



AN EXPLANATORY STUDY ON SPECIFIC PREFERENCES AND
CHARACTERISTICS OF WINE TOURISTS AT PB VALLEY

by
BERNHARD GAKSCH

A Thesis submitted in partial fulfillment
of the requirements for the degree of

Master of Arts in Tourism Management

Graduate School of Business
Assumption University
Bangkok, Thailand

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ACCEPTANCE

This dissertation was prepared under the direction of the candidate's Advisor and Committee Members/Examiners. It has been approved and accepted by all members of that committee, and it has been accepted in partial fulfillment of the requirements for the degree of Master of Arts in Tourism Management in the Graduate School of Tourism Management of Assumption University of Thailand.

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ABSTRACT

The overall objective of this study was to investigate the specific characteristics and preferences of wine consumers. This being part of the various wine attributes, factors influencing wine purchase, purpose of wine drinking, wine variety, origin of wine, motivation to visit wine region, attitude of staff, and the various demographic variables. In order to analyze and understand these variables, relevant theories and concepts were implemented to form the theoretical and conceptual frameworks.

In this research, the researcher implemented the sample survey technique and 436 sets of questionnaires were distributed at PB Valley Winery and Resort in the Khao Yai province in Thailand. The target population was those who traveled to the winery in order to tour the winery and experience wine tasting. The non-probability, judgment sampling was used as the sampling technique. Wilcoxon Sign Ranked Test, one-way ANOVA, and t- test were used in this research.

From the research it can be concluded in regards to gender, age, and experience (years of wine drinking) that most of the respondents went to winery for the purpose of visiting, drinking, and tasting the wine of the region. It could be seen that the ages of 30-39 were more acquainted with the various wines and knew mostly what they wanted and what they had in their expectations, as well those who had been drinking for a time period of 10 to 14 years were also more knowledgeable with the various characteristics they wanted to experience at the destination. Most of the visitors at the end of the tour purchased a bottle of wine. Some of the visitors also stayed for a meal in the restaurant. In regards when asked on the attitudes of the staff they all were very satisfied in the knowledge of the staff at the destination. The staffs had the knowledge to portray the aspects of the wines sold at the winery and also were

able to inform guests on which wine properly compliments which type of food. In the regards to the motivation to visit the winery, most of them were recommendation by friends or family members. The aspect of wine tasting was an experience that they wanted to have, since PB Valley offers the opportunity of wine tasting during its tour of the winery, the respondents were all appreciative of this aspect. Since PB Valley is close to Bangkok and word of mouth seems to travel fast many of the visitors have heard of the winery or destination prior from friends or relatives.

Recommendations and suggestions were based on these findings that suggest strategic implications for the winery and wine marketers.



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In the process of pursuing towards the end of my Masters Degree I look back at the times that I had in this program and memories fall into my mind. All the people who have entered my life may they be Professors, Instructors, Fellow Classmates, and staff, have become a little family away from home. Finally, achieving my goal in finishing this dissertation it is time to honor a few of these people who have touched my heart throughout my time in TRM.

Firstly, the most important person and factor of me accomplishing this dissertation is my Mother who has continually pushed me to finish my studies since my Bachelor's until my Master's. She has been a guiding light and a great teacher in her own way. I love you.

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Chapter 1

Generalities of the Study

1.1 Background of the study

The background for the study is based on finding the specific preferences and the characteristics of wine tourist at PB Valley. The study focuses on many objectives in the choices of his/her particular wine and what is the common trend for people to choose. In the study the researcher focuses on the consumer preferences and selection, as well as on the demographic aspects of wine purchasing behavior, whether these variables have an effect on the decision made by the wine tourist at PB Valley.

Tourism has grown to become one of the biggest industries in the world. Tourism has grown into various fields, segments, and directions because of tourists preferences. One segment of tourism that has been around for the ages is gastronomic tourism; this segment has been around since the early travels to Inn's and places of rest for the weary traveler.

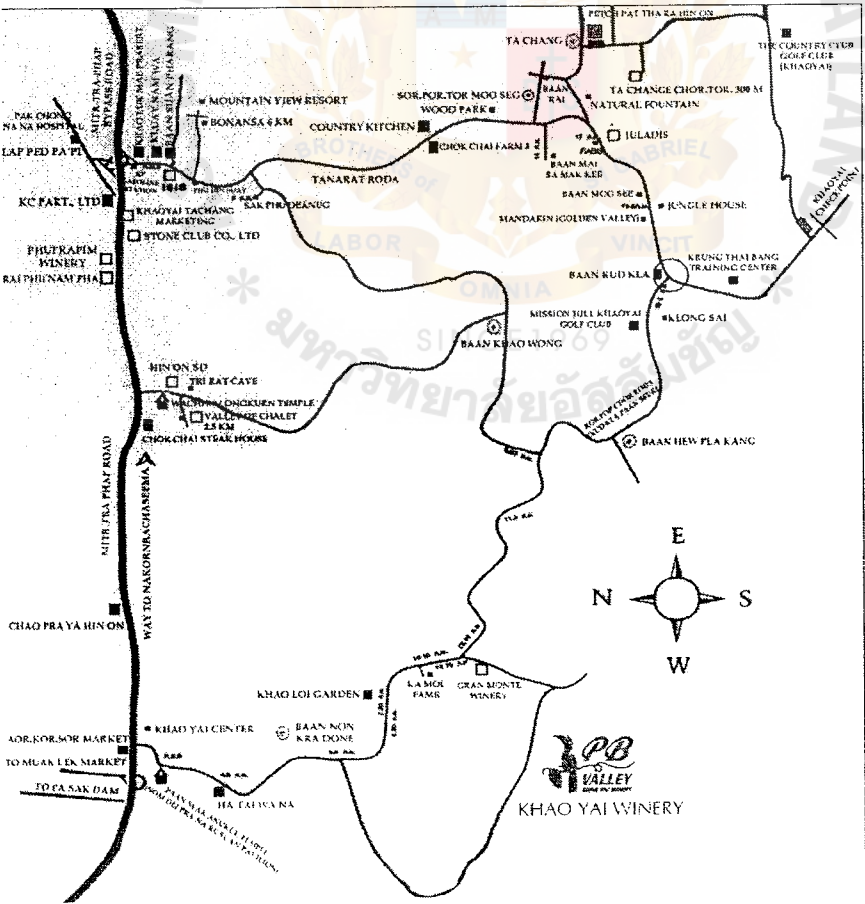
Gastronomic tourism focuses mainly on food and drink of a certain area that is interesting for tourist to go and visit because of the type of food or drink they are able to find in that place. In the research the main focus of course will be on Wine.

Wine can be classified into a simple definition of an alcoholic beverage obtained by the alcoholic fermentation of fresh or dried grapes, or other fruits such as gooseberries. This term is also sometimes applied to the juice of grapes fresh grapes or other fruits (Harris and Howard, 1996). Wine is also usually categorized by the region where it comes from and by its color such as red, white, rose.

Wine Tourism, which used to be part of gastronomic tourism has spread out and become a segment by itself. Wine tourism being very famous in Europe, Australia, New Zealand, and now Asia as well, its origins come from Europe of the famous areas in France, Italy, and Germany. It has become so popular that there are actual wine routes in place or being developed for tourists to be able to visit the various wineries that are existing in the particular wine area. Another popular aspect is occurring in Europe and Australia and many people travel to visit the various wineries for their pleasure. Many nations are having success with Wine Tourism in bringing in this new type of tourists to add to their Gross Domestic Product (GDP). Wine Tourism has also started to show its potential in Thailand sprouting ideas to many Thai's to invest in this new niche market. The aspect of Wine Tourism in Thailand will also be focused on in the research; in regards to if it has any link with purchasing behavior. Wine Tourism in Thailand is still rather small and the actual wineries that produce wine for the purpose of wine tourism are PB Valley Winery and Resort and Siam Winery which is still in the process of construction. In the study the researcher will focus on PB Valley Winery and Resort as the area of research. Thailand itself is not very well known for a country producing wine, but in October of 2006 the wine that put Thailand on the wine market was a Shiraz 2002 which won the Silver Medal at the Annual Wine Challenge (AWC) in Vienna with a score of 87.9, and the Tempranillo has been added to the Tom Stevenson Wine Report for 2007 (Personal interview with Mr. Heribert Gaksch, Managing Director of PB Valley. See appendix for more information on PB Valley), giving Thailand a start in the wine industry and a leading road to Wine Tourism.

PB Valley Winery and Resort is located in Khao Yai which is a beautiful area of jungle forests and sanctuary for wildlife, as well as one of the most famous areas for producing wine grapes and ideal for the Latitude wines of Thailand. Traditionally, grapes for wine-making have been grown between the 30th and 50th parallels in both the northern and southern hemispheres. Thailand has pioneered the production of what is referred to as 'New Latitude' wines, made from grapes grown in a narrow band in the north between the 14th to 18th parallels. Khao Yai is located towards the Northeastern part of Thailand and has ideal temperatures for growing wine grapes and other crops as well. PB Valley Winery and Resort is located short before the entrance of the Khao Yai National Park at can be easily accessed by car or bus.

Figure 1.1 Map of PB Valley Winery and Resort



Source: PB Valley Winery and Resort Website: www.khaoyaiwinery.com

In the case of the Tourism Authority of Thailand they were unable to give statistics of the amount of visitor to wine tourism facilities since they are still in the process of investigating into this new trend of tourism in Thailand and are in the basis of creating marketing strategies for the future.

1.2 Statement of the Problem

The problem that is faced with is the fact that there are not many Wineries in Thailand that produce their own wine, making it difficult to compare. There are many distributors of alcoholic beverages which import wine to the country, and talking to them is very difficult since of reluctance to give time. Thailand being also one of the highest whiskey drinking nations in the world doesn't have much focus on the wine industry. Wine regions are also quiet spread apart making it difficult to travel to and visit, all being on different ends of the country. In the case of Wine Tourism there are only two Wineries that cater to the needs of this type of tourist, which have only been opened within this year. Since they are still in the implementation stage of their business it will be seen if the increasing interest in this market will give them success. There are just some restrictions to the research that currently exist. There is limited information on Wine Tourism in Thailand since it is a new market and the Tourism Authority of Thailand has not yet acted on this market as a whole yet or planned for the promotion of this segment. There is still no integration between the two sectors, as well as not enough market research done into the Thailand Wine Tourism Market as asked by the researcher through a telephone interview with the T.A.T.

The research questions of the study are as follows:

1. What are wine consumers/tourist characteristics and specific preferences when selecting a wine?
2. Are there significant relationships between key demographic variables such as age, gender, income, and amount of years of wine drinking experience, and their wine selecting preference?
3. What are the motivations for a visit to a winery in particular?
4. Whether there is any link between wine tourism experience and subsequent wine purchasing behavior?

