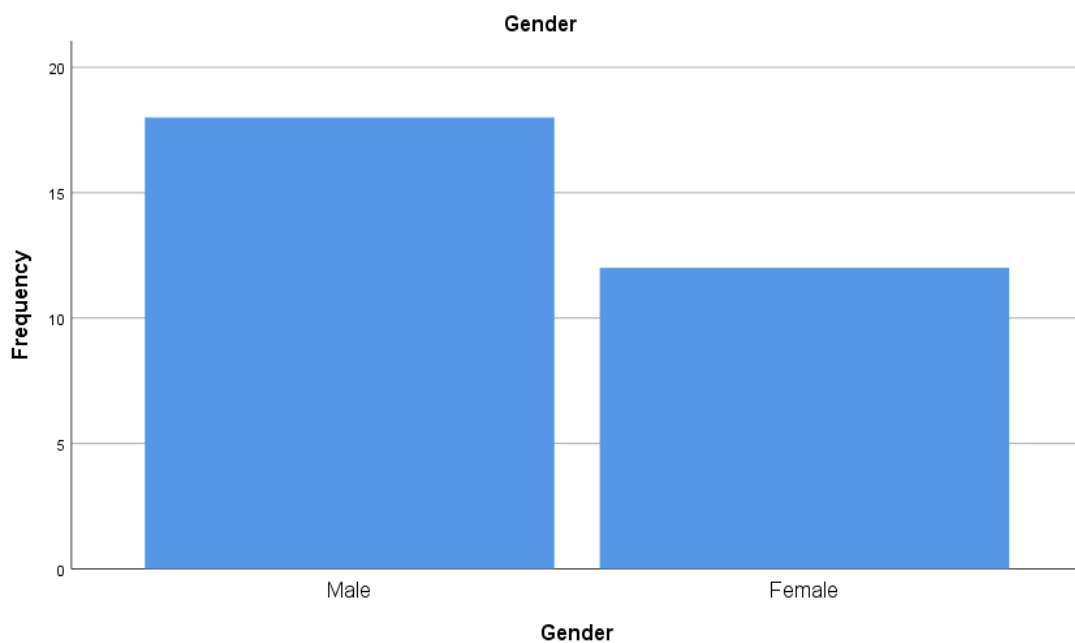
Overall, the data results above indicate that there is consistency and stability in the reported perceptions meaning the impressions given by the participants were not deviating much from the average feedback. The same can be used as a ground to rule

out high cases or risks of outliers in the data feedback. Other than that there are indicative cases that the participants disagreed or remained neutral about the matter in question which is somewhat a pessimistic concern about the attractiveness, desirability, fitness, and quality of wine in context of the of the design of the bottle.

4.5 Data screening and analysis on Survey Findings

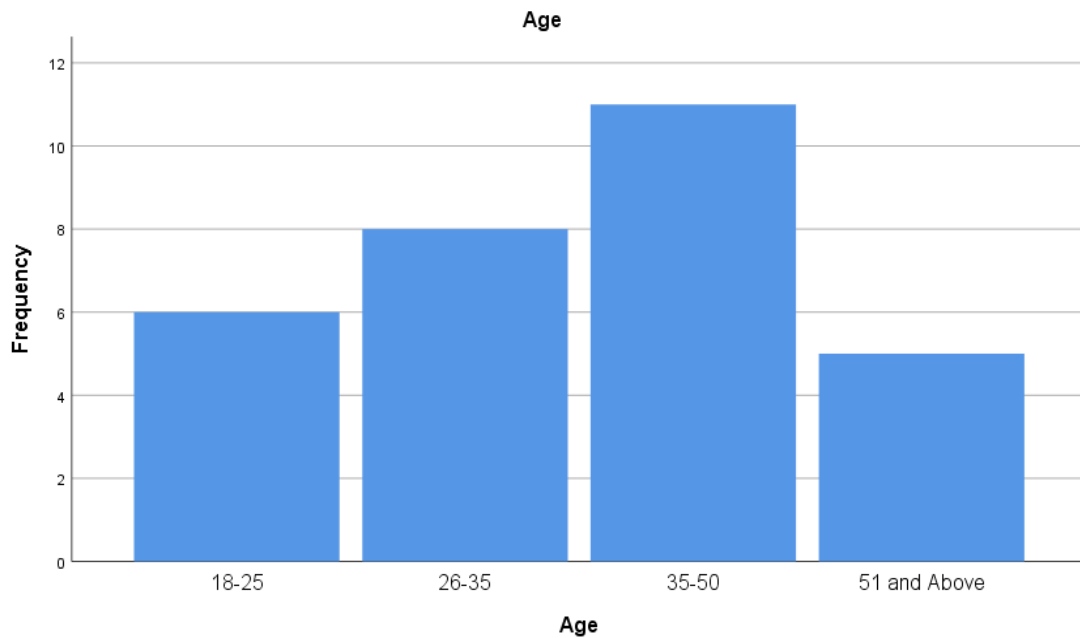
The current section is going to report the key findings of the surveys that capture subjective knowledge, objective knowledge, and self-confidence. To start the general information of the participants in terms of the demographic were captured i.e. gender, age, and frequency of buying wine. Figure 4.20 below illustrates the trend for gender.

Figure 4.20: Gender of the participants surveyed



As evidenced above, a high rate of the participants at 60% are males while 40% are females. The age of the participants is further captured under Figure 4.21 below.

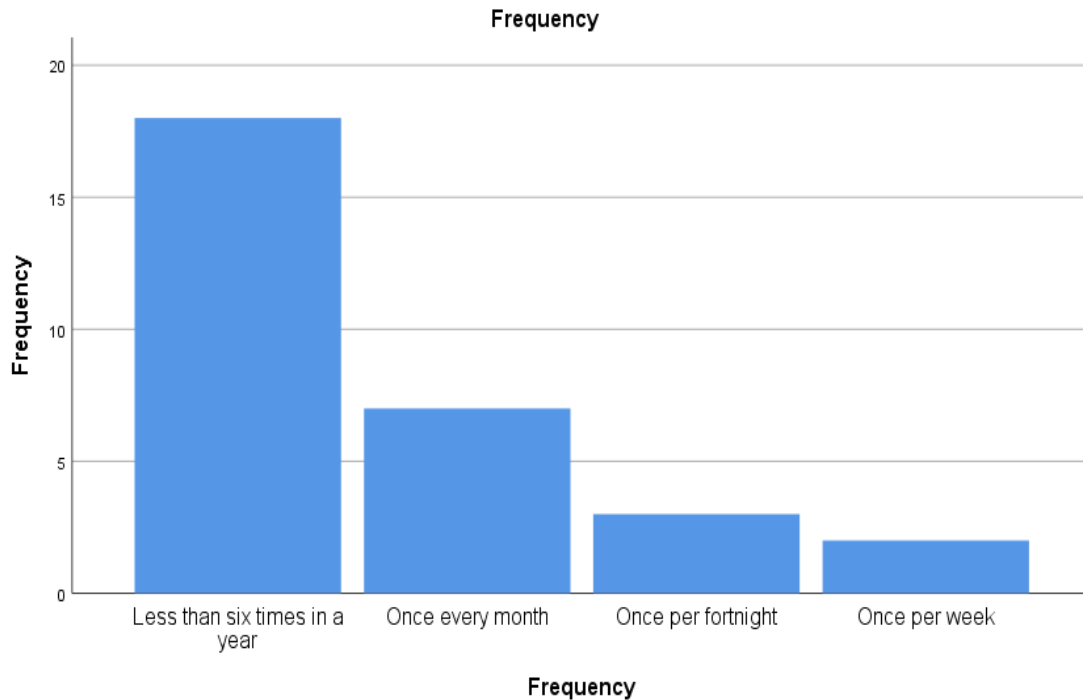
Figure 4.21: Age of the participants surveyed



The indication is that a high percentage at 36.7% of the surveyed participants are in the age bracket 35-50 years followed by 26.7% at 26-35 years while 20% being the cohort with 18-25 years. The lowest rate of the surveyed participants at 16.7% is in the age bracket 51 and above.

Further, it was established the degree to which the surveyed participants would frequently buy wine as shown in Figure 4.22 below.

Figure 4.22: Frequency to buy wine



The results depict that 60% of the participants being the highest rate report to frequently buy wine less than six times in a year while 23.3% stated that they do so once every month; then 10% indicated to buy wine once per fortnight while 6.7% once per week. The feedback is essential to this ongoing study in the sense that it captures the trend of consumer buying behaviour towards wine in Hong Kong.

Therefore, using Likert scale the study further gauged the participants to comprehend various perceptions and behavioural orientation in an environment of wine products. The results are reported below under Table 4.18 using Principle Component Matrix meant to determine the validity of the main constructs.

Table 4.18: Factor analysis on perceptions and behavioural orientation

Communalities		
	Initial	Extraction
I understand how to judge the wine quality	1.000	.662
I have adequate information about different wines	1.000	.794
I do not feel knowledgeable about wine	1.000	.816

I am less knowledgeable of wine compared to my peers	1.000	.666
I have heard of majority of the wines around	1.000	.765
I can tell if a wine is worth its price or not	1.000	.879
Country of origin of wine is an essential when considering the kind of wines to buy.	1.000	.768
Wine brands and branded influence my purchasing decision making process	1.000	.710
Price is the most important factor to consider when buying wine.	1.000	.760
I must check the label and the packaging design before I buy wine.	1.000	.849
Normally, I feel my opinions are inferior.	1.000	.693
I do not concentrate so much on what people think about me.	1.000	.858
I seldom fear actions that would make others have a low opinion of me	1.000	.733
When introduced to a stranger, I am never at loss for words.	1.000	.788
My first reaction is always inferiority and shyness when confronted by strangers.	1.000	.824
I do not have a good first impression on people.	1.000	.780

Extraction Method: Principal Component Analysis.

