

LEVEL 7 ASSESSMENT SPECIFICATION

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Academic honesty / referencing:	Academic honesty is required. In the main body of your submission you must give credit to authors on whose research and ideas your work is based. Append to your submission a reference list that indicates the books, articles, etc. that you have used, cited or quoted in order to complete this assessment.		

The influence of extrinsic cues on wine purchase in Hong Kong

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Chapter 1: Introduction

The wine market in Hong Kong presents tremendous opportunities for growth and expansion of business for wineries and marketers. In 2007, HKSAR Financial Secretary Henry Tang, halved the excise duty on wine and liquor (Alcohol By Volume ABV<30%) to 40 per cent duty rate. The next year when he became Chief Secretary, his successor as Financial Secretary Mr. John Tsang went even further and abolished the duty. Hong Kong has now grown as a top wine import/export and auction hub in the world, taking over from London and New York and auction houses such as Sotheby's and Christie's have been pushing Asian buyers for new business as prices drop in the wake of global economic downturn and as luxury spending dwindles.

An extensive research is critical in understanding the characteristics of the market. The primary purpose of the proposed study is to examine the perceptions of wine purchase among the non-wine educated consumers. The study investigated the consumers' attributes towards extrinsic cues: country of origin, brand recognition, label design, critic's grade, and winery marketing. Fundamentally, the study aimed to establish the impact of aforementioned factors on the purchase behaviours of the consumers in Hong Kong. Fundamentally, the study will aim to establish the impact of aforementioned factors on the purchase behaviours of the consumers in Hong Kong and ranking the five cues. It is vital to note that the proposed study are immensely contribute the research of wine consumer behaviours, thereby helping marketers and wineries to position their brands in Hong Kong market.

Chapter 2: Literature Review

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 critics grading, label design, recognition, and winery marketing. The prominence of most wine companies has mainly been pinned on strong brand image that resonates well in the consumers' mind. The four factors mentioned above have been greatly associated with the variation in consumer behaviours in regards to purchasing of wine. The literature review section insightfully evaluates the scholarly works that support the subject matter of the proposed study. The reviews are majorly focus on the four marketing factors – brand recognition, critic's grade, label design, and winery marketing – and their influence on wine buyer perceptions.

Brand recognition

A study conducted in the green 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 realized that developing an awareness system and a robust brand recognition have become increasingly important for corporate bodies in their bid to sustain the public brand image. Besides brand recognition, Heslop et al. (2010) found personality trait as another factor that influence the perceptions of the consumers as regards to their readiness to buy the product.

Country of Origin

According to a study conducted by Barber et al. (2006), wine consumer value the country of origin as one of the key and utmost extrinsic aspects in wine purchase. Winery owners often showcase a clear marking regarding its wine region or the country of origin to capture potential sales. For non-wine educated consumer, the wine-producing region frequently serves as an indicator in terms of quality and taste. (Sutanonpaiboon and Atkin, 2012).

Critic's grading

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 responses of the consumers to the expert reviews differ and, therefore, it is important for the marketers to align their products with the shoppers' attributes for easy identification. The findings of Chocarro and Cortiñas (2013) have been supported by Carsana and Jolibert (2017) who argue 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.

Label design (LD)

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 design. Wine manufacturers tend to modify the appearance of wine bottles to attract the shoppers. Captivating label designs increase the buyers' probability of purchasing certain commodities. LD is commonly applied to communicate or reveal the uniqueness of the product to the customers. Some of the LD 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 LD components, such as flavour, alcohol volume, vintage, available ingredients, and the history of the manufacturer.

Winery marketing

Bruwer and McCutcheon (2017) investigated the relationship between the winery-marketing concept and the variations in preferences for brands among the customers. In their study, the scholars discovered that the rate of wine consumption was high among the males than the females. As a result, much focus in winery marketing has been directed towards men. Moreover, since most of the wine products are branded as gender-specific, people tend to

relate to categories that appeal to either masculine or feminine. However, despite the variations, the females have manifested their superiority in preferences and tastes of wine. They consider aspects such as attractive color, grape variety, low alcohol content, better smell, and eye-catching bottle designs. Having realized feminine wine consumption habits, the marketers engage in practices that seek to satisfy the female market segment. In a nutshell, winery marketing target specific preferences adopted by varied segments of clients in the industry.