1.3 Research Objectives

1. To investigate the wine consumers/tourist characteristics and specific preferences when selecting a wine.
2. To find out relationships between demographic characteristics and wine selection preferences.
3. To investigate the relationship between wine tourism experience and wine purchasing behavior.

1.4 Scope of the Research

This study includes people who visited this study area (PB Valley and Resort) were on an excursion during a journey or a holiday, enthusiastic in vineyard activities requesting information on gastronomy and not simply interested in purchasing wine, such as the production process, grape picking, fermentation process, bottling, corking, and wine tasting through a guided tour.

The scope research also investigates on the decision making of the wine consumers/tourists and their preferences related on several factors (flavor, color, taste,

price and year). The demographic variables such as gender, age, income, social standing, and their experience in years of wine drinking are also included.

The place of research will take place at PB Valley Estate which is in the Khao Yai region towards the northeastern part of Thailand. Well known for its farmlands and wine grape growth. PB Valley holds a vineyard and resort for travelers. Offering Day trips as well as lodging for stay over. The questionnaire was distributed at PB Valley Estate. The research was based on the PB Valley Visitors.

1.5 Significance of the Study

The significance of the study and benefactors of the study of course will be PB Valley Estate since they will be able to learn of their capabilities as well as their customer recognition. They will also be able to learn of their service that they are offering to their consumers and the effectiveness of the staff that they have. They can also learn of the main purpose if the customers visit to the winery and exploit further on the research. The other benefactor of this study will also be the Tourism Authority of Thailand since Wine Tourism is still a relatively new Niche Market in the tourism industry in Thailand.

The research can be beneficial for further targeting further and deeper into new tourism markets, as well as attracting more tourism into the Thai tourism market. The Tourism Authority of Thailand (TAT) is currently in the process to set up promotional tactics for this segment in the tourism market and this research can be used to aim at the proper segment to attract to visit the region. The TAT is then also able to see whether the possibility if integrating wineries and tourism operators to further enhance this market. They will also learn whether this niche is being utilized enough or further exploitation is needed.

1.6 Limitations of the Research

1. This research mainly focuses on finding out the demographic characteristics, wine consumer/tourists preference, and tourism experience of wine tourists who are traveling to Thailand having some special interest for wine; therefore, the findings cannot be generalized to all kinds of tourists visiting Thailand for a variety of purposes.
2. The research focused only on three demographic variables which are age, gender and income, based on the review of selected literature.
3. The present research will be conducted in a specific timeframe; therefore its finding might not be applicable for all timeframes.

1.7 Definition of terms

Gastronomic Tourism: tourism that uses food and drink as a purpose for travel (Mitchell & Hall, 2003).

Harvest: crop, yield, produce, return, fruitage, ingathering (Encarta, 1999).

New Latitude Wines: Originally grapes for wine making have been grown between the 30th and 50th parallels in both the northern and southern hemispheres. Thailand has pioneered the production of what is referred to as New Latitude wines made from grapes grown in a narrow band in the north between the 14th and 18th parallels.

Fruit Wines: In addition to making wine from grapes, wine can be made from popular choices such as pineapple, Roselle, passion fruit, mulberry, strawberry, and many more. (Heribert Gaksch PB Valley Newsletter June, 2006).

Wine:

1. **Alcohol fermented from grapes:** an alcoholic drink made by fermenting the juice of grapes.

2. **Alcohol fermented from other fruit:** an alcoholic drink made by fermenting the juice or an infusion of another fruit, a flower, or a vegetable.
3. **Something stimulating or intoxicating:** something that has stimulating or intoxicating effect resembling that of wine (literary) (Encarta 1999).

Wine Festivals: exhibitions and promotions of wines (Goldsmith & Hauteville, 1998).

Wine Consumers: purchasers of wine for personal consumption (Cambourne et. Al, 2000).

Wine Marketing Strategy: Strategies used to promote the purchase and consumption of wine, at cellar doors, supermarkets, and various other places of distribution (Cambourne et. Al, 2000).

Wine Tourism: refers to tourism whose purpose is or includes the tasting, consumption, or purchase of wine, often at or near the source. Wine tourism can consist of visits to wineries, vineyards, and restaurants known to offer unique vintages, as well as organized wine tours, wine festivals, or other special events. Many wine regions around the world have found it financially beneficial to promote such tourism; accordingly, growers associations and others in the hospitality industry in wine regions have spent significant amounts of money over the years to promote such tourism (Getz, 1998).

In the previous section the definitions should give a helpful insight on this study. In the following Chapter will portray the Literature Review of previous study on this topic. Showing what previous researchers have done and explored in the wine tourism market throughout the world.



PB Valley Wine

Chapter 2

Review of Related Literature and Studies

The Literature used in the search for further information on wine tourists→→ and their specific preferences was found through the search of statistics, trade journals, articles, scholarly journals, magazines, and books for the various supplementary data to support the research. The Literature gave a lot of helpful insight on the various behaviors of wine consumers and their preferences being able to establish a conceptual framework for this research.

2.1 Overview of the Wine Consumer/Tourist

Wine Tourism and Consumption is a subset of food Tourism, being defined as visitation to vineyards, wineries, wine festivals, wineries, and wine shows, for which grape wine tasting and or experiencing the attributes of a grape wine region are the prime motivating factors for visitors (Hall, 1996). This definition is true to most of the worlds wine producers but as can be seen in many Asian countries that wine is not solely related to the fermenting of grapes but also to other various fruits and sources to produce wine. The need for food to be a primary factor in influencing travel behavior and decision making that as a form of special interest travel, food and wine tourism may possibly be regarded as an examples of culinary, gastronomic, gourmet or cuisine tourism that reflects consumers for whom interest in food and wine is a form of 'serious leisure' (Hall and Mitchell, 2001; Hall et al., 2003; Mitchell and hall, 2003). Getz (1998) highlights links with cultural tourism, rural tourism, urban tourism, industrial tourism, and festivals and events. Many different variations do exist in the definition of this segment.

This type of tourism and consumer preference relates to visits to expensive and high end destinations, which have the tendency to be expensive and exclusive to a certain group making this a niche market.

2.1.1 Wine tourism

Wine Tourism being still a rather small scale segment of the global tourism industry has been slowly expanding since the 1970's. Starting off in Europe through is reformation of the agricultural structure during that time. The creation of direct selling to the customer and being in direct contact with the consumer would help this segment of the industry, although the consumer didn't actually realize they were marked as a tourist to the tourism researcher they were just that. In the production perspective it showed a number of advantages of food and wine tourism that could therefore be identified (Hall et al., 2003), especially for small producers.

The following were the guidelines explored by Hall et al., 2003 in creating a higher potential for wine cellars and wine producers on what advantages they would have including wine tourism.

- **Create relationships with customers.** The consumer's satisfaction would create positive word of mouth advertising. Opportunity to meet staff and to see the process involved.
- **Increased Margins** through direct sales to the customer, where the absence of distribution costs is minimized.
- **Increased consumer exposure** to the product and the increased opportunity to sample the product.
- **Build brand awareness and loyalty** through establishing the links between the producer and consumer, and purchase of company branded merchandise.

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- **An additional sales outlet**, or for smaller producers who cannot guarantee volume or consistency of supply, perhaps the only feasible sales outlet.
- **Marketing Intelligence** on product on the customer. The producers can get immediate feedback on the consumer's reaction to their products and are able to create and further their product range. Mailing lists can be created, which in return built a customer database.
- **Educational opportunities**. Visits help create awareness to the consumer of the location. The knowledge and interested created by this exposure can be expected to result in increased consumption.

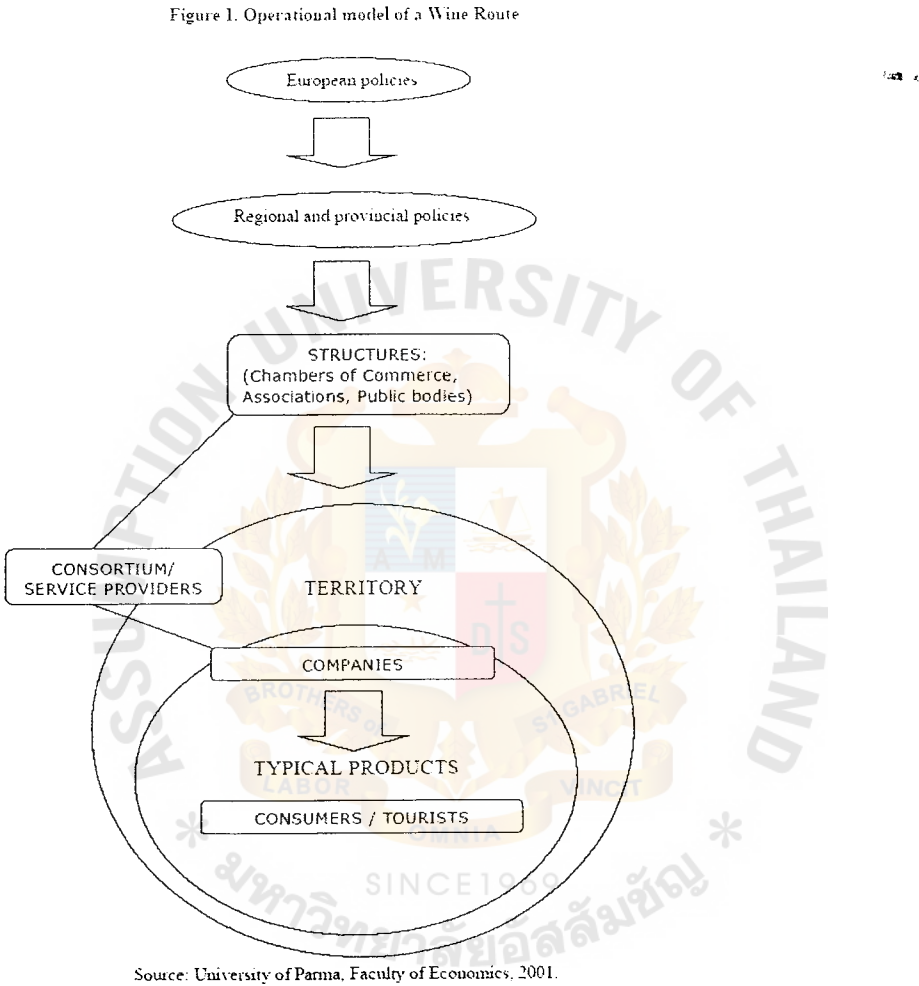
2.1.2 Success factors of wine tourism

Carlsen, Getz, & Dowling (1998) identified the wine industry, tourist organizations and government bodies as an important factor in the wine tourism industry. They also listed a number of success factors as well to develop and market the wine tourism destination and success of wineries. The following points show what is needed for these success factors to work.