The results above indicate that all the cases have extraction values above 40% meaning there is validity; therefore, the survey feedback data has capacity to measure what it was purposed to measure in each of the items. For instance, one of the derivations from the results under Table 4.18 is that the ability to tell whether a wine is worth its price or not (.879) has the highest factor loadings meaning it is one of the major concerns that the participants have in Hong Kong. Thus, in a descending manner each of the extraction values can be used to comprehend the most felt issues among the participants around wine as a consumable product. For instance, it can be inferred that the capacity to judge the wine quality (.662) is the least felt concern among the participants since it has the lowest factor loadings.

4.6 Test of Significance

In the study the main cues have been brand recognition (BR), country of origin (COO), critic scores and wine ratings (CSWR), label/packaging design (LPD), and pricing (P)

serving as the predictor variables while wine purchase behaviour being the criterion variable. All the demographic information such as age and gender has been considered as moderator variables. The first model relationship is as shown under Table 4.19 below and modelled as follows:

$$WPB = \alpha + \beta_1BR + \beta_2COO + \beta_3CSWR + \beta_4L + \beta_5P + \varepsilon$$

..... (1)

Table 4.19: Regression test result

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.814 ^a	.662	.484	.667

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	16.530	10	1.653	3.722	.007 ^b
	Residual	8.437	19	.444		
	Total	24.967	29			

Coefficients ^a							
Model	Unstandardised Coefficients		Standardised Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	-.563	2.029		-.278	.784		
I have adequate information about different wines	.634	.262	.552	2.422	.026	.342	2.922

a. Dependent Variable: Frequency

Noteworthy, is that the results captured in Table 4.19 above only reflect one of the criterion variables which represent brand recognition ($\beta = .634$, Sig. = .026); the assertion is that it is the only aspect that shows to have significant predictive effects towards buying behaviour of wine among the participants. The rest of the variables do not in the sense in which their p-values are above the 5% margin of error. The full results are captured in Appendix A. Now, further analysis of the model shows that the R^2 (.662) is a goodness of fit meaning brand recognition (BR), country of origin (COO), critic scores and wine ratings (CSWR), label/packaging design (LPD), and pricing (P) explain 66.2% of the cases for buying behaviour towards wine. Moreover, the Analysis of Variance ($F = 3.722$, Sig. = .007) is proof that all the extrinsic cues have significant relationship to wine purchase behaviour that cannot be taken for granted in real life. Suffice to mention that the VIF metrics are at 2.922 for the significant predictor rendering the entire model to be valid and consistent as it lacks no traces of multicollinearity problem. In fact, due to this affirmation and the significance of the entire model the following hypothetical judgment is approved:

Ha: Extrinsic cues i.e. brand recognition (BR), country of origin (COO), critic scores and wine ratings (CSWR), label/packaging design (LPD), and pricing have statistically significant relationship on frequency of wine purchase trend among non-wine educated consumers in Hong Kong

The next model examined the moderating effects of gender and age of the participants on the influence of the identified extrinsic cues on wine purchase behaviour, as captured under Table 4.20 below.

Table 4.20: Moderated regression test results

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change
						F Change	df1	df2	
1	.814 ^a	.662	.484	.666	.662	3.722	10	19	.007
2	.831 ^b	.691	.473	.673	.029	.806	2	17	.463

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	16.530	10	1.653	3.722	.007 ^b
	Residual	8.437	19	.444		
	Total	24.967	29			
2	Regression	17.260	12	1.438	3.173	.015 ^c
	Residual	7.706	17	.453		
	Total	24.967	29			

As per the results depicted under Table 4.20 above, the moderating effects of gender and age are insignificant since the predictive effects for each of the predictor variables have not been proven beyond 95% confidence interval. Moreover, the change to the R value upon the moderating effects of the demographic factors has not returned a significant p-value although the entire model is still considered to be significant at 0.015. The full details of the regression model are featured in Appendix B. Therefore, the hypothetical argument is accepted as follows:

H_a: Extrinsic cues i.e. brand recognition (BR), country of origin (COO), critic scores and wine ratings (CSWR), label/packaging design (LPD), and pricing have statistically significant relationship to the frequency of wine purchase trends among non-wine educated consumers in Hong Kong when moderated by demographic factors such as age and gender

4.7 Review of Key Findings

The main findings have been on the extent to which extrinsic cues in this case brand recognition, country of origin, critic scores and wine ratings, label/packaging design, and pricing have real-life effects on frequency of buying behaviour of wine in Hong Kong among educated non-wine consumers. The findings have affirmed that the relationship is real and cannot be taken for granted at both theoretical and marketing context of wine in the region. The moderating or intervening effects of the demographics has also been exonerated meaning they must be issues to be considered in staging a feasible marketing plan for wine products in Hong Kong. Nonetheless, intricate features of wine design such as the bottle, colour or shape among others have not revealed to influence the perceptions and attitudes educated non-consumers of wine have towards various brands.

4.8 Chapter Summary

The study has provided a thorough analysis on the wine purchase behaviour of educated non-wine consumers in Hong Kong. The information has powerful marketing insights that can be used by vendors of wine in Hong Kong to build appropriate market propositions and or value propositions. The results can be used to determine the best business model and product design for the wine products that are going to have an appeal to the target market. The main hypotheses of the study were as follows: extrinsic cues have statistically significant relationship to the trends in frequency of buying of wine among the educated non-wine consumers in Hong Kong which has been duly confirmed. The other hypothesis evaluated whether with the moderating effects of demographic factors such as age and gender of the educated non-wine consumers in Hong Kong, extrinsic cues maintained a statistically significant

relationship to the trends in frequency of buying wine; the hypothesis was also duly confirmed in the study.

CHAPTER FIVE - DISCUSSION

5.1 Introduction and Overview

One of the general observations from the results presented in the previous chapter is that extrinsic cues indeed influence the wine purchase intentions of wine consumers in Hong Kong. More specific evaluation, however, reveals that each of the evaluated extrinsic cues has a different level of influence on the buying behaviour of people in the region. This chapter seek to shed more light on these variations in the influence of extrinsic cues on wine purchase intentions as found in the results in the previous chapter. Additionally, this chapter seek to compare the findings presented in the results chapter with findings of previous studies presented in the literature review. The ultimate aim of this chapter was to combine the findings herein together with those of previous research in responding to the two research questions presented.

5.2 General Wine Purchase in Hong Kong

In chapter 2 it was established that wine is one of the most consumed luxury products throughout the world. That explains why Kelley et al. (2015) and Brochado et al. (2015) pointed out that it has increasingly become important for wine producers and sellers to consider the differences in their global customers so as to ensure that they are able to meet their actual needs. The data presented in figure 4.10 in the previous chapter reveals that, similar to the rest of the world, there is very high interest in wine among people in Hong Kong. Further, all age groups from 18 and above are found to be sufficiently represented in wine consumption in Hong Kong. For that reason, it is plausible to say that indeed there is a very good market for wine in Hong Kong.

In the specific context of frequency of purchase, the findings presented in figure 4.22 reveal that there is sufficient demand for wine in Hong Kong since a significant number of consumers buy wine at least once every month to once every week. This observation suggests that Hong Kong can be considered a moderate wine consuming population compared to other regions of the world. In that regard, the market is very attractive for wine manufacturers and distributors. However, it is important to note that similar to all other regions in the world as shown by Brochado et al. (2015), Garcia-Gallego et al. (2015), and Ellis (2015), people in Hong Kong have their own unique preferences when it comes to making wine purchase decisions. An important consideration at this point is how the different external attributes influence these wine consumers in the region in making their wine purchase choices.

5.3 Critic Scores and Wine Purchase

For many products, in many regions of the world, people have generally showed that they are more comfortable purchasing products that have been reviewed and rated by others. Ellis (2015) indicates that this is indeed the case in the specific context of wine. Since it is not easy to assess the attributes of wine by sight, the researcher reveals that many wine consumers rely exclusively on reviews and ratings provided by other consumers and wine critics. In that regard, it follows that wine that is rated highly by both other consumers and critics would be most preferred by consumers. This argument is strongly supported by Chocarro and Cortinas (2013), Mueller et al. (2011), and Carsana and Jolibert (2017), all of whom, in the review of the literature indicated that the reviews and scores given by critics have actually been found to make customers purchase wines they would have not purchased if they were not highly rated.

Purely based on previous research, it is plausible to argue that involving wine critics in giving reviews and rating wines in the country would be a good move especially for exceptional premium brands that are likely to get high scores and good reviews. The findings presented in table 4.11 in this study, however, strongly contradict the findings and arguments by Chocarro and Cortinas (2013), Mueller et al. (2011), Carsana and Jolibert (2017), and Ellis (2015) by showing that critic scores and wine ratings are not actually that important in influencing wine purchase decisions among wine consumers in Hong Kong. With a mean of 2.9667, critic scores and wine ratings are found to only playing a slight positive role in the wine purchase intentions of consumers. Previous researchers such as Ellis (2015) and Mueller et al. (2011), however, in their studies presented the notion that critic scores and wine ratings should have a profound role in skewing the purchase intentions of potential consumers towards particular products as opposed to others.

The disagreement between the findings of this research and previous studies, in the specific context of critic scores and wine ratings, could be explained by the fact that Hong Kong is culturally quite different from the countries from which the data of the studies by Mueller et al. (2011) and Ellis (2015) was drawn. Generally, other factors such as the income levels of people play a crucial role in making final decisions on what to purchase and what not to purchase. In a case where people generally have low disposable incomes, then high or low critic scores would not matter that much since people was to be drawn more to the wines that best fit their budgets. For that reason, the low impact of critic scores on the wine purchase intentions of people in Hong Kong leads to the observation that the impact of critic scores can be best evaluated holding other factors such as price constant.