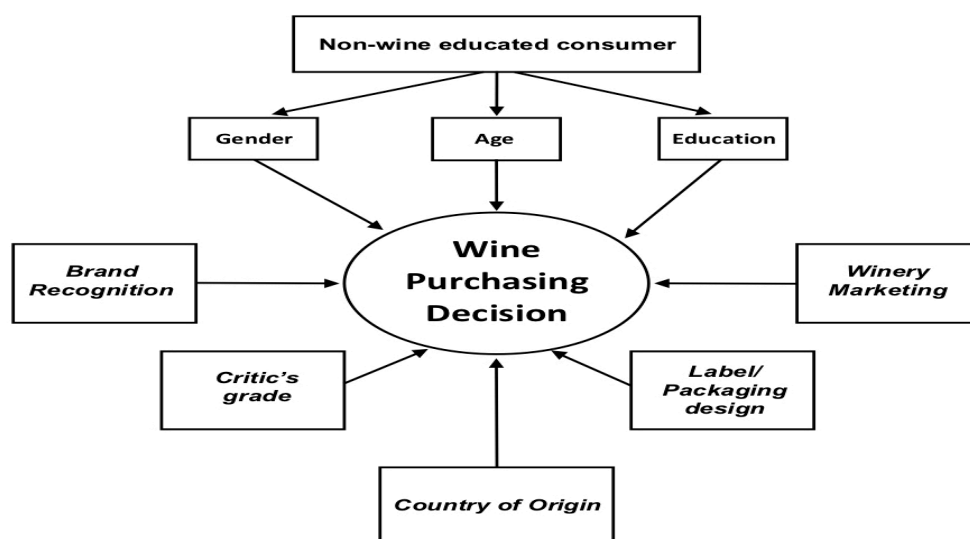
Research Philosophy

The investigation of the subject will be grounded on the expectation-confirmation theory (ECT) which is referred by many scholars as the best suit model for understanding post-purchase behaviour, consumer satisfaction, and service marketing. The theory was first developed by Oliver (1980) who argued that the purchase intentions of customers are largely intertwined with satisfaction, an attribute that acquired through expectation and perceived performance of the products. In the consumer behaviour literature, anticipations are conceptualized as predictions or beliefs about products or brands having preferred attributes.

The adaptation level theory support the tenet of ECT by stating that “human beings perceive stimuli relative to or as a deviation from an adapted level or baseline stimulus level” (Diddi, 2014). The psychological traits of the persons experiencing the stimulus as well as the situation or the context influence the “adapted level.” Acceptance expectations play a critical part in the process of

making purchase decisions. These anticipations mainly depend on the information obtained from external players, such as mass media or friends. From the proposed study, these sources are expected to impact on the perceptions of the consumers towards brand recognition and label design. Other factors such as critic's grades and winery marketing strategies also play a fundamental role in patronizing businesses and informing the consumers' decisions (Diddi, 2014). The wine buyers are exposed to a vast pool of information regarding the label designs and brands, which sway their purchasing options. Marketing has helped the wineries create a positive image of the product. The increasing technological advancements have made it difficult for companies to control the data that reaches the consumers. Therefore, buyers have been capacitated to form varied expectations towards the firms' practices.

Based on the above literature review, a conceptual map for this research study is designed and shown as Figure 1 below:



Research Aims and Objectives

Primary objective

- To examine the perceptions of non-wine educated consumer's purchase based on country of origin, brand recognition, label design, critic's grading, and winery marketing.

Specific objectives

- To identify the perceptions of the non-wine educated consumers towards the purchase of wine.
- To establish the relationship between the identified five influential factors and purchasing behavior of non-wine educated wine consumers in Hong Kong.

Hypotheses

This research will engage and test the following 5 hypotheses.