- Wine routes and trails are well signposted.
- Wine festivals and special events.
- Fine dining and gourmet restaurants.
- A strong tourism marketing organization.
- Maintaining a consistent wine related image.
- Offering a broad range of attractions and activities.
- Providing unique accommodation such as country inns.
- Concentrating a large numbers of wineries in one area.

The below model is an operational model of a wine route in Europe, explaining how a wine route works and the involvement of the all the parties needed to be successful.

Figure 2.1 Operational model of a wine route



In South Africa for example Bruwer (2003) talked of the wine tourism market and Development of wine routes in that country. He depicted wine routes as the roadways to the core attractions in wine tourism, the wines, and the wineries (Bruwer, 2003). His research found that travelers were willing to travel approximately 200 km to visit a destination. These statistics shows that there is further success for visitors who would like to visit the destination.

2.2 Travel trends of Wine Consumers/Tourists

The Wine tourism and consumption trend has risen for many of this niche market.

These are some of the reasons (EPCG, 2001):

- Choice of vacationing around cuisine and wine.
- Participation in restaurant dining and local cafés.
- Touring a region's wineries where stay is one night or longer.
- Day visiting wineries for excursion purposes and tasting.
- Interest in wine regions and their attractions.

It is said that the tourism experience can be derived into five stages pre-visit, travel to, on-site, travel from and post visit (Mitchell et. al., 2000), but many studies do not cover all five stages. Wine Tourism provides an excellent chance to study the on site tourist experience within a wider temporal (pre- and post visit) and spatial context. Wine is a tangible, transportable, and durable product that can be experienced and enjoyed in a number of locations before, during and on site winery experience (Mitchell et al., 2000).

In Table 2.1 shows a list of wine experiences and business opportunities across all the five phases of the tourism experiences. The five phases of the tourism experience are the pre-visit or anticipation phase, travel to the actual destination, destination and on site visit, traveling from the destination, and finally remembering the destination or the post visit also called the reminiscence stage. As you can see in the table 2.1 in full detail the various opportunities that the tourist will go through while planning, visiting, and leaving the destination.

Table 2.1: Wine Tourism and the Stages of the travel experience and associated marketing activities.		
Stage of Travel	Wine Experience	Marketing Opportunities
Pre Visit (Anticipation)	Wine from Destination /Winery at home, restaurant or wine club. Previous experience at winery/wine region. Previous experience of other wineries	Distribution in main origin areas for regional tourism. Positive on site experiences (past). Promotional material that uses place attributes as well as wine attributes.
Travel to	Promotional material and advertising for winery/ wine region. Wine en route (e.g. at restaurant or on airline). Airline promotional video/ in flight magazine article of destination that includes wine.	Wine on Airlines or major stopping points en route. Promotional video and magazine articles.
Destination/On Site Visit	Winery Experience: Tasting, Education/Interpretation, Service, Setting, Activities (Tours), Food.	Positive winery experience.
Travel from	Wine at hotel, restaurant, or café in region. Wine en route home.	Wine in local hotels, restaurants and cafés. Wine on Airlines or major stopping points en route.
Post Visit Reminiscence	Wine from destination/winery at home, restaurant or wine club. Previous experience at winery/ wine region. Previous experience of other wineries. Promotional material and advertising from winery and region. Photos and souvenirs. Wine purchased at cellar door. Mail order/ Newsletter/ Website.	Distribution in main origin areas for regional tourism. Positive on site experiences (past). Promotional material that use place attributes as well as wine attributes. Souvenirs, including videos. DVD's and books Mail order or Newsletter. Website
Source: After Mitchel et al. (2000) and Mitchell and Hall (2003)		

In the case study: winery visitation and post visit behavior in New Zealand showed that the experience received was of extremely pleasurable visit. Customers were satisfied in the areas of wine tasting, food, socializing, and price. The experience received by this group can be seen throughout most of the world that wine tourists/consumers are usually always satisfied at the end of their trip with the experience they have received in their choice of visit. In the study of New Zealand it has been also said that in the case of recommendations by word of mouth was very commonly experienced. Most of the sample group said that they had mentioned the winery to others. The on site experience and satisfaction can be portrayed as the essential importance of the consumer. It is all the about the experience received and the perception expressed to the consumer before reaching there.

2.3 Wine tourist/consumer market potential

The effective marketing of wine was discussed by Spawton (1990) and global wine marketing strategies. He discussed that because of mass wine production and the high competition in the global wine market, wine marketers should identify wine customers characteristics and the purchasing behaviors as well as anticipate the needs of the consumer. The success is reliant on the implementation of global strategies rather than how much wine the marketers produce (Spawton, 1990).

In the research done by Goldsmith and d'Hauteville (1998) on heavy wine consumers found that the enthusiasm and interest of wine consumers were the key factors in heavy wine consumption. The researches proposed that marketers who would like to capture heavy wine drinkers should concentrate their marketing tactics on the enthusiasm, interest and involvement of those wine consumers.

2.3.1 Wine Attributes and Consumer Preferences

There are several researches by Getz and Hall that have studied the wine consumer's preferences in various countries throughout the world. Gil and Sanchez (1997) examined wine attributes that affected Spanish wine purchasing behavior. It was found that the origin of the wine played the most important role in the purchasing behavior of local wine. Spanish consumers also found it important in the consideration of price and grape vintage.

Gluckman (1986) researched British wine consumers and found that there were two groups. The first group follows the requirements of color, packing appearance, country of origin, and the size of the container. The Second group looks for price, quality, reliability, taste, and the suitability for all tastes.

On the other hand a study in New Zealand by Thomas (2000) discussed that most of the opinions in wine purchasing, respectively depended on family and friends, any awards a wine has won, price and promotions, and the fame of the label. The New Zealanders listened mainly on friends' and family's opinion to avoid the risks in the wine purchase.

2.3.2 Wine Consumer/Tourist Motivation

The motivations of the visitors must be carefully monitored because in previous studies such as in Hall, O'Mahoney & Lockshin 2001 it could be seen that many of the visitors just happened to be in the area and then went to a winery visit out of coincidence wine operators should be well aware of this situation. In previous studies by the researchers in Table 2.2 it was also shown that most of the income came through the café or the restaurant rather than the wine tasting itself. If this is the case future advertising and promotions then should perhaps be aimed at the destination rather than the winery

alone. On another note though it was shown that two thirds of the customers were repeat visitors or results of a friend's recommendation.

Table 2.2: Wine Tourists Motivations-A Research Summary

Motivation to participate	Beverland et al., 1998	Hall and Macionis, 1998	Macionis and Cambourne, 1998	Mitchell, Hall and McIntosh, 2000	Ali-Knight and Charters, 2001
Winery as a rural tourism attraction	X	X	X	X	X
Taste wine	X	X		X	X
Buy Wine	X	X		X	X
Eat at winery	X	X	X	X	X
Learn about wine and wine making		X	X	X	X
Take a winery tour		X	X	X	X
Meet the wine maker		X	X	X	
A day out in the countryside			X	X	
Enjoy other attractions/activities	X	X	X		
Attend festivals and events		X	X	X	X
Enjoy other entertainments		X	X		
Socialize with friends and family		X	X	X	

(Source: Simpson, Bretherton, and de Vere, 2004)

Making this a very encouraging statistic for wineries to create and develop a database of repeat consumers who then would be favored with preferential treatment in terms of product availability and pricing.

Winery Visitors buy a lot of wine from cellar door, supermarkets, liquor merchants, and wine stores, and it appears that the product is purchased in small quantities. In the case of cellaring wines is not as popular for cellar door buyers, they prefer to purchase the ready drink ability labels (Simpson, Bretherton, and de Vere, 2004).

2.3.3 Wine consumption behavior

Consumer behavior is a complex process. This can be seen in the purchase of wine where past studies have identified product, packaging, promotional, purchase and situational factors that have an impact on the wine selection process (Jenster & Jenster 1993; Keown & Casey 1995; Hall, O'Mahony & Lockshin 2001a). This has been portrayed by (Edwards & Mort 1991), who stress that there is more to wine. General psychological positions, subjective intangible factors as well as specific product features play a part in the purchase decision for wine products (Judica & Perkins 1992; Keown & Casey 1995; Shaw, Keeghan & Hall 1999). All of these factors are important when marketing to the wine tourist, there are various ideas on which the wine tourist is. McKinna (1987) cited in Macionis and Cambourne (1998), for example, identifies the wine tourist as 'the passing tourist trade who thinks a "winery crawl" is just a good holiday' (p.42), where as McKenzie (1986) identifies wine tourists as 'wine buffs who seek out trendy, exclusive or almost unattainable wines direct from the producer' p. 63. Hall (1996) identified three wine tourism market segments, namely, wine lovers, wine interested and the curious tourist.

2.3.4 Behavioral segments

Mitchell and Hall (2001) set the importance of understanding patterns of wine consumption and also the wine marketing process. The study conducted in New Zealand focused on winery visitors and used the four indicators to assess wine lifestyles:

- (1) Wine club participation
- (2) Wine cellaring behavior
- (3) Place of purchase
- (4) Wine knowledge.