The comparison of the finding of this research and that of previous researchers including by Chocarro and Cortinas (2013), Mueller et al. (2011), and Carsana and Jolibert (2017), shows that the failure to consider the impact of ratings and critic scores while holding the element of price constant is a potential weakness. This is because, failure to hold this factor constant makes it very difficult to determine whether customers in different markets are actually willing to change their purchase preferences purely based on the provided scores. Since the mean for critic scores achieved in this research in table 4.11 is above average, regardless the fact that no efforts were made to control for price, it is plausible to argue that for similar priced wine, critic scores and wine ratings would significantly influence the purchase intentions especially of new wine buyers. This argument is based on the fact that, as revealed by Mueller et al. (2011), customers find the process of selecting a single wine from the numerous brands and variants a daunting task. For that reason, reviews and critic scores should provide some form of guidance for customers in the Hong Kong Market.

Based on the above evaluation, it emerges that critic scores and ratings could, in future, be an important factor in influencing the purchase of wine in Hong Kong. However, the use of wine ratings in making purchase decisions might not yet be a very popular practice in the country owing to the fact that the wine consumption culture has not yet taken a very strong foothold compared to European countries and in the US. In the arguments by Chocarro and Cortinas (2013) and Carsana and Jolibert (2017) in their respective research studies, it is evident that wine critique has become normal practice in many western countries to an extent where customers actually seek critic scores when making their purchase decisions. On the contrary, the practice of wine critique has not yet become that popular in Hong Kong according to the statistics

presented in table 4.11. For that reason, it is likely that many local wine buyers in the country are not even aware of the practice of wine critique. This implies that if the significance of critic scores is to improve as an important element of wine marketing, then popularisation of the wine critique practice is necessary. One way by which the relevant stakeholders can achieve support for the practice is by popularising it as one of the approaches of choosing the best wine brand from the many wine brands that exist in the market as highlighted by Mueller et al. (2011).

5.4 Country of Origin and Wine Purchase

Details presented in previous research studies show that the country of origin plays a very profound role in the purchase of wine brands by consumers all over the world. Vlachevei et al. (2012) and Garcia-Gallego et al. (2015), for example, argue that the country of origin is actually an important differentiation aspect that has been taken advantage of in the marketing of wines all over the world. Different wine producing countries have different reputations when it comes to the production of wine. For that reason, consumers give wines from different countries some level of perceived value purely based on the wine production reputation of the home country. Tamas (2016) found that France has the best tasting wine followed by Italy. For that reason, wines from these two countries have been found to be the most preferred by many consumers all over the world. The findings presented in figure 4.14 in the previous chapter strongly corroborate the findings by Tamas (2016) by showing that similar to the global context, wines from France and Italy are the most preferred by consumers in Hong Kong. This research also extends the list by presenting the US as the country with the third most preferred wine while Spain and China have the least preferred wines. Further support for the findings is provided by Li et al. (2011) who revealed

that country of origin is a more important determinant of wine purchase intentions than other extrinsic cues such as brands among Chinese consumers.

While Tamas (2016) linked the preference to wines from specific countries to taste, Casas and Makauskiene (2013), in a similar study established that the perceived competence of a country in producing wine is actually what makes people prefer wine from some countries to those from others. The in figure 4.14, therefore, suggest that people in Hong Kong view France and Italy as having very high competencies in the production of high quality wine. Vesela and Zich (2015) in their research, present the notion that the intersection between country of origin and wine purchase intentions is rooted in much more profound issues such as patriotism, history, and culture. However, this cannot be said to be always the case since all the consumers of wine from a given country cannot be said to be from that country. Based on this assertion, the argument on patriotism and culture fails in the context of a globalised market. The patriotism argument also fails in the context of the findings of this research owing to the fact that despite the fact that Hong Kong is under China meaning that many people in the city are Chinese, wine produced in China is found to be the least popular compared to wine from the US, Italy, and France. Generally, therefore, this observation proves that the link between country of origin and wine purchase intentions cannot be explained by patriotism and culture as argued by Vesela and Zich (2015), but rather by the perceived competence of a country in wine production as highlighted by Casas and Makauskiene (2013).

According to Defrancesco et al. (2012) names that link with the country of origin of a wine are highly effective in influencing the purchase intentions of customers in countries where consumers have a particular interest in the origin of their wine. This

assertion in the context of the findings provided herein indicates that wines that are given French or Italian names would perform much better in Hong Kong than wines with Chinese names. Based purely on the results on country of origin, it is possible to make some very useful decisions pertaining the naming of wines in the Hong Kong market. For example, it would be beneficial from a marketing point of view for wine companies in France and Italy to develop brand names for the Hong Kong market that can easily be identified with the two countries. Such naming only, according to Defrancesco et al. (2012), would give wines from the countries competitive advantage over wines from other countries such as Spain, the US, and China. In addition to names, Defrancesco et al. (2012) also reveal that the inclusion of geographical information on product labels has been found to be a very important factor in informing consumers about the origin of wines in different market. In Hong Kong therefore, satisfactory market penetration of wines from France and Italy should be achieved through the inclusion of information referring to France and Italy respectively.

The strong influence of country of origin on wine purchase intentions in Hong Kong suggests that generally, wines from countries such as Spain, the US, and China would not stand any competitive chance against wines from France and Italy holding all other factors constant. Country of origin, in this case, is beneficial only to wines from countries that are perceived as being highly competent in the manufacture of wine but detrimental to wines from countries that are perceived as having lower competence in wine production. An important question at this point is how producers from other countries can fight for a meaningful market share in Hong Kong where a large proportion of the population is predisposed to purchase Italian and French wines. If producers from these other countries are to achieve a meaningful competitive advantage going forward, then efforts must be put in place to market their countries

as having come of age in the production of quality wines. In contrast to other countries, China has a unique opportunity to take advantage of the Hong Kong market by leveraging the power of patriotism which is discussed by Vesela and Zich (2015). Brands from Chinese producers can gradually attract the interest of Chinese wine consumers in Hong Kong by, in addition to producing high quality wine, appealing to them to support their local wine industry. This approach of taking advantage of patriotism is presented by Vesela and Zich (2015) as having being effective in helping Argentine brands perform exceptionally well in Argentina despite the existence of multiple wine brands from France.

5.5 Type of Wine and Occasion

There were generally no attempts in the review of the literature to provide a classification of the existing types of wine. It is however established that there are numerous brands of wines in the Hong Kong market. In fact, as highlighted in the previous section, Mueller et al. (2011) pointed out that there are very many wine varieties in the global market which makes it a challenge for consumers to select a specific one. Therefore, wine varieties are indeed numerous in the global market. A total of four types of wine are identified in table 4.11 of this research. These are red wine, white wine, sparkling wine, and other types of wine. This categorisation of wines is, however, not presented in the review of the literature. More emphasis in the literature review is placed on wine brands and their associated level of recognition. For that reason, no direct conclusions can be reached on why some types of wine are more preferred by consumers compared to others. Nevertheless, it is possible to make some general comparisons between the results and arguments in previous studies. One common observation in both the findings and the literature is that different types of wine are preferred by different people. According to Heslop et al. (2010), for

example, the preference for wines is influenced by the personality traits of individuals. From this assertion, it emerges that it is possible to categorise individuals in terms of their wine preferences. Since this study uses the classification red, white, sparkling, and other, the level of preference for wine types were evaluated along these lines. In corroboration with the argument by Heslop et al. (2010), the findings in figure 4.11 revealed that indeed there are different levels of preference for different wine types. Generally, red wine is the most popular in Hong Kong followed by white wine and then by sparkling wine. Bringing in the branding arguments raised in research studies by Brochado et al. (2015), Vlachevei et al. (2012), and Viot and Passebois-Ducros (2010), it is plausible to argue that red wine brands in Hong Kong perform much better than brands that fall under other categories. In that regard, the type and brand of a wine would be important elements in influencing the purchase decisions of customers in the country.

In many parts of the world, the purchase of different kinds of wine is linked to specific occasions. Details provided by Viot and Passebois-Ducros (2010) show that wine types are used as an indication of prestige. For that reason, different wines are used in different occasions depending on the level of class the people involved want to demonstrate. According to Tang and Cohen (2014), the wine preferences of people in Hong Kong are strongly influenced by western culture. This implies that similar to the west where different wines are used for different occasions, it is likely that wine consumers in Hong Kong have a similar distinction of wines by occasion. The findings presented reveal that a number of people in Hong Kong actually buy different wine types depending on the specific occasions. However, it is also observed that a significant proportion of wine consumers in the country buy a specific type of wine regardless of the occasion (Figure 4.12). Generally, although there is some level of

interest in linking wine type to specific events, this culture has not yet become very strong in Hong Kong. In that case, therefore, the findings in figure 4.12, in contrast to arguments by Viot and Passebois-Ducros (2010) and Tang and Cohen (2014), show that people in Hong Kong, in many cases, would buy their favourite types of wine regardless of the occasion. Based on the findings on preferred wine types, therefore, it is evident that red wine is still being purchased more than other wines in any occasion followed by white wine and then sparkling wine.