1. Brand Recognition

H0: There is no significant relationship for laymen purchase based on Brand Recognition

H1: There is significant relationship for laymen purchase based on Brand Recognition

2. Country of Origin

H0: There is no significant relationship for laymen purchase based on Country of Origin

H1: There is significant relationship for laymen purchase based on Country of Origin

3. Critic's Grading

H0: There is no significant relationship for laymen purchase based on Critic's grading

H1: There is significant relationship for laymen purchase based on Critic's grading

4. Label/ Packaging design

H0: There is no significant relationship for laymen purchase based on Label/ Packaging design

H1: There is significant relationship for laymen purchase based on Label/ Packaging design

5. Winery Marketing

H0: There is no significant relationship for laymen purchase based on Winery Marketing

H1: There is significant relationship for laymen purchase based on Winery Marketing

Chapter 3: Methodology

To further develop a measurement tool, this study follows the recommended procedures by Churchill (1979).

There are 8 procedures:

- 1) Specify domain of construct
- 2) Generate sample of items
- 3) Collect data
- 4) Purify measure
- 5) Collect data
- 6) Assess reliability
- 7) Assess validity
- 8) Develop norms

This is an explanatory study aim at examining the perceptions of wine purchase among the non-wine educated consumers. A mixture of Qualitative and Quantitative research method will be applied to this study. As for the Quantitative part, questionnaire will be applied to this study to examine the perceptions of wine purchase among the non-wine educated consumers. The sample will utilize those elements varied in levels of relationship for testing in the major experiment. The participants of the survey will be non-wine educated people who purchase and consume wine on a regular bases. This study intended to collect 300-500 samples. (Main Research)

Data collection will be occurred during a twelve-week period via structured self-administered questionnaires (using a 1-5 Likert scale method) in a high-traffic retail location in various districts across Hong Kong and difference hours to target a wider range of audience using convenience sampling with systematic approach. The population is limited to wine buyers of legal drinking age (18+), of male and female who purchasing wine in a retail store and the selection of locations will be a mixture of randomly draw districts based on average mean of income across Hong Kong districts.

Prior to the future main research, a more in depth prepared questionnaire will be translated from English to Chinese for selection to ensure accuracy and profound understanding.

Data will be analysed (Reliability test, Pearson Correlation and Multiple Regression) with the SPSS Statistical Package. Descriptive statistics will be used to summarize the purchase preferences of the respondents. After that, a series of reliability test and multiple regressions will be performed to compare data from respondents of different gender, age and education levels.

Chapter 4: Discussion & Analysis

Explanation of the Data Analysis Procedure

The information gathered in this pilot test has been utilized to establish the link between the five cues and the wine consumers' purchasing decisions. According to Gibbs (2008), computer-supported data analysis software programs have been developed to enhance the process of synthesizing research information. This pilot study further deploys the appropriate software technologies in analysing the collected data. Coding of the collected data in form of the responses from the interview is done using the SPSS software program.

Explanation of the Data Collection Steps

The research has been identified the appropriate tools for gathering substantial data from the subjects. The primary instrument that has been used was questionnaire. The pilot study has considered ethical issues when designing and employing the use of the data collection tools in the field.

Before the research begins; the researcher has obtained full consent from all the subjects. In design of the data gathering tools, the participants were ensured that their information would remain confidential and private. The study has maintained the anonymity of the persons under investigation. Furthermore, the researcher is expected to respect the dignity of the subjects in the process of gathering information. Exaggeration and deceptions will be avoided in explaining the study's objectives.

Pilot Test - Preliminary Findings

A questionnaire was administered to **35** respondents, using convenience-sampling method via Google form questionnaire, to identify their perceptions towards wine purchase. The suggested study expects to find the five independent variables (influential factors/extrinsic cues) as important in informing the choice and purchase of wine among the subjects.

Summarise Table 1
Pilot Survey Respondent Characteristics (n = 35)

	Value
Gender	
Male	22 / (62.9)
Female	13 / (37.1)
Age	
18 – 25	2 / (5.7)
26 – 35	12 / (34.3)
36 – 45	10 / (28.6)
46 – 55	8 / (22.9)
56 or Above	3 / (8.6)
Education	
High School	0 / (0)
University (Diploma/ Degree)	13 / (37.1)
Postgraduate	22 / (62.9)
Formal Wine Education	
Yes	0 / (0)
No	35 / (100)
What is your regular budget (in HKD) for a bottle wine	
\$100 - 499	24 / (68.6)
\$500 - 1199	8 / (22.9)
\$1200 - 2499	3 / (8.6)