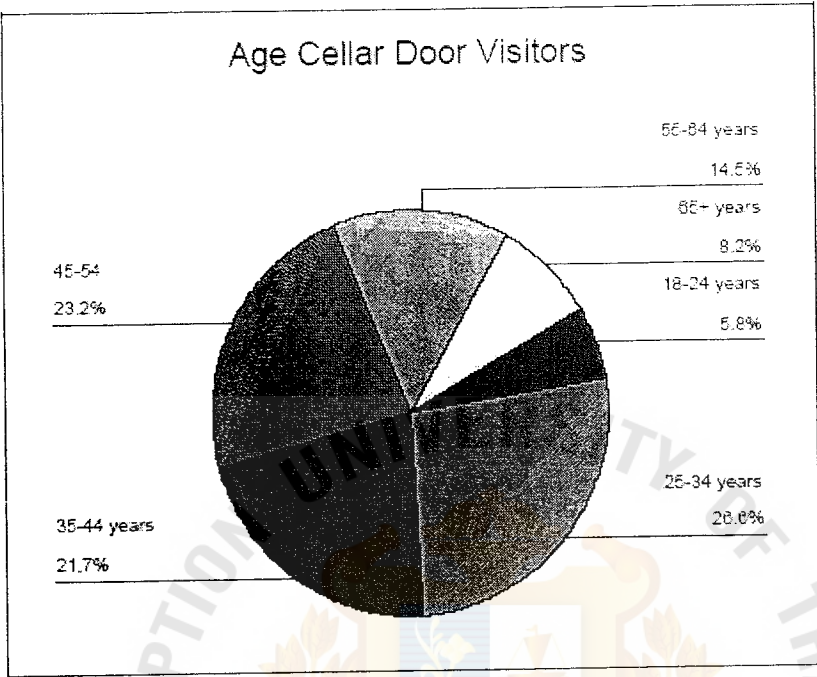
Although the findings show that males are more likely to participate in a wine club than females, there was no significant relationship found between gender and level of participation. The knowledge of wines has been formulated into consumer segments by (Hall, Binney & O'Mahony 2004). These falls into three specific categories:

- (1) Introductory
- (2) Developing
- (3) Established wine consumers

2.4 Demographic Description

In a previous study by Barry O'Mahony, John Hall, Larry Lockshin, Leo Jago, and Graham Brown on the demographics of wine consumers of cellar doors visitors it could well be seen the age group, and income of that particular person as well as the gender variances. The age group varied right through from 18 years old to 65 plus years. It was also stated that the variance in gender preference may have been do to the selection of candidates in the interview and also the completion of the interview at the cellar door. Most visitors did attend in groups or couples and only one was selected to complete the form. From the below and figures one can evaluate the demographic of the Australian sample group.

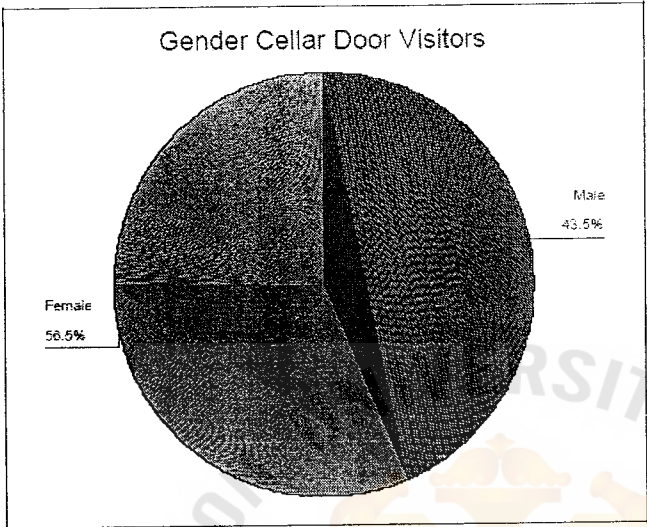
Figure 2.2: Age of Visitors



Source: Barry O'Mahony, John Hall, Larry Lockshin, Leo Jago, and Graham Brown

As can be seen from figure 2.2 is that age can play a significant role in the consumption of wine. The highest group for wine consumption can be viewed in the 25-34 years old group. This group is subjected to a lot of socializing which may in perhaps enjoy the glass of wine at such socializing more than other drinks. As where in the lowest wine consumers are in the age group of 18-24 which are new drinkers of alcoholic beverages and in many places they may not be able to purchase alcohol because of their age. The factors may also be the fact that these are students and usually do not have perhaps the financial standing to purchase wine with frequency.

Figure 2.3: Gender of Visitors who completed the survey



Source: Barry O'Mahony, John Hall, Larry Lockshin, Leo Jago, and Graham Brown

In the prospect of Gender roles in the Cellar Door Visitors from the previous study it could be seen that females have a tendency to frequent cellar doors more often than male visitors. This can be due to that the interest in wine may lay more on the female side than the male. Wine is a smooth and comfortable drink for consumption, making this alcoholic beverage more appealing to women. The women showed more interest in visiting these places rather than the men. Giving an insight on what to expect at wine tourism destinations.

Table 2.3: Age and Sex of correspondents

		N =	73
Age of Cellar Door Visitor	18-24 years		4.1%
	25-34 years		28.8%
	35-44 years		24.7%
	45-54 years		21.9%
	55-64 years		9.6%
	65+ years		11.0%
Total			100.0%
Gender of Cellar Door Visitor	Male		42.5%
	Female		57.5%
Total			100.0%

Source: Barry O'Mahony, John Hall, Larry Lockshin, Leo Jago, and Graham Brown

Table 2.4: Salary of Correspondents

		N =	73
Income	Less than \$20,000 per year		9.6%
	\$20k-\$30k		4.1%
	\$31k-\$40k		6.8%
	\$41k-\$50k		11.0%
	\$51k-\$60k		12.3%
	\$61k-\$80k		20.5%
	More than \$80k per year		24.7%
	Dont know/Refused		11.0%
Total			100.0%

Source: Barry O'Mahony, John Hall, Larry Lockshin, Leo Jago, and Graham Brown

Tables 2.3 and 2.4 depict the sample study used by Barry O'Mahony, John Hall, Larry Lockshin, Leo Jago, and Graham Brown. They have also shown the income of the correspondents which show that the higher income brings forth the higher wine consumer.

Demographics will play an important role in this study to fully learn the preferences of the consumer's and decision making behavior that they portray.

2.6 Empirical Studies

Barry O'Mahony, John Hall, Larry Lockshin, Leo Jago and Graham Brown (2002) in their study on Understanding the Impact of Wine Tourism on Future Wine Purchasing Behavior: Wine Tourism Experience and Future Behavior. This study takes place in Australia and looks at local and regional tourism initiatives. The main aims of the study were to understand wine tourists purchasing and consumption patterns as a consequence of their visits to wineries. Investigate whether there is a positive link between the wine tourism experience and subsequent wine purchasing behavior. Establish how the wine tourism market can be segmented based on demographic, psychographic, and experiential characteristics including wine knowledge and involvement. Enable wineries to capitalize on their investment in marketing and subsequently improve wine sales. The Researcher they used was based on a quantitative study followed by an in-depth qualitative research phase. The Interviews for the study were conducted with 207 respondents at cellar doors in South Australia, Victoria, and New South Wales. The demographics, involvement levels, consumption and winery visitation history were collected along with satisfaction with the service at the cellar door. Seventy three percent of the respondents were contacted again after five months and their recall of the wine region visited, wineries visited, and purchase behavior measured. The respondents were also asked if their purchasing behavior had changed since the winery visit. The respondents who had a change were re-interviewed to assess the experience of the cellar door visit. The Key findings of the study included Characteristics of the wine consumer, demographics of wine consumer segments, sources of wine information, wine region visitation, attitudes and satisfaction with the cellar door staff, loyalty to the winery, cellar door purchase behavior, behavioral aspects of wine tourism, segmentation.

by visitor segments, purchasing behavior at the cellar door by consumer segments, service level performance and customer expenditure, customer expenditure at the cellar door. These are all parts of the stage 2 which relates to the interviews that were conducted with 207 respondents at the cellar doors in South Australia, Victoria, and New South Wales. In stage 3 it relates to the 73 respondents that were contacted again five months later after the initial survey. These respondents visited 135 identified wineries. The second survey touched upon the recall of the wine region, wineries visited, and purchase behavior measured. The key findings for stage are the reason for visiting the winery, recall of the wine region and winery, overall changes in consumption after a cellar door visit, region based on consumption changes. These are the key findings of the study. This study is focused on how wineries and wine regions are able to receive the proper segments for them as well as focus on the proper marketing that is needed to bring wine tourism to that area or winery.

Kyuhoo Lee, Jinlin Zhao, Jae-Youn Ko (2005) Exploring the Korean Wine Market. As the title depicts this study takes place in Korea and the new trends of the Asian wine market. The study is based on the most suitable marketing strategy for the Korean wine marketing. The sample group was based on members of a Korean Wine Association named KISA. It found that Koreans had different aspects, preferences, and demographic characteristics. This research gave marketers a good head on how to properly attract consumers. The methods used in this study were through a self administered questionnaire. The participants were 218 persons of KISA a Korean Wine Association. The key findings of this study are the fact that the Korean market is still limited even though wine consumption is gradually increasing. The preferences of consumers of the Koreans was also detailed and showed how they responded.

Gina Poncini (2004) the study takes place in regions of Australia and New Zealand. The title of the study is Exploring the Image of the New World Wine Producers: Website Texts for Wineries in Australia and New Zealand. This study being part of a wider study on written texts and intercultural interaction with some of the data coming from the food and wine industry of various other countries. She focuses on two issues with this study. One issue focuses on the concerns the kind of image that linguistics features to help build up for wineries, wine regions, and Australia and New Zealand as New World wine producers. This issue shows then the attention to local aspects on culture, traditions, immigration, and indigenous culture portrayed in texts. The second issue has the focus on how shared knowledge is build up in the texts and the assumption readers have about the local elements such as climate, traditions, wine making processes and wines, and local history. The data used in the study consisted of websites and brochures for wineries, wine regions, and associations of wine producers in Australia and New Zealand. A total of 36 websites were used. The Key findings of the study were that small and large wineries are dependent on each other and need each other to represent part of the character of the country and its wine industry, and their promotional, material used to build images by the depicting of history and local elements as well as their European heritage and current connections. The uniqueness of both countries as New World wine producers goes much further beyond the settlement of the Europeans. These are some of the key findings used in this study. This study gives great insight on the promotional tactics and behavior of wine producers and consumers.

Filippo Arfini, Elisa Bertoli, Michele Donati (2000) the wine routes analysis of a rural development tool. The study basis itself integration and multi sectoral development in Europe, one of the most concrete applications of the policies is for the food and wine routes. The wine routes provide a form of tourist promotion which is able to create circles which will be beneficial the culinary delights of the rural areas but manage to integrate all the players in the same food processing supply chain. The doubt that remains whether these tools are really effectively in generating returns for the entire territory. The aim of the study is to understand whether the tools such as wine routes, offering an opportunity for the producers of typical products, can be effective in re-activating and safeguarding rural areas. The study takes place on the various wine routes in Europe especially in Italy (Prosciutto Route of the Parma Hills). The study group is the operators of the wine routes. The Route enterprises were contacted in person, by telephone and by post, with a specific questionnaire according to their field of activity (Wine cellars, Cheese and Prosciutto plants, restaurants – hotels - agri-tourism establishments) with a response rate of 71%. The questionnaire was organized into three sections: the first concerned structural and production data, specific to each category. The second section requested a description of the state of the initiatives connected to the Route activities such as guided tours, tasting events and production demonstrations, as well as any practical changes which have been made. The third and final section analyzed the views of the entrepreneurs on the issues strictly linked to the management of the Route, such as: the reasons why the company decided to participate in the project, the willingness of the company to participate in a training course and their overall evaluation of the Route project.