Thus far, this evaluation shows that occasions do not have any profound role in influencing the type of wine people purchase. In fact, people tend to maintain their wine preferences regardless of the occasion. Further details in the findings, however, go ahead to show that other factors have a much stronger influence on the purchase of different types of wine in Hong Kong. Price is found to be the most important factor followed by taste. This implies that red wine that has a taste that is appealing to many people and sold at a price that is perceived positively by many customers has led to higher sales. In the context of this argument, people would buy such a product in any occasion despite the existence of sparkling and white wines. Other factors that are found to supersede occasion in the selection of wines include bottle, brand, design, and origin. The findings suggest that people in Hong Kong would buy a specific wine based on their brand perceptions and the design features of the bottles. Therefore, in addition to focusing on price and taste, wine companies should definitely succeed in the Hong Kong market if they invested in unique bottle designs that are attractive to the general consumer in the market. While these elements were discussed in subsequent sections, they are very essential in the context of the type of wine since including all the right elements of bottle design, price, and taste should significantly enhance the sales of the most preferred wine types in the Hong Kong market. However,

the intersection between these elements and wine type is not explored in the review of the literature hence no conclusive confirmations of the presented findings can be made. Nevertheless, it is evident that adjusting wine presentation along these elements should lead to positive outcomes for wines in Hong Kong.

5.6 Price and Wine Purchase Intentions

Sources in the review of the literature presented price as the single most important factor influencing the purchase intentions of wine consumers. An appreciation is given to the fact that wine is a luxury product and therefore does not exactly obey the law of demand which presupposes that demand for a product should increase with a decrease in price. According to Lee (2012), the relationship between the price of wine and the associated demand is direct. This implies that marginal price increments in wine would lead to an increase in demand. Numerous explanations have been given to this explanation. Lee (2012), for example states that wine price increments are usually interpreted as improvements in quality hence leading to more people being attracted to more expensive brands as opposed to cheap ones. Ritchie et al. (2010), on the other hand, argued that more expensive wines are linked with wealth, prestige, and social status. For that reason, higher prices usually attract more buyers due to the fact that many people want to be associated with high social status and prestige. Perceived value is yet another element that makes expensive wine more appealing compared to cheap wine (Bizjak et al., 2020). Generally, high prices present to the customer the notion that the specific wine is indeed more valuable than cheaper wines. For that reason, their preferences are skewed more towards expensive wine brands compared to the less expensive ones. An important question at this point is whether this situation is observed in Hong Kong as presented in the findings.

In corroboration with studies such as Ritchie (2010), Lee (2012), and Outrevile and Le Fur (2017), the results presented in figure 4.13 show that indeed price is the most important determinant of wine purchase intentions among customers in Hong Kong. Wine consumers in Hong Kong, just like those in the rest of the world, are very considerate of the price of wine before making the decision to buy. The demographic data presented in figure 4.10 shows that most wine consumers in Hong Kong are between the age of 26 and 50. In terms of income levels, this group is the one that is most active in the corporate world meaning that they have enough money to spend on luxury products. However, based exclusively on the data, it is not possible to tell the income levels of these individuals. For that reason, it is impossible to establish just how much the population is willing to spend on wine. Nevertheless, information evaluated in a previous section shows that many wine consumers in the country actually buy wine only a few times each year. Since wine is a commodity that is not purchased on a regular basis, then the consumers of wine in Hong Kong would be likely to purchase wines that are priced higher than average. This should give them the prestige associated with expensive wines as highlighted by Ritchie et al. (2010). In many cases, young employed people want prestige and social status and would thus invest in these perceptions by purchasing wine brands that are associated with high class individuals.

Data on price preferences in table 4.12 reveals that there is a clear distinction between individuals when it comes to purchasing wine at different prices. Interestingly, the data reveals that most people in Hong Kong would be interested in purchasing wine priced 100 HK dollars and below and 1000 HK dollars and above. However, wines that are priced in the categories 101-300 HK dollars, 301-600 HK dollars, and 601-999 HK dollars are the least preferred by consumers in Hong Kong. Lee (2012)

established that in many markets, low prices indicate low quality. Based this argument, it is counterintuitive to find people in Hong Kong showing greater preference for the cheapest wine brands. Even more interesting is the fact that the lowest priced wines and the highest priced wines are found to be the most preferred in the country at the same time. While this could be easily explained by wage disparities between poor and rich people in Hong Kong, the distribution of wine price preferences is an indication that there are people being paid relatively low wages and salaries while others make extremely high incomes. While such income distributions are not uncommon, they point to a low interest in wine among middle class people while at the same time indicating a very high interest in wine among low class people. This cannot be true owing to the fact that wine is a luxury product that becomes less appealing the lower the income level of a population.

In addition to not fitting any logical explanation, the finding that only extremely cheap and extremely expensive wines are the most preferred in Hong Kong is found to be in contradiction with findings by Muhammad et al. (2013). Findings by Muhammad et al. (2013) revealed that French wine, which is significantly more expensive than all other kinds of wines sold in China has been consistently the most preferred wine in the region despite its high price. In their study, it was established that the demand for wine in China progressively declined with price. For that reason, wine from Spain was found to be very unpopular in the country, barely reaching 5% market share despite being almost half the price of French wine. The findings by Muhammad et al. (2013) suggest that the preference for wine brands in china increases with an increase in the price. The fact that Muhammad et al. (2013) are corroborated by Perovic (2013), Outrevile and Le Fur (2017) and Bizjak et al. (2020) in different global contexts is an indication that their results are more accurate compared to the

findings on price as a determinant of wine purchase intentions presented in the previous chapter. The false observation that many consumers prefer lower priced wines as well as higher priced wines at the same time while showing less preference from mid-range wines could be as a result of the low number of participants involved in this study.

Generally, however, all evidence points to price being the most important determinant of wine purchase intentions among people in Hong Kong. The relationship between price and purchase intentions is positive meaning that people in the market is always show preference for the more expensive wine brands as opposed to the lower priced ones. The finding on pricing in table 4.12 also explains why people in Hong Kong prefer wine from France as opposed to other countries including China. Muhammad et al. (2013) revealed that French wine is very expensive and so it is commonly associated with prestige and social class hence its higher sales compared to cheaper wines from Spain. It is also likely that wines from China are sold at even much cheaper prices and so presenting the perception of being low quality.

5.7 Label/Packaging Design on Purchase Intentions

For many first-time buyers of wine, the external aesthetics of wine bottles have a strong influence on purchase intentions. This is a plausible claim to make according to Hirche and Bruwer (2014) owing to the fact that it is the external design of wine bottles that attracts the attention of buyers towards specific wine brands. Even more significant is the fact that, according to Henley et al. (2011) and Elliot and Barth (2012), millennials are strongly influenced by labels and bottle designs. Data on the age distribution of wine consumers in Hong Kong shows that a significant number of potential wine customers are young and actually fall within the millennial age bracket.

Based on this finding, it is highly likely that labels and bottle designs play a profound role in influencing the purchase intentions of potential customers. What is even more significant is the fact that the millennial population is making a significant proportion of the population in the workforce in all markets globally. For that reason, this group has more income for wine purchase. Label and bottle design as an element of attracting customers were, therefore, become more important in the global markets including Hong Kong based on the findings by Henley et al. (2011) and Elliot and Barth (2012). This assertion is, however, exclusively based on deductions drawn from findings of previous research. A keener investigation of findings on label/packaging design should provide better insights on how this factor actually influences the buying behaviour of wine consumers in Hong Kong.

Despite the positive associations between bottle and label designs with purchase intentions in research studies such as Hirche and Bruwer (2014), Henley et al. (2011), Elliot and Barth (2012), Henley et al. (2011), and Mueller and Szolnoki (2010), it is found that in Hong Kong, customers have very little interest in this cue. Data presented in figure 4.18 shows that an overwhelming majority of the participants revealed that they would not purchase a particular wine merely on the basis that it is presented in an attractive bottle. Unlike wine consumers, in other parts of the world, these results show that consumers in Hong Kong are different in that they do not associate the attractiveness of wine bottles with more important extrinsic factors such as quality and taste. This finding in figure 4.18 strongly contradicts findings by Henley et al. (2011) and Elliot and Barth (2012) who explained their observation of a strong influence by pointing out people associate the attractiveness of bottles with the quality and taste of the wine contained inside. The Hong Kong market, in this regard, appears to be distinctly different from other markets owing to the fact that attempts

to infer the quality and taste are not made depending on the appearance of wine bottles. The contradiction of findings reveals that customer behaviour cannot be regarded as homogeneous throughout the world and so generalising the findings by Henley et al. (2011) and Elliot and Barth (2012) to markets that are not culturally similar to the ones evaluated in these studies would lead to inaccurate conclusions.

Label design is another external aspect explored in previous studies. Researchers including Elliot and Barth (2012) and Mueller and Szolnoki (2010) found that label designs influence the behaviour of customers when buying wine. Kelley et al. (2015) extended these findings by comparing the influence of front and back labels. According to the researcher, back labels are found to be the most likely to influence potential customers towards buying specific wines over others. In the case of Hong Kong, no details are presented about label designs. However, it is possible to make some inferences based on findings under other sections. In this regard it is important to start by noting that information on brand, wine score, and origin details are presented on labels. For that reason, it is plausible to argue that since these individual elements have been found to influence the buying intentions of customers in Hong King, then the manner in which they are presented on labels would affect how customers are likely to buy wines. Since country of origin has been found to be one of the most influential extrinsic cue, it follows that having clearly visible origin information would likely favour wines from France and Italy while adversely affecting the sales of wines from Spain and China. Similar to bottle design, however, the mere design of labels did not have any significant impact on the purchase decisions of customers in Hong Kong. Customers in this market are actually interested more in the information presented on labels rather than how aesthetically pleasing the labels look.