\$2500 - 4999	0 / (0)
\$5000+	0 / (0)

When buying wine what are your key criteria

Country of Origin	15 / (42.9)
Brand Recognition	5 / (14.3)
Label Packaging Design	2 / (5.7)
Critic's grading	6 / (17.1)
Winery Marketing	1 / (2.9)
Others	6 / (17.1)

Summarise Table 2
Pilot Survey Questionnaire Items (n = 35)

Construct and Item	Mean	SD	Cronbach Alpha
Country of Origin			-0.477
Country of origin is a critical factor for me	3.80	0.719	
I often buy wine from this continent	2.09	1.721	
Brand Recognition			0.704
Brand Recognition is a critical factor for me	3.51	0.887	
When recommended by others (word of mouth), the wine must be good	3.69	0.832	
Label/ Packaging Design			0.656
Label/Packaging Design is a critical factor for me	3.14	0.733	
I will pay extra for better design bottling/ packaging	3.06	1.056	
Critic's Grading			0.74
Critic's Grading is a critical factor for me	3.77	0.877	
Satisfied with my purchase when following wine critics grading/opinion	3.63	0.731	
Winery Marketing			0.42
Winery image is a critical factor for me	3.46	0.657	
When celebrities decided to endorse/ promote, that products must be up to standard or better	3.51	0.919	

On the first round of data analysis, the researcher encountered a low Cronbach's Alpha .437. (see appendix D). The Cronbach Alpha data is very useful to help me understand the internal consistency and how closely related of the research question as a group. The reliability test (see appendix) also shown the Corrected Item-Total Correlation value (it signifies the correlation between each question in the questionnaire and the total reliability rate), to suggest some questions has a low correlation, for which indicates that some of the questions need to be remove from the overall questionnaire.

After further study with the data, a few questions have been removed, as the data suggested the relationship with the research is comparatively insignificant, the Cronbach's Alpha improved to an acceptable level at .735 (see appendix). It provided the researcher an excellent indication on improving new set of research questions for the bigger and larger scale in the near future. A Pearson's Correlation test and Multiple Regression (see appendix) were tested in this pilot run, the researcher understand that due to limited number of samples, the result from the Multiple Regression test might be invalid.

Discussions that Will Emerge from the Findings

The sample size was small and limited which prevented any segmentation in the pilot test. Future research with a larger sample size and longer time frame would be preferred to prevent a limited representation of the sample population, to make the results more generalized. Furthermore, the selections

of questions for future search need to be increase, as for the pilot test; the questions might not be the most precise interpretation. After the initial pilot test, the researcher recognized that at least 6 to 8 questions for each factors will be ideal to achieve better and more in depth result for the testing.

From the analysis of the findings, the brand recognition has indicated a better alpha reliability for its correlations coefficient as well as expectation ratio. Consequently, there will be a higher likelihood that most of the subjects prefer the brand over the other factors. Therefore, this pilot test indication that brand recognition has a positive effect on the purchase perceptions of the buyers. Some of the female participants has selected label design over male suggested that feminine nature meaning that the cue influences the buying decisions of that segment of consumers. The critic's grading and opinions has been acknowledged as a common source of information regarding wines. Shoppers take into account the information obtained from the critics when buying wines. Due to limited samples size; the significant of country of origin and winery marketing does not response well in the pilot test, due to bad research question designed. However, with better preparation, the research believes that both factors would proven significant.

Chapter 5: Conclusion & Contributions

The researcher believed that this study have serious implications to the winery industry. The finding positively helps the marketers to improve their

selling strategies. Since the study anticipates finding a positive relationship between the consumers' attitude and winery marketing, the wineries will be required to design their sales strategies based on the interests of the buyers. The wine companies can obtain critical knowledge about the purchasing behaviour of the shoppers. The recommendations from this research will help the management of these firms to address the consumers' needs when producing wine and designing the labels of the brands.

The identified gap shown that there are challenges that consumers encounter when presented with a variety of wine brands. In a normal situation, average wine buyers are often overwhelmed by the amount and diversity of options displayed on supermarket shelves. Similarly, the wine industry is a rapidly changing marketplace due to ever-shifting consumer tastes and preferences as well as the need for safe and healthy products.