The part of the questionnaire pertaining to the analysis of the company structures led to the confirmation that almost all the companies participating are family-run businesses, with a low number of staff, despite the fact that most of them have a divided company structure (limited company, professional partnership, joint stock company and private partnerships). The example of Parma shows how many factors are involved in the satisfactory creation and establishment of a wine route, all of which are inevitably important and which, above all, are interconnected. Legislative support, a valid territory, famous typical products, or the presence of high quality infrastructures and producers, are not enough. What are most needed are above all the capacity and the willingness of the operators to interact with each other to create a real “network” which is able to valorize the whole production system within which the Route is located.

C. Michael Hall and Richard Mitchell (1999) Gastronomic tourism: Comparing food and wine tourism experiences. Wine and food has become a significant component of popular culture in the world. This article focuses on this aspect and it can be seen that these factors of wine and food which is in relation with lifestyles and the social status of the person. The study is based in New Zealand to highlight the characteristics of the gastronomic tourism niche. The sample group consisted of 358 persons at 33 New Zealand wineries and 6 to 8 months later a follow up survey was sent out post visit. The follow up survey was sent out to those willing. The survey included elements of on going purchases, consumption of wine, and recollection of the visit, word of mouth, and levels of satisfaction. Some of the key findings in this study are the importance of the recollections of the visit in the areas of positive and negative and how to proceed to guarantee enduring satisfaction. How mouth to mouth behavior is important to wineries

and how the wineries received the criticism and how they need to improve in these areas. The importance and issues that are critical for wine tourism are service and proper staffing but actually might decrease over time while the aspect and setting may eventually become the main factor. Planning and management skills are very important factors.

Ken Simpson, Phil Bretherton, Gina de Vere (2004) Lifestyle market segmentation, small business entrepreneurs, and the New Zealand wine tourism industry focuses on the importance of niche activity for which the participants' needs and motivations have not been researched enough. The study takes place in New Zealand in three small wineries. The case study is based on the investigation to evaluate the nature of buyers and sellers that are in a wine tourism setting. The group that was interviewed was the visitors of the three wineries. The interviews were in the relationship to their lifestyle behaviors and their attitudes towards the wine tourism experience, and a factor analysis was used to properly categorize the 233 visitors in terms of list of values of their lifestyle characteristics. The key findings were based on the results which the study brought forth and indicated the achiever and fun lover personalities were well represented amongst winery visitors, but the belonged personality is a lot lower. The Methodology used in this research was through a written survey distributed to the visitors, the survey consisted of a series of questions from a review of the literature existing previously. A five point Likert scale was also used. Some Key findings are that winery visitors are well educated professional people with high set expectations in the quality of wine tourism experience. The winery visitor can be also categorized through lifestyle segmentation and motivational segmentation.

Entertainment is also as important as the tasting of wine and purchase of wine. The winery proprietors need to be aware of the underlying lifestyle elements that determine the behavior of their customers.

Tekle Shanka, Ruth Taylor (2004) Discriminating factors of First Time and Repeat Visitors to Wine Festivals. The study basis itself individually claimed successes in wine festivals; this study focuses on the growing competition between the events and festivals in retaining and gaining visitors. Especially those festivals which have gained a following of visitors. The study takes place during the March Wine Festival in Western Australia. The respondents were 700 visitors to the wine festival. The Method used was a questionnaire distributed to the visitors; there were 18 structured and open ended questions. The main basis of the questionnaire was based on the perceptions of the visitors. The focus was also high on the transportation used to travel to the festival as well as the demographics of the visitors. Length of stay was also part of the issues discussed. The key findings were positive on the side of the festival and repeat visitors out numbered new visitors. The critical items found were public transport, accommodation. In other regards the festival is a success among the wine consumers.

2.7 Table 5 Tabular presentations of Empirical Studies

Author /Year	Key Objectives	Respondents	Finding
Barry O'Mahony, John Hall, Larry Lockshin, Leo Jago and Graham Brown (2002)	To understand wine tourists purchasing and consumption patterns.	207 respondents at cellar doors in South Australia	Characteristics of the wine consumer, demographics of wine consumer segments, sources of wine information, wine region visitation, attitudes and satisfaction.
Kyuho Lee, Jinlin Zhao, Jae-Youn Ko (2005)	The study is based on the most suitable marketing strategy for the Korean wine marketing	The participants were 218 persons of KISA a Korean Wine Association.	It found that Koreans had different aspects, preferences, and demographic characteristics.
Gina Poncini (2004)	Concerns on image that linguistics features to build up for wineries, wine regions, world wine producers.	36 websites no humans were used in this research.	The Key findings of the study were that small and large wineries are dependent/need each other.

Filippo Arfini, Elisa Bertoli, Michele Donati (2000)	Whether wine routes, are offering opportunity for the producers of typical products.	The study group is the operators of the wine routes.	Shows how many factors are involved in the satisfactory creation and establishment of a wine route.
C. Michael Hall and Richard Mitchell (1999)	Focuses on the aspect if it can be seen that these factors of wine and food which is in relation with lifestyles and the social status of the person.	The sample group consisted of 358 persons.	The importance of the recollections of the visit in the areas of positive and negative and how to proceed to guarantee enduring satisfaction.
Ken Simpson, Phil Bretherton, Gina de Vere (2004)	Focuses on the importance of niche activity.	233 Respondents	Winery visitors are well educated professional people with high set expectations in the quality of wine tourism experience.

Tekle Shanka, Ruth Taylor (2004)	This study focuses on the growing competition between the events and festival in retaining and gaining visitors.	The respondents were 700 visitors to the wine festival	The key findings were positive on the side of the festival and repeat visitors out numbered new visitors.
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Chapter 3

Research Framework

This particular chapter relates to theoretical framework and the conceptual framework to study the demographics, wine consumption, wine preferences, and behavior of the wine consumer/tourist.

3.1 Theoretical Framework

The Theoretical Framework is being based on the two main studies that were researched previously by Lee et al. 2005 and Mahony et al.(2002), which depict on such areas as consumer preference affecting selection of wine in wine attributes, factors influencing wine purchase, purpose of wine drinking, wine variety, origin of wine, as well as wine purchase behavior. The two previous studies base themselves in the Australian Wine Tourism market.

3.2 Conceptual Framework

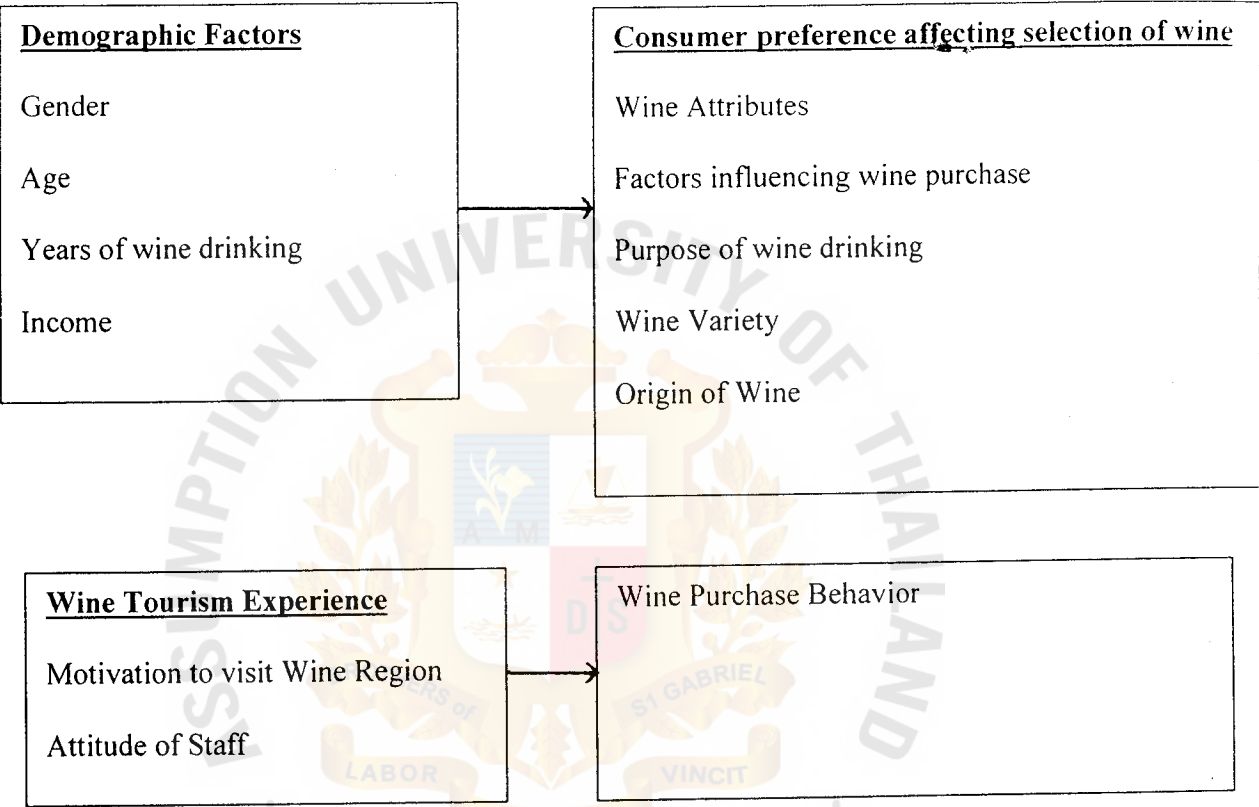
The conceptual framework exists to explain the relationships between the independent variables and dependent variables. The study depicts the model that will explore demographics wine tourism experience, consumer preference affecting selection of wine, and wine purchase behavior visiting the PB Valley Winery and Resort. To test the hypotheses, the researcher has identified demographic factors and wine tourism experience as independent factors, while consumer preference affecting selection of wine, and wine purchase behavior as the dependent variables.

Figure 3.1 Conceptual Framework

Wine Purchasing and Consumption Behavior

Independent Variable

Dependent Variable



Source: Adapted from Lee et al., (2005) and Mahony et al., (2002)

3.3 Independent Variables

The Independent Variables in this research are based on demographic variables and the wine tourism experience.

3.3.1 Demographic Variable

Demographics are factors such as age, gender, and years of wine drinking, and income that can influence wine consumers to purchase a wine for this particular study. Barry O’ Mahony, John Hall, Larry Lockshin, Leo Jago, and Graham Brown showed that over seventy percent of visitors were in between 25 and 64 years old and that females

outnumbered males by thirteen percent. Considering this numbers would make the ideal market segment for wine producers to target.