Information presented by previous sources such as Mueller and Szolnoki (2010), Henley et al. (2011), Elliot and Barth (2012), and Hirche and Bruwer (2014) shows that wine companies usually take advantage of unique bottle and label designs to attract customers in the global market. What is especially important is the fact that the millennial generation has been found to be the most influenced by label/packaging design. However, in contrast to other markets, label and packaging designs do not appeal to most customers in Hong Kong as shown in figure 4.18 in the results chapter. This has an important implication for companies aiming to enter the Hong Kong market. The low association between packaging design and purchase intentions suggests that companies can make good sales in Hong Kong without making large investments in fancy bottle and label designs. However, since other information such as brand and origin details are presented on labels, the ease of access of this information on labels should have a profound impact on the purchase interest of customers in Hong Kong. This means that wine companies must focus on optimising the ease with which potential customers can see information presented on labels. By doing so, label design was able to enhance the influence of other extrinsic cues such as origin and brand. In the specific context of origin, it however emerges that wine from countries such as France and Italy would be the best beneficiaries of label design. Generally, therefore, it emerges that label and packaging design is not a very important stand-alone factor in influencing the purchase intentions of wine customers in Hong Kong.

5.8 Chapter Summary

This detailed comparison of the findings and arguments in previous studies provide some profound insights about the wine market in Hong Kong. The findings reveal that only price and country of origin have a significant impact in the wine purchase

intentions of customers in Hong Kong. Price is found to be the most influential factor. Generally, people are more attracted to highly priced wines compared to cheaper wines. This observation is explained by the fact that high prices are associated class, prestige, and high quality. People looking for distinction, therefore, always be attracted to the most expensive and most exclusive wines. Similarly, wines from countries with a rich wine making history such as France and Italy are viewed as the most prestigious of the highest quality. In relation to the first objective therefore, this research establishes that consumers in Hong Kong associate price and country of origin of wine with quality and prestige. Generally, therefore, these two factors influence the purchase decisions of consumers seeking high quality and distinction from wine. That explains why wines from France, which are also the most expensive, are most preferred by consumers in the market.

The second objective of this research sought to identify how the different extrinsic cues link with wine buying behaviour among customers in Hong Kong. As discussed above, price and country of origin are associated with quality and prestige of wine. From the findings however, it is established that the critic score culture has not yet become very popular in Hong Kong. For that reason, critic scores have not been found to have any significant impacts on wine buying behaviours. A similar observation is made for packaging design. According to the presented findings, people in Hong Kong are generally indifferent to the design features of wine bottles. Overall, therefore, it emerges that the second objective is met by showing that price and country of origin have a very strong influence on wine buying behaviour while critic scores and bottle designs have a negligible impact.

CHAPTER SIX - CONCLUSION AND RECOMMENDATIONS

6.1 Conclusion

This research study sought to establish the influence of extrinsic cues on wine purchase in Hong Kong. Some of the extrinsic cues selected to be evaluated in this study are brand recognition, country of origin, price, critic scores and wine ratings, and label/packaging design. Previous literature shows that all these factors have been found to have a considerable impact on the perceptions people have towards different wines. In the specific context of country of origin, for example, previous studies show that wines from countries with a rich history of wine manufacture are viewed as superior and of better quality compared to wines from other countries. Many studies also establish that more expensive wine brands are more preferred in the market to cheaper wine brands. This observation is attributed to the fact that expensive wines are exclusive and so give persons who purchase them distinction and prestige. Additionally, highly priced wines are viewed as being of much better quality compared to cheaper wines. For that reason, it emerges that consumers would buy specific wines just because of their higher price tag as a result of associating higher price with quality. A similar observation is made under critic score and packaging design where wine consumers show preference for wines that are rated highly and are packaged in attractive bottles since these two elements give the perception of quality.

The findings provided in this research reveal that the Hong Kong market has several profound similarities and differences with many countries of the world when it comes to factors that influence wine purchase intentions. First, the findings show that wine buyers in Hong Kong have a strong preference for higher priced wines as opposed to mid-range wines. An interesting observation, however, is that fact that cheaper wines,

especially those costing below 100 Hong Kong dollars are just as popular as those costing above 1,000 Hong Kong dollars. Mid-range wines that cost anywhere between 101 and 999 Hong Kong dollars are the least preferred. Secondly, just like most markets all over the world, the findings reveal that wines from France and Italy are the most preferred in Hong Kong while those from Spain and China are the least preferred. This implies that country of origin significantly influences the purchase intentions of wine customers in Hong Kong. It, however, emerges that the culture of wine critique has not yet become very popular among wine consumers in the country. For that reason, critic scores and wine ratings have only a marginal effect on the buying behaviour of customers. A similar insignificant impact is observed label/packaging design, which, based on evidence provided in previous research was expected to play a crucial role in wine purchase choices. On the contrary, the data collected reveals that if the price and the country of origin are in accordance with the preferences of customers, then the design of the bottle does not affect their wine choices.

In response to the first research question, it is established that only price and country of origin have a strong influence on the wine purchase intentions among wine consumers in Hong Kong. Other cues such as critic scores and label/packaging design play an insignificant role and can, therefore, be said not to influence the buying behaviour of customers as long as price and country of origin are in line with their interests. In response to the second research question, the findings of this research reveal that the perceptions of quality and prestige associated with wine are have the strongest influence on the buying preferences of non-wine educated wine consumers in Hong Kong. The perception of quality and prestige is found to be very strongly linked with the country of origin and the price of wine. This explains why these two

factors are found to be the most likely to influence consumer preferences as opposed to bottle design and critic scores which are not so strongly linked to quality and prestige. Overall, therefore, this research study has provided satisfactory responses to the two research questions provided. For that reason, it follows that the objectives have also sufficiently been met.

6.2 Managerial, Theoretical and Policy Implications

The findings of this study present key managerial and theoretical implications that should be considered in their applications. First, the findings confirm that brand recognition, country of origin, price, critics scores and wine ratings and labelling/packaging designs have profound impacts on the perceptions that consumers develop regarding particular wine brands. Such knowledge is critical to managers who run wine brands as their inclusion during marketing strategy design and implementation may translate to enhanced consumption of their wine. For instance, brand recognition has been revealed to be associated with positive consumers' perceptions regarding wine. In particular, the findings suggest that managers can orient their efforts in strengthening their wine brands, either through a focus on labelling and packaging or pricing. Given that Hong Kong's wine consumers' perceptions are more shaped by price tags, wineries' managers should consider pricing their wine brands in a manner that consumers develop positive perceptions regarding the quality of the wine. In such a decision, however, the results suggest the need for managers to strike a balance between pricing, profitability and brand enhancement without appearing exploitative. The findings also suggest to managers the role of local distributors in enhancing consumers' perceptions of a certain brand's wine. Labelling and packaging designs is a particularly important role of distributors, which the findings seemingly imply should be focused on ensuring that consumers' perceptions

are enhanced. Moreover, the findings may inform managers on the need not to focus on wine critic scores and ratings in the Hong Kong market as most customers look at the country of origin and pricing as their motivators to perform the purchase. In this respect, the findings may insinuate how local distributors can maximise their profitability by ensuring that they distribute wine from countries with a profound reputation and long history of the production and sale of wines.

Secondly, the findings have major theoretical implications, especially considering the current knowledge on the mechanisms of consumer perceptions and how such perceptions influence purchase decisions. Although the study was focused on Hong Kong, whose consumers' demographics may differ from some countries with a track record of manufacturing wine, more influence by country of origin and pricing adds key insights to current literature about wines purchase and consumer perceptions. The revelation that an increase in price attracts positive consumers' perceptions regarding quality expounds on the previous reports of consumers' tendencies to seek association with quality for prestige and distinction. In this respect, an increase in wine price and the subsequent perceptions attaching a higher price to higher quality wine confirms a shift from normative theories of price movements due to the law of supply and demand. The deviation may therefore form the basis for new inquiries or models that may be developed to explain extrinsic cues impacts on consumers' perceptions regarding the purchase of luxurious commodities. Therefore, the findings offer a strong ground for not only developing and extending current models on consumer perceptions but also adding a new dimension that may categorise consumer perceptions mechanisms based on types of commodities.

Lastly, the findings of this study demonstrate that country of origin is an important extrinsic cue when it comes to influencing Hong Kong consumers' perceptions and the subsequent buy decisions. Such revelations may have fundamental impacts by influencing trade policies imposed by the Hong Kong government to countries such as France, Italy and Australia, whose wine is preferred in Hong Kong. In this respect, the Hong Kong government can utilize the knowledge derived from this study findings to ease trade restrictions when it comes to the importation of wine from these countries, which may trigger an overall positive trade partnership between Hong Kong and these countries. Moreover, due to the revealed preference of wine from France, Italy and Australia, local distributors of wine in Hong Kong may enjoy reduced tariffs or taxations when importing wine from these countries. Therefore, results on the country of origin as a preferred extrinsic cue for wine consumption may attract favourable trade policies in both Hong Kong and the exporting countries (France, Italy, Australia).

6.3 Recommendations

6.3.1 Recommendations for practice

Since it has been established that wine consumers are attracted by higher priced wine, it follows that wine producing companies will perform better in the market if they raise the process of their brands. However, it is important to note that it is not possible to just raise the price of a product from, for example 500 Hong Kong dollars to 1,000 Hong Kong dollars. For that reason, wine companies that already have a strong market presence in Hong Kong should introduce new premium brands that should be sold at these high prices. Since the findings also reveal that label/packaging design do not have any significant impact in attracting customers to specific wine brands, then wine companies should focus on keeping the labels and packaging of their new wines

simple. Since marketing is essential for any new product, wine companies should then focus on creating marketing campaigns for their new premium wines. From the data, it was also evident that a significant proportion of wine consumers are young people below the age of 40. For that reason, social media advertisements should play a central role in marketing these new premium brands since it is through online platforms that the new brands can reach young customers.