Therefore, in order for any wine company to stand out in the highly competitive wine industry, it has to incorporate incongruity effects in its marketing efforts. As a result, this will help them to meet the customers' needs and expectations while remaining relevant in the market.

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Appendix A - Questionnaire

Part I – Demographic Data

1. **Gender:** Male / Female
2. **Age:** 18 – 25 / 26 – 35 / 36 – 45 / 36 – 45 / 56 or Above
3. **Education:** High School / University (Diploma/ Degree) / Postgraduate
4. **Formal Wine Education:** Yes / No
5. **What is your regular budget (in HKD) for a bottle wine:** 100-499 / 500-1199 / 1200-2499 / 2500-4999 / 5000+
6. **When buying wine what are your key criteria:** CO/BR/LPD/CG/WM/O*

Country of Origin

7. **Country of origin is a critical factor for me:** SA/A/N/D/SD*
8. **I often buy wine from this continent:** Europe/ Australia/ North America/ South America/ Rest of the world

Brand Recognition

9. **Brand Recognition is a critical factor for me:** SA/A/N/D/SD*
10. **When recommended by others (word of mouth), the wine must be good:** SA/A/N/D/SD*

Label/ Packaging Design

11. **Label/Packaging Design is a critical factor for me:** SA/A/N/D/SD*
12. **I will pay extra for better design bottling/ packaging:** SA/A/N/D/SD*

Critic's Grading

13. **Critic's Grading is a critical factor for me:** SA/A/N/D/SD*
14. **Satisfied with my purchase when following wine critics grading/opinion:** SA/A/N/D/SD*

Winery Marketing

15. **Winery image is a critical factor for me:** SA/A/N/D/SD*
16. **When celebrities decided to endorse/ promote, that products must be up to standard or better:** SA/A/N/D/SD*

CO/ BR/ LPD/ CG/ WM/ O* = Country of Origin/ Brand Recognition/ Label Packaging Design/ Critic's grading/
Winery Marketing/ Others

SA/A/N/D/SD* = Strongly Agree/ Agree/ Neutral/ Disagree/ Strongly Disagree

Appendix B - Descriptive Statistics SPSS)

Descriptive Statistics

	N	Mean	Std. Deviation
Gender	35	1.37	.490
Your Age	35	2.94	1.083
Your Education	35	2.63	.490
What is your regular budget (in HKD) for a bottle of wine	35	1.40	.651
When buying wine what are your key criteria	35	2.74	1.930
1a) Country of origin is a critical factor for me	35	3.80	.719
1b) I often buy wine from this continent	35	2.09	1.721
2a) Brand Recognition is a critical factor for me	35	3.51	.887
2b) When recommended by others (word of mouth), the wine must be good	35	3.69	.832
3a) Label/Packaging Design is a critical factor for me	35	3.14	.733
3b) I will pay extra for better design bottling/ packaging	35	3.06	1.056
4a) Critic's Grading is a critical factor for me	35	3.77	.877
4b) Satisfied with my purchase when following wine critics grading/opinion	35	3.63	.731
5a) Winery image is a critical factor for me	35	3.46	.657
5b) When celebrities decided to endorse/ promote, that products must be up to standard or better	35	3.51	.919
Valid N (listwise)	35		

Appendix C – Respondent Frequency Table (SPSS)

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	22	62.9	62.9	62.9
	Female	13	37.1	37.1	100.0
	Total	35	100.0	100.0	

Your Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 - 25	2	5.7	5.7	5.7
	26 - 35	12	34.3	34.3	40.0
	36 - 45	10	28.6	28.6	68.6
	46 - 55	8	22.9	22.9	91.4
	56 or Above	3	8.6	8.6	100.0
	Total	35	100.0	100.0	

Your Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	University (Diploma/ Degree)	13	37.1	37.1	37.1
	Master or Above	22	62.9	62.9	100.0
	Total	35	100.0	100.0	

What is your regular budget (in HKD) for a bottle wine

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	100 - 499	24	68.6	68.6	68.6
	500 - 1199	8	22.9	22.9	91.4
	1200 - 2499	3	8.6	8.6	100.0
	Total	35	100.0	100.0	