3.3.2 Wine tourism experience

The motivation to visit wine regions is based on the fact that many more people are now interested in this type of tourism through the growing market in gastronomic tourism and wine tourism coinciding in many places (Hall, 1996). This motivation in Thailand has become a new trend and is looking on the rise since it is newly being promoted by the Thailand Authority of Tourism. Khao Yai and Hua Hin have now become places of wine growth and crops of the New Latitude wines, making the Niche of Wine Tourism a new aspect for the country. In this study the researcher will focus on the largest vineyard in South Asia which is PB Valley Winery and Resort. This still being a new segment for the Thai tourism market it still needs a lot more promotion and exploitation for it to become successful on an international basis. Knowledge of the staff at PB Valley is very consistent and informative for those who can communicate in decent English. Waitresses and Waiters have good knowledge of the product they are selling and know the characteristics at hand but still lack in communication abilities to fully bring the point across to foreigners, as for local tourists service is of excellent standard.

3.4 Dependent Variables

The dependent variables of this research are based on consumer preference affecting the selection of wine and wine purchase behavior,

3.4.1 Consumer/Tourist Preference affecting selection of wine

In this study the focus is on the wine attributes, factors influencing wine purchase, purpose of wine drinking, wine variety, and origin of wine. These various factors are of high importance of the wine consumer's selection process. In previous studies it was shown that wine consumers have tendency to vary in their selection of choosing a wine depending actually on the country they are living in, some may prefer to choose a wine because of it's brand and social status it will give them others may purchase a wine simply because of the packaging it is in. All of the above mentioned factors will be highly valuable in evaluating the wine consumer in of PB Valley and portray the characteristics of the Wine tourist in Thailand.

3.4.2 Wine Purchase Behavior

Wine Purchase behavior is also a very important factor for producers and marketers to know of their target markets. If they are able to properly recognize their target market through their purchasing behavior they are able to surely guarantee return visits of the customers that are coming to them. The Purchase behavior in this study will be properly evaluated in order to see how the behavior of the wine tourists in Thailand. In previous studies it showed that the consumer can be very picky and has his or her own decision making process in choosing a specific wine. The choice maybe made due to occasion, festivities, packaging, region, specific interest. Consumers of already developed wine destinations have a large choice and abundance of varieties to choose from. In Thailand as of current still lacks in the local produce for many choices of wines, this maybe also due because of the weather.

3.5 Research Hypothesis

Group A: Demographic vs. Wine Selection preferences

H1o: There is no difference among visitors of winery regarding importance for wine attributes when classified in terms of gender.

H1a: There is significant difference among visitors of winery regarding importance for wine attributes when classified in terms of gender.

H2o: There is no among visitors of winery regarding importance for wine attributes when classified in terms of age.

H2a: There is significant difference among visitors of winery regarding importance for wine attributes when classified in terms of age.

H3o: There is no difference among visitors of winery regarding importance for wine attributes when classified in terms of years of wine drinking.

H3a: There is significant difference among visitors of winery regarding importance for wine attributes when classified in terms of years of wine drinking.

H4o: There is no difference among visitors of winery regarding importance for wine attributes when classified in terms of income.

H4a: There is significant difference among visitors of winery regarding importance for wine attributes when classified in terms of income.

H5o: There is no difference among visitors of winery regarding importance for factors influencing wine purchase when classified in terms of gender.

H5a: There is significant difference among visitors of winery regarding importance for factors influencing wine purchase when classified in terms of gender.

H6o: There is no difference among visitors of winery regarding importance for factors influencing wine purchase when classified in terms of age.

- H6a:** There is significant difference among visitors of winery regarding importance for factors influencing wine purchase when classified in terms of age.
- H7o:** There is no difference among visitors of winery regarding importance for factors influencing wine purchase when classified in terms of years of drinking.
- H7a:** There is significant difference among visitors of winery regarding importance for factors influencing wine purchase in terms of years of drinking.
- H8o:** There is no difference among visitors of winery regarding importance for factors influencing wine purchase when classified in terms of income.
- H8a:** There is significant difference among visitors of winery regarding importance for factors influencing wine purchase in terms of income.
- H9o:** There is no difference among visitors of winery regarding importance for purpose of wine drinking when classified in terms of gender.
- H9a:** There is significant difference among visitors of winery regarding importance for purpose of wine drinking when classified in terms of gender.
- H10o:** There is no difference among visitors of winery regarding importance for purpose of wine drinking when classified in terms of age.
- H10a:** There is significant difference among visitors of winery regarding importance for purpose of wine drinking when classified in terms of age.
- H11o:** There is no difference among visitors of winery regarding importance for purpose of wine drinking when classified in terms of years of drinking wine.
- H11a:** There is significant difference among visitors of winery regarding importance for purpose of wine drinking when classified in terms of years of wine drinking.
- H12o:** There is no difference among visitors of winery regarding importance for purpose of wine drinking when classified in terms of income.

H12a: There is significant difference among visitors of winery regarding importance for purpose of wine drinking when classified in terms of income.

H13o: There is no difference among visitors of winery regarding preferences for wine variety when classified by gender.

H13a: There is significant difference among visitors of winery regarding preferences for wine variety when classified by gender

H14a: There is no difference among visitors of winery regarding preferences for wine variety when classified by age.

H14o: There is significant difference among visitors of winery regarding preferences for wine variety when classified by age.

H15o: There is no difference among visitors of winery regarding preferences for wine variety when classified by years of wine drinking.

H15a: There is significant difference among visitors of winery regarding preference for wine variety when classified by years of drinking.

H16o: There is no difference among visitors of winery regarding preference for wine variety when classified by income.

H16a: There is significant difference among visitors of winery regarding preference for wine variety when classified by income.

H17o: There is no difference among visitors of winery regarding preference for origin of wine when classified by gender

H17a: There is significant difference among visitors of winery regarding preference for origin of wine when classified by gender

H18o: There is no difference among visitors of winery regarding preference for origin of wine when classified by age.

H18a: There is significant difference among visitors of winery regarding preference for origin of wine when classified by age.

H19o: There is no difference among visitors of winery regarding preference for origin of wine when classified by years of wine drinking.

H19a: There is significant difference among visitors of winery regarding preference for origin of wine when classified by years of wine drinking.

H20o: There is no difference among visitors of winery regarding preference for origin of wine when classified by income.

H20a: There is significant difference among visitors of winery regarding preference for origin of wine when classified by income.

Group B: Wine tourism experience vs. Wine purchase behavior

H21o: There is no relationship between motivation to visit wine region and wine purchase behavior.

H21a: There is relationship between motivation to visit wine region and wine purchase behavior.

H22o: There is no relationship between attitude of staff and wine purchase behavior.

H22a: There is relationship between attitude of staff and wine purchase behavior.

3.6 Operationalization of the Independent and Dependent Variables

Table 6 Operational of the Independent and Dependent Variables

Variable	Conceptual Definition	Operational Component	Scale of Measurement	Question Number
Wine Attributes	assign qualities to somebody or something: to regard somebody or something as having particular qualities Microsoft® Encarta® 2006.	-Flavor -Taste -Price -Appellation of Origin -Wine Brand -Wine Reputation -Regional Label -Grape Vintage	Internal	Section A Part 1
Factors Influencing Wine Purchase	Reason for consumers to purchase wine.	-Friends or relatives recommendation -Wine Publications -Wine Promotion -Wine Advertising -Wine Tasting -Wine Seminar	Internal	Section B Part 1
Purpose of Wine Drinking	Reason for the consumption of wine	-Harmony with food -Status and ambience -Health	Internal	Section C Part 1
Wine Variety	The various flavors of wine.	-Red -White -Sparkling -Rose	Internal	Section D Part 2

Origin of Wine	The location where the wine was produced	-France -U.S -Italy -Australia -Chile -Germany	Internal	Section E Part 2
Attitude of Staff	-view view, opinion, viewpoint, point of view, feeling, thought, mind -boldness brashness, arrogance, insolence, defiance, assertiveness - posture posture, pose, position, bearing, stance, carriage (formal) Microsoft® Encarta® 2006.	-Greeted in a personal and friendly manner -Service offered at the winery -Knowledgeable of staff -Wine Tasting Opportunities	Ordinal	Section F Part 3
Motivation to visit wine	Explanation to visit a certain area that produces	-recommendation from friends	Ordinal	Section G Part 3

region	wine	<ul style="list-style-type: none"> -information attained at visitor information centers -referrals from colleagues and friends -past experience with wine from specific winery visited -awareness of a winery brand Opportunity to purchase boutique wines not available in city wine outlets -proximity to the winery or region -Physical appearance of winery from roadside 		
Likeliness to purchase wine	Possibility to purchase wine	<ul style="list-style-type: none"> -definitely will buy -probably will buy -Undecided -Probably will not buy -Definitely will not buy 	Ordinal	Section H Part 4
Age	length of somebody's or something's existence: the length of time that somebody or something has existed, usually expressed in years	<ul style="list-style-type: none"> -22 to 29 -30 to 39 -40 to 49 	Ordinal	Question 1 Part 5

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	Microsoft® Encarta® 2006.	-50 and above		
Gender	somebody's sex: the sex of a person or organism, or of a whole category of people or organisms (<i>often euphemistic to avoid the word "sex"</i>) Microsoft® Encarta® 2006.	-Male -Female	Nominal	Question 2 Part 5
Income	money received over period: the amount of money received over a period of time either as payment for work, goods, or services, or as profit on capital Microsoft® Encarta® 2006.	-below 14,999 -15,000 to 24,999 -25,000 to 39,999 -40,000 and more	Ordinal	Question 3 Part 5
Years of wine drinking	Amount of experience in consuming wine	-less than a year -1 to 4 -5 to 9 -10 to 14 -more than 15 years	Ordinal	Question 4 Part 5
How often do you purchase wine	Frequency of buying wine	-weekly or more regularly -between weekly and monthly -monthly or less regularly	Nominal	Question 5 Part 5

Sources of information about wine	Information on wine through mediums	-Newspapers -Magazines/Books -Wine Club /Newsletter -Friends -Other	Nominal	Question 6 Part 5
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Chapter 4

Research Methodology

This chapter focuses on the research methodology including the various methods of research used, respondents and sampling procedures, research instrument/questionnaires, pretests, data collection, and statistical treatment of data.

4.1 Methods of Research Used

4.1.1 Descriptive Research

In this study the researcher used descriptive research to provide the answers to the common questions that people are accustomed too, such as who, where, when, what, why, how. The descriptive research is used for the demographic variables, wine tourism experience, consumer preference affecting selection of wine, and wine purchase behavior. As depicted by Zigmund (2000) Descriptive Research is the transformation of raw data into a form that will make them easy to understand and interpret, rearranging, ordering, manipulating data, to provide descriptive information.