The evaluation of the country of origin as a factor influencing wine purchase decisions reveals that indeed wines from France and Italy perform much better in the market than wines from other countries. The perception that the wine from these two countries is the best is not likely to be overcome any time soon. However, wine companies from other countries can improve their market share by launching marketing campaigns that show that their countries are equally mature in wine manufacturing as France and Italy. In order for this approach to succeed, countries that are ranked lowest such as China should strive to make higher quality wine that matches the standards of the wine from the respected wine manufacturing companies. Additionally, Spanish, and Chinese wine manufacturers should invest in wine exhibitions in Hong Kong that will present their best wines to consumers in Hong Kong. Through such events, more and more consumers will learn of the uniqueness of the wine from other countries thus creating a positive perception towards all kinds of wine. In the long run, through this approach, quality wines from countries such as China and Spain will be able to improve their market shares in Hong Kong, thus effectively competing with companies from France and Italy.

6.3.2 Recommendations for future research

One of the main limitations of this research is that it relied on a very small number of participants. Since it does not require one-on-one interaction between the researcher and the participant, a survey can be used to collect data from a very large number of people within a very short time. Future research on the subject matter should therefore consider an exclusively quantitative approach in which a survey will be administered to between 300 and 500 wine consumers in Hong Kong. Such a large number of participants will provide sufficient data that will present an accurate depiction of what factors are likely to influence the purchase decisions of wine consumers in the market.

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APPENDICES

Appendix A: Hierarchical Regression model

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.814 ^a	.662	.484	.666

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	16.530	10	1.653	3.722	.007 ^b
	Residual	8.437	19	.444		
	Total	24.967	29			

Coefficients^a

Model	Unstandardised Coefficients		Standardised Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	-.563	2.029		-.278	.784		
4a. I understand how to judge the wine quality	.057	.249	.048	.229	.821	.411	2.434
b. I have adequate information about different wines	.634	.262	.552	2.422	.026	.342	2.922
c. I do not feel knowledgeable about wine	.003	.263	.003	.010	.992	.234	4.271
d. I am less knowledgeable of wine compared to my peers	.135	.190	.119	.710	.486	.633	1.580
e. I have heard of majority of the wines around	.452	.290	.475	1.559	.136	.192	5.211
f. I can tell if a wine is worth its price or not	-.190	.270	-.162	-.705	.490	.336	2.976

g. Country of origin of wine is an essential when considering the kind of wines to buy.	-.272	.161	-.305	-1.687	.108	.546	1.832
h. Wine brands and branded influence my purchasing decision making process	-.041	.139	-.042	-.292	.773	.840	1.190
i. Price is the most important factor to consider when buying wine.	.050	.180	.053	.278	.784	.499	2.005
j. I must check the label and the packaging design before I buy wine.	.059	.158	.058	.372	.714	.729	1.372

a. Dependent Variable: Frequency



Appendix B: Moderated Regression model

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change
						F Change	df1	df2	
1	.814 ^a	.662	.484	.666	.662	3.722	10	19	.007
2	.831 ^b	.691	.473	.673	.029	.806	2	17	.463

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	16.530	10	1.653	3.722	.007 ^b
	Residual	8.437	19	.444		
	Total	24.967	29			
2	Regression	17.260	12	1.438	3.173	.015 ^c
	Residual	7.706	17	.453		
	Total	24.967	29			

Coefficients ^a								
Model		Unstandardised Coefficients		Standardised Coefficients Beta	t	Sig.	Collinearity Statistics	
		B	Std. Error				Tolerance	VIF
1	(Constant)	-.563	2.029		-.278	.784		
	4a. I understand how to judge the wine quality	.057	.249	.048	.229	.821	.411	2.434
	b. I have adequate information about different wines	.634	.262	.552	2.422	.026	.342	2.922
	c. I do not feel knowledgeable about wine	.003	.263	.003	.010	.992	.234	4.271
	d. I am less knowledgeable of wine compared to my peers	.135	.190	.119	.710	.486	.633	1.580

e. I have heard of majority of the wines around	.452	.290	.475	1.559	.136	.192	5.211
f. I can tell if a wine is worth its price or not	-.190	.270	-.162	-.705	.490	.336	2.976
g. Country of origin of wine is an essential when considering the kind of wines to buy.	-.272	.161	-.305	- 1.687	.108	.546	1.832
h. Wine brands and branded influence my purchasing decision making process	-.041	.139	-.042	-.292	.773	.840	1.190
i. Price is the most important factor to consider when buying wine.	.050	.180	.053	.278	.784	.499	2.005
j. I must check the label and the packaging design before I buy wine.	.059	.158	.058	.372	.714	.729	1.372
2 (Constant)	.447	2.325		.192	.850		
4a. I understand how to judge the wine quality	.119	.258	.100	.463	.649	.391	2.558
b. I have adequate information about different wines	.556	.273	.485	2.038	.057	.321	3.113
c. I do not feel knowledgeable about wine	-.074	.276	-.078	-.269	.791	.218	4.596

d. I am less knowledgeable of wine compared to my peers	.072	.206	.063	.349	.731	.553	1.809
e. I have heard of majority of the wines around	.345	.314	.362	1.101	.286	.168	5.961
f. I can tell if a wine is worth its price or not	-.254	.277	-.217	-.917	.372	.325	3.079
g. Country of origin of wine is an essential when considering the kind of wines to buy.	-.265	.163	-.297	- 1.628	.122	.544	1.837
h. Wine brands and branded influence my purchasing decision making process	-.105	.157	-.111	-.670	.512	.666	1.501
i. Price is the most important factor to consider when buying wine.	-.024	.191	-.025	-.125	.902	.450	2.220
j. I must check the label and the packaging design before I buy wine.	.152	.177	.150	.859	.402	.594	1.683
Gender	.296	.281	.159	1.052	.307	.796	1.257
Age	-.149	.169	-.162	-.886	.388	.540	1.853

a. Dependent Variable: Frequency

Appendix C: Pilot Survey Questionnaire

Hello, my name is Steve Hung, a DBA student at the University of Wales Trinity Saint David. As part of the requirement for the award of the degree, I am obligated to research on: **The influence of Extrinsic Cues on Wine Purchase in Hong Kong.** Therefore, I am requesting for your help in filling out the questionnaire. Please answer all questions and note that there are no correct or wrong answers; I am only interested in your opinions based on your experiences. This research will only be used for academic purposes only and will be treated with a high level of confidentiality.

Please tick where applicable.

Gender: Male () Female ()

Age Bracket: 18-25 years () 26-35 years () 35-50 years () 51 and above ()

#	Statement	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Scale of items for subjective knowledge						
a.	I understand how to judge the wine quality					
b.	I have adequate information about different wines					
c.	I do not feel knowledgeable about wine					
d.	I am less knowledgeable of wine compared to my peers					
e.	I have heard of majority of the wines around					
f.	I can tell if a wine is worth its price or not					
Scale of items for objective knowledge						
a.	Country of origin of wine is an essential when considering the kind of wines to buy.					
b.	Wine brands and branded influence my purchasing decision making process					
c.	Price is the most important factor to consider when buying wine.					
e.	I must consider the label and the packaging design before I buy wine.					
Scale of items for self-confidence						
a.	Normally, I feel my opinions are inferior.					
b.	I do not concentrate so much on what people think about me.					
c.	I seldom fear actions that would make others have a low opinion of me					
d.	When introduced to a stranger, I am never at loss for words.					

#	Statement	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
e.	My first reaction is always inferiority and shyness when confronted by strangers.					
f.	I do not have a good first impression on people.					

Thank you for your Cooperation

Appendix D: Pilot Focus Group Questionnaire

Experiment Guideline

Hello, my name is Steve Hung, a DBA student at the University of Wales Trinity Saint David. As part of the requirement for the award of the degree, I am obligated to research on: **The influence of Extrinsic Cues on Wine Purchase in Hong Kong**. Therefore, I am requesting for your help in filling out the questionnaire. Please answer all questions and note that there are no correct or wrong answers; I am only interested in your opinions based on your experiences. This research will only be used for academic purposes only and will be treated with a high level of confidentiality.

Please tick where applicable.

1. Gender: Male () Female ()
2. Age Bracket: 18-25 years () 26-35 years () 35-50 years () 51 and above ()
3. What types of wine do you like to drink?
 - a. What specific kinds of wine do you usually buy?
 - b. Are you inclined to buy different wines for different occasions?
4. What factors do you consider when thinking about the kind of wine to drink or buy?
5. Where would you expect the best wines to come from? What countries come to your mind?
6. Let us taste these three wines. Allocate each wine a score out 10, where 1 is terrible and 10 is excellent. In addition, please indicate if you would buy this wine based on taste. Between each taste, kindly have a drink of water and a cracker.
7. Following the previous tests, you will try some wines again, but you will not know their country of origin. Give each a score between 1 and 10, and indicate you would buy it based on taste. Have a drink of water or cracker between each taste test.
8. The wines shown in figure 1 covers both less and more well-known brands.



(a). Think about your next red wine purchase for dinner with some friends and family, if the wines shown in the 1 above are the only ones available, kindly select the one you would buy (select only one).

(b.) On a five-point Likert Scale (Strong Agree to Strong Disagree), please indicate the extent to which the following factors influenced your selection:

- Brand recognition
- Label/Packaging design
- Price
- Critic Scores and Wine Ratings

(c). In case you do not settle on buying any of the five wines, would you shop elsewhere?