When buying wine what are your key criteria

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Country of Origin	15	42.9	42.9	42.9
	Brand Recognition	5	14.3	14.3	57.1
	Label/Packaging Design	2	5.7	5.7	62.9
	Critic's Grading	6	17.1	17.1	80.0
	Winery Image/Marketing	1	2.9	2.9	82.9
	Others e.g. Price, Taste	6	17.1	17.1	100.0
	Total	35	100.0	100.0	

Country of origin is a critical factor for me

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	1	2.9	2.9	2.9
	Neutral	10	28.6	28.6	31.4
	Agree	19	54.3	54.3	85.7
	Strongly Agree	5	14.3	14.3	100.0
	Total	35	100.0	100.0	

I often buy wine from this continent

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Europe	24	68.6	68.6	68.6
	Australia	1	2.9	2.9	71.4
	North America	1	2.9	2.9	74.3
	South America	1	2.9	2.9	77.1
	Rest of the world	8	22.9	22.9	100.0
	Total	35	100.0	100.0	

Brand Recognition is a critical factor for me

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	4	11.4	11.4	11.4
	Neutral	14	40.0	40.0	51.4
	Agree	12	34.3	34.3	85.7
	Strongly Agree	5	14.3	14.3	100.0
	Total	35	100.0	100.0	

When recommended by others (word of mouth), the wine must be good

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	3	8.6	8.6	8.6
	Neutral	10	28.6	28.6	37.1
	Agree	17	48.6	48.6	85.7
	Strongly Agree	5	14.3	14.3	100.0
	Total	35	100.0	100.0	

Label/Packaging Design is a critical factor for me

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	2.9	2.9	2.9
	Disagree	3	8.6	8.6	11.4
	Neutral	22	62.9	62.9	74.3
	Agree	8	22.9	22.9	97.1
	Strongly Agree	1	2.9	2.9	100.0

Total	35	100.0	100.0
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I will pay extra for better design bottling/ packaging

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	5.7	5.7	5.7
	Disagree	9	25.7	25.7	31.4
	Neutral	12	34.3	34.3	65.7
	Agree	9	25.7	25.7	91.4
	Strongly Agree	3	8.6	8.6	100.0
	Total	35	100.0	100.0	

Critic's Grading is a critical factor for me

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	2.9	2.9	2.9
	Disagree	1	2.9	2.9	5.7
	Neutral	9	25.7	25.7	31.4
	Agree	18	51.4	51.4	82.9
	Strongly Agree	6	17.1	17.1	100.0
	Total	35	100.0	100.0	

Satisfied with my purchase when following wine critics grading/opinion

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	2	5.7	5.7	5.7
	Neutral	12	34.3	34.3	40.0
	Agree	18	51.4	51.4	91.4
	Strongly Agree	3	8.6	8.6	100.0
	Total	35	100.0	100.0	

Winery image is a critical factor for me

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	2	5.7	5.7	5.7
	Neutral	16	45.7	45.7	51.4
	Agree	16	45.7	45.7	97.1
	Strongly Agree	1	2.9	2.9	100.0
	Total	35	100.0	100.0	

When celebrities decided to endorse/ promote, that products must be up to standard or better

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	6	17.1	17.1	17.1
	Neutral	9	25.7	25.7	42.9

Agree	16	45.7	45.7	88.6
Strongly Agree	4	11.4	11.4	100.0
Total	35	100.0	100.0	

Appendix D - Pilot Test SPSS Result (Round 1) – Reliability Test (All Factors)

Case Processing Summary

		N	%
Cases	Valid	35	100.0
	Excluded ^a	0	.0
	Total	35	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.437	15

Item-Total Statistics

	Scale Mean if Deleted	Scale Variance if Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Gender	43.37	24.829	.050	.437
Your Age	41.80	25.165	-.094	.485
Your Education	42.11	24.575	.103	.430
What is your regular budget (in HKD) for a bottle of wine	43.34	26.938	-.303	.494
When buying wine what are your key criteria	42.00	17.000	.288	.363
1a) Country of origin is a critical factor for me	40.94	27.585	-.369	.512
1b) I often buy wine from this continent	42.66	24.526	-.128	.549
2a) Brand Recognition is a critical factor for me	41.23	21.770	.333	.374
2b) When recommended by others (word of mouth), the wine must be good	41.06	22.114	.320	.380