4.1.2 Sample Survey Technique

In the tourism industry most common used method is the sample survey, it is a simple and easy method to use and analyze, according to Cooper (1996). The sample survey uses a sample of people and asks them questions through a questionnaire. Surveys are relatively quick, easy, and inexpensive to use. They also give relatively accurate information to the researcher about the questions asked. In this particular survey self completion questions will be used. This is for the ease and convenience of the sample group that they will not need to spend too much time with the questionnaire. As Zigmund (1994) explained surveys are a research technique where information is collected of a group of people by the use of a questionnaire. The characteristics of such a survey are to

measure the attitudes and behavior of that particular group that the questionnaire was exposed too.

4.2 Respondents and Sampling Procedures

4.2.1 Target Population

The Target population is consistent of the units in the population that the researcher wishes to target for the study (Neuman, 2000). The target respondent of this study is wine consumers/wine tourists traveling to PB Valley Winery and Resort located in Khao Yai.

4.2.2 Sample Method

In the case of accessing the list of tourists there is no sampling frame, because of this the researcher is using non-probability sampling. This sampling method focuses strictly on the basis that the unit is selected on the basis of personal judgment or convenience and only a particular amount of the population being chosen is unknown (Zigmund, 2000). The researcher was able to convey the survey to respondents conveniently and also was able to obtain a large number of completed questionnaires in a timely fashion and economically.

4.2.3 Sample Size

There is no specific method in determining the sample size of the target group due to the fact that non-probability sampling is being used, it is deemed impractical to survey the entire target population.

Formula:

$$\text{Sample size} = \frac{z^2 \times pq}{e^2}$$

$$\text{Sample Size} = \frac{z^2 \times p (1-q)}{e^2}$$

$$\text{Sample Size} = \frac{(1.96)^2 \times (0.5) (1-0.5)}{0.05^2}$$

$$\text{Sample Size} = 384$$

Where z = score based on desired level of confidence. The researcher has set at 95% confidence level, therefore standard score of z associated with the above mentioned confidence level is equal to 1.96.

p = the population proportion for the research calculated by the percentage of respondent it is assumed to 0.5 (50%).

$q = 1-p$; e = the allowable error (precision) it is 0.05.

Source: Zigmund (2000).

The actual sample size should have been 384 but due to the influx of visitors the final number turned to be 436.

4.3 Research Instrument/Questionnaires

The researcher has used a questionnaire as the research instrument. The question basis for the questionnaire is close ended questions. The design of the questionnaire is to collect information on wine consumers in the areas of demographic variables, consumer preference affecting selection of wine, wine tourism experience, and

wine purchase behavior. Sections of the questionnaire were taken from Lee et. al., (2005).

The questionnaire is divided into five parts:

- Part 1 Consumer preferences affecting purchasing and drinking of wine.

This part is divided into three sections wine attributes, factors influencing wine purchase, and purpose of wine drinking. Respondents will mark the choice of their liking on a 7 point Likert scale, with the 7 being the most liked, 4 neither or not, and 1 of course last like.

Part 2 Consumer's preference when drinking or selecting wine. This part focuses on wine variety and origin of the wine. Respondents will mark the choice of their liking on a 7 point Likert scale, with the 7 being the most liked, 4 neither or not, and 1 of course last like.

- Part 3 Wine Tourism Experience. Also focuses on two parts which are the attitude of the staff at the wine region and the reason to visit that particular wine region. The respondents will mark their answer according to their liking in the areas of Strongly Agree, Agree, Neither, Disagree, and Strongly Disagree.

- Part 4 Likeliness to Purchase Wine. This part is to see whether the consumer will buy the wine of that particular wine region or winery they have visited. The respondents will have to mark their answers according to Definitely will buy, Probably will buy, Undecided, Probably will not buy, and Definitely will not buy.

- Part 5 Personnel data. This part consists of six questions of their personnel data which are consistent of age, gender, income, and years of wine drinking, how often you purchase wine, sources of information about wine.

4.4 Pretest

The researcher conducted a pretest in order to test whether the reliability of the questionnaire was appropriate. 30 questionnaires were distributed to wine consumers at PB Valley Winery and Resort. Problems that occurred were corrected and adjusted to make the questionnaire proper in wording, sequencing, and structure in order to be able to decrease confusion and communication problems to the respondent.

4.5 Data collection

4.5.1 Technique

The researcher collected the data from both primary and secondary data sources for this study.

Primary Data

Primary Data is the data collected specifically for the research project being undertaken (Saunders, et. Al., 2003). Primary data is data originated by the researcher for the specific purpose of addressing the research problem. Obtaining primary data can be expensive and time consuming (Malhotra, 2000). In this particular study the use of a questionnaire was used for the collection of primary data. In this particular the questionnaire is structured to collect data on the areas of demographics, attitudes, behaviors, and the experiences of the wine consumers. The researcher distributed 436 questionnaires to wine consumers/wine tourists at PB Valley Winery and Resort. On an average around 40 to 50 questionnaires were delivered to the respondents. The researcher distributed questionnaires mainly during weekends in the months of March and April 2007 lasting for one and a half months time. Before handling over the questionnaire a screening question was asked to qualify people to be respondents of this survey “You are

a wine lover on a visit to this winery with an intention to tour/experience wine production site, wine tasting, and purchase wine.”

Secondary Data

The secondary data used for this research by the researcher included books, journals, magazines, electronic resources, from libraries and the St. Gabriel’s Library located at Assumption University.

4.5.2 Procedure

In the procedure of collecting the data the researcher searched for secondary data through various sources such as textbooks, journals, scholarly journals, previous researches in different countries, and the internet. Secondary data was found in the Central Library and Scholarly Journals were used as the main source of data. Internet Sources were also used to more clearly define certain aspects and variables of the study on wine consumers/wine tourists. As for the primary data collection quantitative method was also used to survey by questionnaire. After all the variables were chosen from the various sources of secondary data and the conjunction of primary data, the researcher was able to create and develop a questionnaire to gather the information and data of wine consumers traveling to PB Valley Winery and Resort. The beginning stages of the research brought about a test session to 30 wine consumers traveling to PB Valley Winery and Resort. In the following stage 406 questionnaires were distributed to respondents of PB Valley Winery and Resort upon the exiting of the wine tour.

4.6 Statistical Treatment of Data

There were several methods of statistical analysis applied to the research through the encoding and processing by SPSS software for data evaluation and analysis purposes. Using the SPSS software two approaches could be used for analyzing data and interpreting of the data found by the researcher, they were as following:

1. Descriptive statistics
2. Inferential statistics

4.6.1 Descriptive statistics

Descriptive Analysis focuses on taking raw data and turning it into data that easily understood and interpreted. The description of the various responses that are collected at the beginning stages of the questionnaire survey are the beginning for this method. Giving the researcher the first reactions of the respondents and the initial feelings they have on the location visited.

In using descriptive analysis the researcher uses the data collected from the respondents at PB Valley Winery and Resort to calculate the averages, frequency distribution, and percentage distributions collected from the questionnaire distributed to the respondents.

4.6.2 Inferential Statistics

Inferential Statistics is the second procedure following the descriptive statistics, which was used in chapter three by testing the hypothesis. The purpose of testing the hypothesis is to determine whether the hypothesis is accurate according to the fact that sample data was collected rather than census data. According to Cooper (2000) The accuracy of the hypotheses is evaluated by determining that the data reveals true differences, and is not a sampling error. In basics meaning that the data is actual true data

rather than an error created by an error in the format. Making this a very important factor in the process of Inferential Statistics.

Hypotheses Statements	Statistical -Test
H1o-H4o There is no significant difference in consumers' importance for wine attributes when classified in terms of gender, age, years of wine drinking, and income.	t-test and One-way ANOVA
H5o-H8o There is no difference between consumers' importance for factors influencing wine purchase behavior when classified in terms of gender, age, years of wine drinking, and income	t-test and One-way ANOVA
H9o-H12o There is no difference between consumers' importance for purpose of wine drinking when classified in terms of gender, age, years of wine drinking, and income	t-test and One-way ANOVA
H13o-H16o There is no difference in consumers' preference for wine variety when classified by gender, age, years of wine drinking, and income.	t-test and One-way ANOVA
H17o-H20o There is no difference between consumers' preference for origin of wine when classified by gender, age, years of wine drinking, and income.	t-test and One-way ANOVA
H21o Motivation to visit wine region is not related to purchase of wine	Wilcoxon Sign-Ranked Test
H22o Attitude of staff at winery is not related to purchase of wine.	Wilcoxon Sign-Ranked Test

CHAPTER 5

DATA ANALYSIS

This chapter highlights the analysis of all collected data. Descriptive and inferential statistics are the statistical techniques implemented to find the optimal results that can provide the research goals.

The purpose of descriptive statistics is to summarize the measures of data contained in the sample (Davis, 1996). In inferential statistics is a part that allows the researcher to make the various judgments about the research population that is inflicted with the results of the sample. The Inferential statistics enable the researcher to perform the statistical test for the hypothesis in the business research.

Part I

5 / I a. Consumers/Tourist’ preference affecting purchasing and drinking of wine

Wine Attributes

Table 5.1 Wine Attributes - Flavor

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	maybe important	14	3.2	3.2	3.2
	important	186	42.7	42.8	46.0
	very important	235	53.9	54.0	100.0
	Total	435	99.8	100.0	
Missing	System	1	.2		
Total		436	100.0		

Table 5.1 shows that out of the 436 respondents, 14 respondents (3.2%) declared “flavor” as one of the attribute of wine as “may be important”, 186 respondents (42.7 %) declared

“important”, 235 respondents (53.9 %) declared “very important”, 1 respondent (0.2%) did not declare for this subject. Therefore, it can be concluded that the majority of respondents (53.9 %) declared “flavor” for very important.

Table 5.2 Wine Attributes - Taste

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	neither or no important	2	.5	.5	.5
	maybe important	129	29.6	29.6	30.0
	important	49	11.2	11.2	41.3
	very important	256	58.7	58.7	100.0
	Total	436	100.0	100.0	

Table 5.2 shows that out of 436 respondents, 2 respondents (0.5%) declared “taste” as one of the attributes of wine as “neither or not important”, 129 respondents (29.6 %) declared “maybe important”, 49 respondents (11.2 %) declared “important”, 256 respondents (58.7%) declared “very important.” Therefore, it can be concluded that the majority of respondents (58.7%) declared “taste” as very important.