(YES) (NO)

Thank you for your Cooperation

Appendix E: Pilot Survey Questionnaire (Chinese Version)

您好，我叫 Steve Hung，英國威爾士三一聖大衛大學的 DBA 學生。作為研究學位要求的一部分，我的論文研究：外在因數對香港消費者購買葡萄酒的影響。此研究現在需要作資料蒐集，因此我請求您幫助填寫問卷。請回答所有問題並註意問卷並沒有正確或錯誤的答案；你填寫的經驗和意見數據將僅用於學術目的，並將以高度保密的方式進行處理。

請在適用的地方打勾。

性別：男() 女()

年齡：18-25 歲() 26-35 歲() 35-50 歲() 51 歲及以上()

#	陳述	非常同意	同意	選擇	不同意	非常不同意
主觀知識量表						
a.	我明白如何判斷葡萄酒的質量					
b.	我有足夠的關於不同葡萄酒的信息					
c.	我對葡萄酒不了解					
d.	與同齡人相比，我對葡萄酒的了解較少					
e.	我聽說過周圍的大多數葡萄酒					
f.	我可以判斷一瓶酒是否物有所值					
客觀知識量表						
a.	在考慮購買的葡萄酒種類時，葡萄酒的原產國是必不可少的					
b.	葡萄酒品牌影響我的購買決策過程					
c.	價格是購買葡萄酒時最重要的考慮因素					
e.	買酒之前必考慮標籤和包裝設計					
自信項目量表						
a.	通常我覺得我的意見是差些的					
b.	我不太關注人們對我的看法					
c.	我很少害怕會讓別人對我評價很低的行為					
d.	當被介紹給陌生人時，我從不會不知所措					

#	陳述	非常同意	同意	普通	不同意	非常不同意
e.	面對陌生人，我的第一反應總是自卑和害羞					
f.	我沒有對人很好的第一印象					

謝謝您的合作

Appendix F: Pilot Focus Group Questionnaire (Chinese Version)

Experiment Guideline

您好，我叫 Steve Hung，英國威爾士三一聖大衛大學的 DBA 學生。作為研究學位要求的一部分，我的論文研究：外在因數對香港消費者購買葡萄酒的影響。此研究現在需要作資料蒐集，因此我請求您幫助填寫問卷。請回答所有問題並注意問卷並沒有正確或錯誤的答案；你填寫的經驗和意見數據將僅用於學術目的，並將以高度保密的方式進行處理。

請在適用的地方打勾。

1. 性別：男() 女()
2. 年齡：18-25 歲() 26-35 歲() 35-50 歲() 51 歲及以上()
3. 你喜歡喝什麼類型的酒？
 - a. 您通常購買哪些特定種類的葡萄酒？
 - b. 您是否傾向於為不同的場合購買不同的葡萄酒？
4. 在考慮要喝或買哪種酒時，您會考慮哪些因素？
5. 你認為最好的葡萄酒來自哪裡？你會想到哪些國家？
6. 讓我們品嚐這三種酒。給每種葡萄酒打 10 分，其中 1 分很差，10 分很好。另外，請說明您是否會根據口味購買此酒。在每種口味之間，請喝一杯水和一塊餅乾。
7. 繼之前的測試後，您將再次嘗試一些葡萄酒，您將不知道它們的原產國。給每個人打 1 到 10 分，並表明您會根據口味購買它。在每次味覺測試之間喝一杯水或餅乾。
7. 圖 1 所示的葡萄酒涵蓋了知名度較低和知名度較高的品牌。



(a). 您與一些朋友和家人共進晚餐，您考慮購買的紅酒，如果只有以圖 1 所示的葡萄酒可選，您要購買的葡萄酒（僅選擇一種）。

(b). 在李克特五點量表（強烈同意到強烈不同意）中，請說明以下因素對您的選擇的影響程度：

品牌識別

標籤/包裝設計

價格

評論分數和葡萄酒評級

(c). 如果您不打算購買這五種葡萄酒中的任何一種，您會去其他地方購物嗎？

(是) (否)

謝謝您的合作

Appendix G: Actual Survey Questionnaire

Hello, I am Steve Hung, a DBA student at the University of Wales Trinity Saint David, as part of the requirement for the award of the degree, I am obligated to research on: **The influence of Extrinsic Cues on Wine Purchase in Hong Kong**. Therefore, I am requesting for your help in filling out the questionnaire. Please answer all questions and note that there are no correct or wrong answers; I am only interested in your opinions based on your experiences. This research will only be used for academic purposes only and will be treated with a high level of confidentiality.

Demographic Information

Kindly answer the following questions about yourself. These questions are to help me understand the profile of the respondents in the survey. Your responses will be kept confidential and anonymous and will be only used for statistical purposes.

1. Your gender:

Male () Female ()

2. Your age bracket

Age Bracket: 18-25 years () 26-35 years () 36-50 years () 51 and above ()

3. Please indicate by ticking the frequency at which you buy wine

Less than six times in a year ()

Once every month ()

Once per fortnight ()

Once per week ()

2-4 times a week ()

At least four times a week ()

4. Please indicate your agreement or disagreement with the following statements

#	Statement	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Scale of items for subjective knowledge						
a.	I understand how to judge the wine quality					
b.	I have adequate information about different wines					
c.	I do not feel knowledgeable about wine					
d.	I am less knowledgeable of wine compared to my peers					
e.	I have heard of majority of the wines around					
f.	I can tell if a wine is worth its price or not					
Scale of items for objective knowledge						
g.	Country of origin of wine is an essential when considering the kind of wines to buy.					
h.	Wine brands and branded influence my purchasing decision making process					
I.	Price is the most important factor to consider when buying wine.					
J.	I must consider the label and the packaging design before I buy wine.					
Scale of items for self-confidence						
k.	Normally, I feel my opinions are inferior.					
l.	I do not concentrate so much on what people think about me.					
m.	I seldom fear actions that would make others have a low opinion of me					
n.	When introduced to a stranger, I am never at loss for words.					
o.	My first reaction is always inferiority and shyness when confronted by strangers.					
p.	I do not have a good first impression on people.					

The End

Thank You

Appendix H: Actual Focus Group Questionnaire

Experiment Guideline

Hello, I am Steve Hung, a DBA student at the University of Wales Trinity Saint David, as part of the requirement for the award of the degree, I am obligated to research on: **The influence of Extrinsic Cues on Wine Purchase in Hong Kong**. Therefore, I am requesting for your help in filling out the questionnaire. Please answer all questions and note that there are no correct or wrong answers; I am only interested in your opinions based on your experiences. This research will only be used for academic purposes only and will be treated with a high level of confidentiality.

Please tick where applicable.

1. Gender: Male () Female ()
2. Age Bracket: 18-25 years () 26-35 years () 36-50 years () 51 and above ()
3. What types of wine do you like to drink?
 - c. What specific kinds of wine do you usually buy?
White () Red () Sweet () Sparkling () Other ()
 - d. Are you inclined to buy different wines for different occasions?
.....
4. What factors do you consider when thinking about the kind of wine to drink or buy?
.....
5. Where would you expect the best wines to come from? What countries come to your mind?
.....

6. Let us taste these three wines in Blind. Allocate each wine a score out 10, where 1 is terrible and 10 is excellent. In addition, please indicate if you would buy this wine based on taste. Between each taste, kindly have a drink of water and a cracker.

.....
.....

7. Following the previous tests, you will try some wines again, but you will allow to see the bottles for their country of origin, price, design of their bottles, among other attributes. Give each a score between 1 and 10, and indicate whether you would buy it based on Overall. Have a drink of water or cracker between each taste test.

.....
.....

The wines shown in figure 1 shows both less and more well-known brands.

Figure 1: Different Wines



Q1

- a. Think about your next red wine purchase to have for dinner with some friends and family, if the wines shown in figure 1 are the only ones available, kindly select the one you would buy (select only one).

Bottle 1 of 5 () Bottle 2 of 5 () Bottle 3 of 5 () Bottle 4 of 5 ()

Bottle 5 of 5 ()

- b. On a five-point Likert Scale (Strongly Agree to Strongly Disagree), please indicate the extent to which the following factors influenced your selection:

Brand recognition () Packaging design () Price () Critic Scores and Wine Ratings () Country of origin ()

- c. In case you do not settle on buying any of the five wines, would you shop elsewhere?

Yes () No ()

Q2

Based on figure 1, kindly indicate your preference for the following:

- a. Wine that cost (Hong Kong Dollars):

Below \$ 100 () Between \$ 101 - \$ 300 ()

Between \$301- \$600 () Between \$ 601- \$ 999 () Above \$1000 ()

- b. Wine from:

France () United States () Australia () Italy () Spain ()

- c. Wine with an attractive bottle design:

Strongly agree 1 – 2 – 3 – 4 – 5 Strongly disagree

Q3

To respond, please refer to the design of each bottle:

Figure 1a



a. Based on your first impressions of this bottle, how likely would you be to buy the wine?

Definitely would purchase

Probably would purchase

Might or might not purchase

Probably would not buy

Definitely would not purchase

b. Kindly your further views of this bottle of wine:

The design of the bottle is very attractive

Strongly agree 1 - 2 - 3 - 4 - 5 Strongly disagree

The design of the bottle is very desirable

Strongly agree 1 - 2 - 3 - 4 - 5 Strongly disagree

The bottle looks exactly the way a wine bottle should

Strongly agree 1 - 2 - 3 - 4 - 5 Strongly disagree

This is a high quality wine

Strongly agree 1 - 2 - 3 - 4 - 5 Strongly disagree

c. The wine is approximately:

Below \$ 100 ()

Between \$ 101 - \$ 300 ()

Between \$301- \$600 ()

Between \$ 601- \$ 999 ()

Above \$1000 ()

Q4



a. Based on your first impressions of these bottles, how likely would you be to buy any of the wine?