3a) Label/Packaging Design is a critical factor for me	41.60	21.071	.550	.338
3b) I will pay extra for better design bottling/ packaging	41.69	21.692	.255	.388
4a) Critic's Grading is a critical factor for me	40.97	21.911	.321	.378
4b) Satisfied with my purchase when following wine critics grading/opinion	41.11	21.751	.444	.361
5a) Winery image is a critical factor for me	41.29	21.563	.544	.350
5b) When celebrities decided to endorse/ promote, that products must be up to standard or better	41.23	21.593	.337	.371

Appendix E - Pilot Test SPSS Result – Reliability Test (per factor)

Country of Origin

Reliability Statistics

Cronbach's Alpha ^a	N of Items
-.477	2

a. The value is negative due to a negative average covariance among items. This violates reliability model assumptions. You may want to check item codings.

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
1a) Country of origin is a critical factor for me	2.09	2.963	-.271	.
1b) I often buy wine from this continent	3.80	.518	-.271	.

Brand Recognition

Reliability Statistics

Cronbach's Alpha	N of Items
.704	2

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
2a) Brand Recognition is a critical factor for me	3.69	.692	.544	.
2b) When recommended by others (word of mouth), the wine must be good	3.51	.787	.544	.

Label/ Packaging Design

Reliability Statistics

Cronbach's Alpha	N of Items
.656	2

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
3a) Label/Packaging Design is a critical factor for me	3.06	1.114	.521	.
3b) I will pay extra for better design bottling/ packaging	3.14	.538	.521	.

Critic's Grading

Reliability Statistics

Cronbach's Alpha	N of Items
.740	2

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
4a) Critic's Grading is a critical factor for me	3.63	.534	.597	.
4b) Satisfied with my purchase when following wine critics grading/opinion	3.77	.770	.597	.

Winery Marketing

Reliability Statistics

Cronbach's Alpha	N of Items
.420	2

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
5a) Winery image is a critical factor for me	3.51	.845	.281	.
5b) When celebrities decided to endorse/ promote, that products must be up to standard or better	3.46	.432	.281	.

Appendix F - Pilot Test SPSSS Result (Round 2) – Reliability Test (All Factors)

Case Processing Summary

		N	%
Cases	Valid	35	100.0
	Excluded ^a	0	.0
	Total	35	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.735	9

Item-Total Statistics

	Scale Mean if Deleted	Scale Variance if Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
1a) Country of origin is a critical factor for me	27.77	17.887	-.073	.778
2a). Brand Recognition is a critical factor for me	28.06	13.467	.569	.681
2b) When recommended by others (word of mouth), the wine must be good	27.89	14.104	.506	.694
3a) Label/Packaging Design is a critical factor for me	28.43	14.017	.620	.679
3b) I will pay extra for better design bottling/ packaging	28.51	14.492	.293	.739
4a) Critic's Grading is a critical factor for me	27.80	14.341	.428	.708
4b) Satisfied with my purchase when following wine critics grading/opinion	27.94	14.644	.497	.698
5a) Winery image is a critical factor for me	28.11	14.810	.537	.695
5b) When celebrities decided to endorse/promote, that products must be up to standard or better	28.06	14.173	.425	.709