Definitely would purchase ()

Probably would purchase ()

Might or might not purchase ()

Probably would not buy ()

Definitely would not purchase ()

b. Kindly your further views of this group of bottles of wine:

The design of the bottles are very attractive

Strongly agree 1 - 2 - 3 - 4 - 5 Strongly disagree

The design of the bottle is very desirable

Strongly agree 1 - 2 - 3 - 4 - 5 Strongly disagree

The bottles look exactly the way a wine bottle should

Strongly agree 1 - 2 - 3 - 4 - 5 Strongly disagree

These are high quality wines

Strongly agree 1 - 2 - 3 - 4 - 5 Strongly disagree

c. Each of the wine presented in this figure is approximately:

Below \$ 100 () Between \$ 101 - \$ 300 ()

Between \$301- \$600 () Between \$ 601- \$ 999 () Above \$1000 ()

Q5



a. Based on your first impressions of this bottle, how likely would you be to buy the wine?

Definitely would purchase ()

Probably would purchase ()

Might or might not purchase ()

Probably would not buy ()

Definitely would not purchase ()

b. Kindly your further views of this bottle of wine:

The design of the bottle is very attractive

Strongly agree 1 - 2 - 3 - 4 - 5 Strongly disagree

The design of the bottle is very desirable

Strongly agree 1 - 2 - 3 - 4 - 5 Strongly disagree

The bottle looks exactly the way a wine bottle should

Strongly agree 1 - 2 - 3 - 4 - 5 Strongly disagree

This is a high-quality wine

Strongly agree 1 - 2 - 3 - 4 - 5 Strongly disagree

c. The wine is approximately:

Below \$ 100 () Between \$ 101 - \$ 300 ()

Between \$301- \$600 () Between \$ 601- \$ 999 () Above \$1000 ()

The End & Thank You

Appendix I: Actual Survey Questionnaire (Chinese Version)

您好，我叫 Steve Hung，英國威爾士三一聖大衛大學的 DBA 學生。作為研究學位要求的一部分，我的論文研究：外在因數對香港消費者購買葡萄酒的影響。此研究現在需要作資料蒐集，因此我請求您幫助填寫問卷。請回答所有問題並註意問卷並沒有正確或錯誤的答案；你填寫的經驗和意見數據將僅用於學術目的，並將以高度保密的方式進行處理。

人口統計信息

請回答以下有關您自己的問題。這些問題是為了幫助我了解調查中受訪者的概況。您的回答將被保密和匿名，並將僅用於統計目的。

1. 性別：男() 女()
2. 年齡：18-25 歲() 26-35 歲() 36-50 歲() 51 歲及以上()
3. 請勾選您購買葡萄酒的頻率
一年內少於六次 ()
每月一次 ()
每兩週一次 ()
每週一次 ()
每週 2-4 次 ()
每周至少四次 ()
4. 請指出您對以下陳述的同意或不同意

#	陳述	非常同意	同意	普通	不同意	非常不同意
主觀知識量表						
a.	我明白如何判斷葡萄酒的質量					
b.	我有足夠的關於不同葡萄酒的信息					
c.	我對葡萄酒不了解					

#	陳述	非常同意	同意	普通	不同意	非常不同意
d.	與同齡人相比，我對葡萄酒的了解較少					
e.	我聽說過周圍的大多數葡萄酒					
f.	我可以判斷一瓶酒是否物有所值					
客觀知識量表						
g.	在考慮購買的葡萄酒種類時，葡萄酒的原產地是不可避免的					
h.	葡萄酒品牌和品牌影響我的購買決策過程					
I.	價格是購買葡萄酒時最重要的考慮因素					
J.	買酒之前必考慮標籤和包裝設計					
自信項目量表						
k.	通常我覺得我的意見是差些的					
l.	我不太關注人們對我的看法					
m.	我很少害怕會讓別人對我評價很低的行為					
n.	當被介紹給陌生人時，我從不會不知所措					
o.	面對陌生人，我的第一反應總是自卑和害羞					
p.	我沒有對人很好的第一印象					

謝謝您的合作

Appendix J: Actual Focus Group Questionnaire (Chinese Version)

實驗指南

您好，我叫 Steve Hung，英國威爾士三一聖大衛大學的 DBA 學生。作為研究學位要求的一部分，我的論文研究：外在因數對香港消費者購買葡萄酒的影響。此研究現在需要作資料蒐集，因此我請求您幫助填寫問卷。請回答所有問題並注意問卷並沒有正確或錯誤的答案；你填寫的經驗和意見數據將僅用於學術目的，並將以高度保密的方式進行處理。

請在適用的地方打勾

1. 性別：男() 女()
2. 年齡：18-25 歲() 26-35 歲() 36-50 歲() 51 歲及以上()
3. 你喜歡喝什麼類型的酒？
 - a. 您通常購買哪些特定種類的葡萄酒？
白() 紅() 甜() 氣泡酒() 其他()
 - b. 您是否傾向於為不同的場合購買不同的葡萄酒？
.....
4. 在考慮要喝或買哪種酒時，您會考慮哪些因素？
.....
5. 您認為最好的葡萄酒來自哪裡？你會想到哪些國家？
.....
6. 讓我們在盲品這三款酒。給每種葡萄酒打 10 分，其中 1 分很差，10 分很好。另外，請說明您是否會根據口味購買此酒。在每款酒之間，請喝一杯水或品嚐一塊餅乾。
.....
.....

7. 您將再次嘗試葡萄酒，但您將允許查看瓶子的原產國、價格、瓶子設計以及其他屬性。給每個人打 1 到 10 分，並根據總體情況表明您是否會購買。在每次味覺測試之間請喝一杯水或品嚐一塊餅乾。

.....

.....

圖 1 中顯示的葡萄酒顯示了知名度較低和知名度較高的品牌。

圖 1：不同的葡萄酒



Q1

a. 想想您下一次購買的紅酒是與一些朋友和家人共進晚餐，如果只有圖 1 所示的葡萄酒，請選擇您要購買的葡萄酒（僅選擇一種）。

1 () 2 () 3 () 4 () 5 ()

b. 在五點李克特量表（強立法院同意強立法院不同意），請指示下列哪些因素影響你的選擇範圍：

品牌識別 () 包裝設計 () 價格 () 評論分數和葡萄酒評級 () 原產國 ()

c. 如果您不打算購買這五種葡萄酒中的任何一種，您會去其他地方購物嗎？

是() 否()

Q2 根據圖 1，請指出您對以下內容的偏好：

a. 酒價（港幣）：

低於\$ 100 () 之間\$ 101-\$ 300 () 之間\$ 301-\$ 600 () 之間\$ 601-\$ 999 ()
以上\$ 1000 ()

b. 葡萄酒來自：

法國() 美國() 澳大利亞() 意大利() 西班牙()

c. 具有迷人瓶身設計的葡萄酒：

非常同意 1-2-3-4-5 非常不同意

Q3 要回應，請參考每個瓶子的設計：

圖 1a



a. 根據您對這瓶酒的第一印象，您購買這款酒的可能性有多大？

肯定會買 ()

可能會購買 ()

可能會也可能不會購買 ()

可能不會買 ()

堅決不買 ()

b. 請您對這瓶酒的進一步看法：

瓶子的設計很吸引人

非常同意 1 - 2 - 3 - 4 - 5 非常不同意

瓶子的設計很可取

非常同意 1 - 2 - 3 - 4 - 5 非常不同意

瓶子看起來和酒瓶一樣

非常同意 1 - 2 - 3 - 4 - 5 非常不同意

這是一款高品質的葡萄酒

非常同意 1 - 2 - 3 - 4 - 5 非常不同意

c. 酒大約是：

低於\$ 100 () 之間\$ 101 - \$ 300 () 之間\$ 301 - \$ 600 () 之間\$ 601 - \$ 999 ()

以上\$ 1000 ()

Q4



a. 根據您對這些酒瓶的第一印象，您購買這些酒的可能性有多大？

肯定會買 ()

可能會購買()

可能會也可能不會購買()

可能不會買 ()

堅決不買 ()

b. 請您對這組酒的進一步看法：

瓶子的設計是非常有吸引力

非常同意 1 - 2 - 3 - 4 - 5 非常不同意

瓶子的設計很可取

非常同意 1 - 2 - 3 - 4 - 5 非常不同意

瓶子看起來和酒瓶一樣

非常同意 1 - 2 - 3 - 4 - 5 非常不同意

這些都是高品質的葡萄酒

非常同意 1 - 2 - 3 - 4 - 5 非常不同意

c. 圖中展示的每種酒大約是：

低於\$ 100 () 之間\$第 101-\$ 300 () 之間\$ 301-\$ 600 () 之間\$ 601-\$ 999 ()
以上\$ 1000 ()

Q5



a. 根據您對這瓶酒的第一印象，您購買這款酒的可能性有多大？

肯定會買 ()

可能會購買()

可能會也可能不會購買()

可能不會買 ()

堅決不買 ()

b. 請您對這瓶酒的進一步看法：

瓶子的設計很吸引人

非常同意 1 - 2 - 3 - 4 - 5 非常不同意

瓶子的設計很可取

非常同意 1 - 2 - 3 - 4 - 5 非常不同意

瓶子看起來和酒瓶一樣

非常同意 1 - 2 - 3 - 4 - 5 非常不同意

這是一款高品質的葡萄酒

非常同意 1 - 2 - 3 - 4 - 5 非常不同意

c. 酒大約是:

低於\$ 100 () 之間\$ 101 - \$ 300 () 之間\$ 301- \$ 600 () 之間\$ 601- \$ 999
() 以上\$ 1000 ()

謝謝您的合作