Appendix G - Pilot Test SPSS Result – Correlation Coefficient

Correlations

		Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10	Q11	Q12	Q13	Q14	Q15
Q1	Pearson Correlation	1	-.291	-.388 [*]	-.018	.042	-.033	.310	.292	-.066	.012	-.042	.135	-.178	.097	-.045
	Sig. (2-tailed)		.090	.021	.916	.812	.849	.070	.089	.707	.947	.810	.440	.306	.581	.799
	N	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35
Q2	Pearson Correlation	-.291	1	.402 [*]	-.217	.077	.060	.018	-.336 [*]	.077	-.063	-.126	-.138	-.028	-.210	.089
	Sig. (2-tailed)	.090		.017	.211	.659	.730	.916	.048	.659	.717	.472	.429	.875	.226	.609
	N	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35
Q3	Pearson Correlation	-.388 [*]	.402 [*]	1	-.166	.114	.200	-.170	.046	.210	-.012	-.185	.070	.342 [*]	-.005	-.021
	Sig. (2-tailed)	.021	.017		.341	.516	.249	.328	.791	.226	.947	.287	.688	.044	.976	.907
	N	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35
Q4	Pearson Correlation	-.018	-.217	-.166	1	-.103	-.138	-.032	-.061	-.413 [*]	-.062	-.120	-.041	-.359 [*]	-.096	.039
	Sig. (2-tailed)	.916	.211	.341		.556	.429	.857	.727	.014	.725	.493	.814	.034	.582	.823
	N	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35
Q5	Pearson Correlation	.042	.077	.114	-.103	1	-.631 ^{**}	.210	.045	.205	.131	.181	.155	.222	.397 [*]	.143
	Sig. (2-tailed)	.812	.659	.516	.556		.000	.225	.797	.239	.455	.299	.373	.200	.018	.413
	N	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35
Q6	Pearson Correlation	-.033	.060	.200	-.138	-.631 ^{**}	1	-.271	.074	.039	.111	-.178	-.121	-.089	-.236	.027
	Sig. (2-tailed)	.849	.730	.249	.429	.000		.116	.674	.823	.524	.306	.488	.609	.172	.879
	N	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35
Q7	Pearson Correlation	.310	.018	-.170	-.032	.210	-.271	1	-.222	-.391 [*]	.037	.030	-.201	-.044	-.036	-.233
	Sig. (2-tailed)	.070	.916	.328	.857	.225	.116		.199	.020	.835	.866	.247	.802	.839	.178
	N	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35
Q8	Pearson Correlation	.292	-.336 [*]	.046	-.061	.045	.074	-.222	1	.544 ^{**}	.381 [*]	.031	.609 ^{**}	.394 [*]	.392 [*]	.207
	Sig. (2-tailed)	.089	.048	.791	.727	.797	.674	.199		.001	.024	.862	.000	.019	.020	.233
	N	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35
Q9	Pearson Correlation	-.066	.077	.210	-.413 [*]	.205	.039	-.391 [*]	.544 ^{**}	1	.317	.289	.221	.383 [*]	.270	.217
	Sig. (2-tailed)	.707	.659	.226	.014	.239	.823	.020	.001		.064	.092	.202	.023	.116	.210
	N	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35
Q10	Pearson Correlation	.012	-.063	-.012	-.062	.131	.111	.037	.381 [*]	.317	1	.521 ^{**}	.235	.266	.532 ^{**}	.368 [*]
	Sig. (2-tailed)	.947	.717	.947	.725	.455	.524	.835	.024	.064		.001	.174	.122	.001	.030
	N	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35
Q11	Pearson Correlation	-.042	-.126	-.185	-.120	.181	-.178	.030	.031	.289	.521 ^{**}	1	-.113	.143	.428 [*]	.332
	Sig. (2-tailed)	.810	.472	.287	.493	.299	.306	.866	.862	.092	.001		.520	.414	.010	.051
	N	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35
Q12	Pearson Correlation	.135	-.138	.070	-.041	.155	-.121	-.201	.609 ^{**}	.221	.235	-.113	1	.597 ^{**}	.442 ^{**}	.223
	Sig. (2-tailed)	.440	.429	.688	.814	.373	.488	.247	.000	.202	.174	.520		.000	.008	.198

	N	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35
Q13	Pearson Correlation	-.178	-.028	.342*	-.359*	.222	-.089	-.044	.394*	.383*	.266	.143	.597**	1	.241	.293
	Sig. (2-tailed)	.306	.875	.044	.034	.200	.609	.802	.019	.023	.122	.414	.000		.162	.088
	N	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35
Q14	Pearson Correlation	.097	-.210	-.005	-.096	.397*	-.236	-.036	.392*	.270	.532**	.428*	.442**	.241	1	.281
	Sig. (2-tailed)	.581	.226	.976	.582	.018	.172	.839	.020	.116	.001	.010	.008	.162		.102
	N	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35
Q15	Pearson Correlation	-.045	.089	-.021	.039	.143	.027	-.233	.207	.217	.368*	.332	.223	.293	.281	1
	Sig. (2-tailed)	.799	.609	.907	.823	.413	.879	.178	.233	.210	.030	.051	.198	.088	.102	
	N	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35

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

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