Table 5.3 Wine Attributes - Price

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	neither or no important	9	2.1	2.1	2.1
	maybe important	44	10.1	10.1	12.2
	important	220	50.5	50.5	62.6
	very important	163	37.4	37.4	100.0
	Total	436	100.0	100.0	

Table 5.3 shows that out of the 436 respondents, 9 respondents (2.1 %) declared “price” “neither or not important”, 44 respondents (10.1 %) declared “may be important”, 220 respondents (50.5 %) declared “important”, 163 respondents (37.4 %) declared “very important.” Therefore, it can be concluded that the majority of respondents (50.5 %) Declared “price” as important.

Table 5.4 Wine Attributes - Appellation of Origin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	sometime important	2	.5	.5	.5
	neither or no important	11	2.5	2.5	3.0
	maybe important	168	38.5	38.5	41.5
	important	157	36.0	36.0	77.5
	very important	98	22.5	22.5	100.0
	Total	436	100.0	100.0	

Table 5.4 shows that out of the 436 respondents, 2 respondents (0.5 %) declared “appellation of origin” as “sometime important”, 11 respondents (2.5 %) declared “neither or no important”, 168 respondents (38.5 %) declared “may be important”, 157 respondents (36.0 %) declared “important”, 98 respondents (22.5 %) declared “very important.” Therefore, it can be concluded that “appellation of origin” for the majority of respondents (38.5 %) declared as “may be important.”

Table 5.5 Wine Attributes - Brand

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	sometime important	1	.2	.2	.2
	neither or no important	29	6.7	6.7	6.9
	maybe important	126	28.9	28.9	35.8
	important	197	45.2	45.2	81.0
	very important	83	19.0	19.0	100.0
	Total	436	100.0	100.0	

Table 5.5 shows that out of the 436 respondents, 1 respondent (0.2 %) declared “brand” “sometimes important”, 29 respondents (6.7 %) declared “neither or not important”, 126 respondents (28.9 %) declared “may be important”, 197 respondents (45.2 %) declared “important”, 83 respondents (19.0 %) declared “very important.” Therefore, it can be concluded that the majority of respondents (45.2 %) declared as important for “brand.”

Table 5.6 Wine Attributes - Reputation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	sometime important	4	.9	.9	.9
	neither or no important	38	8.7	8.7	9.6
	maybe important	190	43.6	43.6	53.2
	important	181	41.5	41.5	94.7
	very important	23	5.3	5.3	100.0
	Total	436	100.0	100.0	

Table 5.6 shows that out of the 436 respondents, 4 respondents (0.9 %) declared “reputation” as sometimes “important”, 38 respondents (8.7 %) declared “neither or not important”, 190 respondents (43.6 %) declared “may be important”, 181 respondents (41.5 %) declared “important”, 23 respondents (5.3 %) declared “very important.” Therefore, it can be concluded that the majority of respondents (43.6 %) declared as may be important for “reputation”.

Table 5.7 Wine Attributes - Regional Label

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	of little important	1	.2	.2	.2
	sometime important	16	3.7	3.7	3.9
	neither or no important	26	6.0	6.0	9.9
	maybe important	193	44.3	44.3	54.1
	important	174	39.9	39.9	94.0
	very important	26	6.0	6.0	100.0
	Total	436	100.0	100.0	

Table 5.7 shows that out of the 436 respondents in regards to “regional label”, 1 respondent (0.2 %) declared as of “little importance”, 16 respondents (3.7 %) declared “sometimes important”, 26 respondents (6.0 %) declared “neither or not important”, 193 respondents (44.3 %) declared “may be important”, 174 respondents (39.9 %) declared “important”, 26 respondents (6.0 %) declared “very important.” Therefore, it can be concluded that the majority of respondents (44.3 %) declared as may be important in regards to regional label.

Table 5.8 Wine Attribute - Grape Vintage

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	of little important	8	1.8	1.8	1.8
	sometime important	19	4.4	4.4	6.2
	neither or no important	38	8.7	8.7	14.9
	maybe important	201	46.1	46.1	61.0
	important	144	33.0	33.0	94.0
	very important	26	6.0	6.0	100.0
	Total	436	100.0	100.0	

Table 5.8 shows that out of the 436 respondents, 8 respondents (1.8 %) declared “grape vintage” of “little importance”, 19 respondents (4.4 %) declared “sometimes important”, 38 respondents (8.7 %) declared “neither or not important”, 201 respondents (46.1 %) declared “may be important”, 144 respondents (33.0%) declared “important”, 26 respondents (6.0 %) declared “very important.” Therefore, it can be concluded that the majority of respondents (46.1 %) declared as “may be important” for the wine attribute of grape vintage.

5 / I b. Factor influencing wine purchase

Table 5.9 Factor influencing wine purchase – Friends or relatives recommendation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	neither or no important	5	1.1	1.1	1.1
	maybe important	28	6.4	6.4	7.6
	important	246	56.4	56.4	64.0
	very important	157	36.0	36.0	100.0
	Total	436	100.0	100.0	

Table 5.9 shows that out of the 436 respondents, 5 respondents (1.1 %) declared for the factor influencing wine purchase in regards to friends or relatives recommendation as “neither or not important”, 28 respondents (6.4 %) declared “may be important”, 246 respondents (56.4 %) declared “important”, 157 respondents (36.0 %) declared “very important.” Therefore, it can be concluded that the majority of respondents (56.4 %) declared as “important” for the factor of friends and relatives recommendation.

Table 5.10 Factor influencing wine purchase – Wine Publications

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	sometime important	3	.7	.7	.7
	neither or not important	30	6.9	6.9	7.6
	maybe important	232	53.2	53.2	60.8
	important	128	29.4	29.4	90.1
	very important	43	9.9	9.9	100.0
	Total	436	100.0	100.0	

Table 5.10 shows that out of the 436 respondents, 3 respondents (0.7 %) declared that the factor of influencing wine purchase in regards to wine publications as “sometime important”, 30 respondents (6.9 %) declared “neither or not important”, 232 respondents (53.2 %) declared “may be important”, 128 respondents (29.4 %) declared “important”, 43 respondents (9.9 %) declared “very important.” Therefore, it can be concluded that the majority of respondents (53.2 %) declared as may be “important” in regards to the factor of wine publications.

Table 5.11 Factor influencing wine purchase – Wine Promotion

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	neither or no important	9	2.1	2.1	2.1
	maybe important	74	17.0	17.0	19.0
	important	251	57.6	57.6	76.6
	very important	102	23.4	23.4	100.0
	Total	436	100.0	100.0	

Table 5.11 shows that out of the 436 respondents, 9 respondents (2.1 %) declared the factor of wine promotion as “neither or not important”, 74 respondents (17.0 %) declared “may be important”, 251 respondents (57.6 %) declared “important”, 102 respondents (23.4 %) declared “very important.” Therefore, it can be concluded that the majority of respondents (57.6 %) declared as “important” for the factor of influencing wine purchase of wine promotion.

Table 5.12 Factor influencing wine purchase – Wine Advertising

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	sometime important	3	.7	.7	.7
	neither or no important	27	6.2	6.2	6.9
	maybe important	273	62.6	62.6	69.5
	important	126	28.9	28.9	98.4
	very important	7	1.6	1.6	100.0
	Total	436	100.0	100.0	

Table 5.12 shows that out of the 436 respondents, 3 respondents (0.7 %) declared the factor of “wine advertising” as “sometime important”, 27 respondents (6.2 %) declared “neither or not important”, 273 respondents (62.6 %) declared “may be important”, 126

respondents (28.9 %) declared “important”, 7 respondents (1.6 %) declared “very important.” Therefore, it can be concluded that the majority of respondents (62.6 %) declared as “may be important” in the case of “wine advertising.”

Table 5.13 Factor influencing wine purchase – Wine Tasting

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	neither or no important	9	2.1	2.1	2.1
	maybe important	98	22.5	22.5	24.5
	important	117	26.8	26.8	51.4
	very important	212	48.6	48.6	100.0
	Total	436	100.0	100.0	

Table 5.13 shows that out of the 436 respondents, 9 respondents (2.1 %) declared that the factor of “wine tasting” as “neither or not important”, 98 respondents (22.5 %) declared “may be important”, 117 respondents (26.8 %) declared “important”, 212 respondents (48.6 %) declared “very important.” Therefore, it can be concluded that the majority of respondents (48.6 %) declared as “very important” for the factor influencing wine purchase in regards to “wine tasting.”

Table 5.14 Factor influencing wine purchase – Wine Seminar

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	not at all important	5	1.1	1.1	1.1
	of little important	1	.2	.2	1.4
	sometime important	20	4.6	4.6	6.0
	neither or no important	71	16.3	16.3	22.2
	maybe important	179	41.1	41.1	63.3
	important	143	32.8	32.8	96.1
	very important	17	3.9	3.9	100.0
	Total	436	100.0	100.0	

Table 5.14 shows that out of the 436 respondents, 5 respondents (1.1 %) declared that the “factor influencing wine purchase for wine seminar” as of “not at all important”, 1 respondents (0.2 %) declared as of “little importance”, 20 respondents (4.6 %) declared “sometimes important”, 71 respondents (16.3 %) declared “neither or not important”, 179 respondents (41.1 %) declared “may be important”, 143 respondents (32.8 %) declared “important”, 17 respondents (3.9 %) declared “very important.” Therefore, it can be concluded that the majority of respondents (41.1 %) declared as “may be important” in the case of “factors influencing wine purchase for wine seminar.”

5/ I c. Purpose of wine drinking

Table 5.15 Purpose of wine drinking – Harmony with food

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	neither or no important	1	.2	.2	.2
	maybe important	49	11.2	11.2	11.5
	important	160	36.7	36.7	48.2
	Very important	226	51.8	51.8	100.0
	Total	436	100.0	100.0	

Table 5.15 shows that out of the 436 respondents, 1 respondent (0.2 %) declared for the “purpose of wine drinking in regards to harmony with food” as “neither or not important”, 49 respondents (11.2 %) declared “may be important”, 160 respondents (36.7 %) declared “important”, 226 respondents (51.8 %) declared “very important.” Therefore, it can be concluded that the majority of respondents (51.8 %) declared as “very important” in the regards to “purpose of wine drinking in regards to harmony with food.”

Table 5.16 Purpose of wine drinking – Status and Ambience

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	neither or no important	27	6.2	6.2	6.2
	maybe important	156	35.8	35.8	42.0
	important	198	45.4	45.4	87.4
	Very important	55	12.6	12.6	100.0
	Total	436	100.0	100.0	

Table 5.16 shows that out of the 436 respondents, 27 respondents (6.2 %) declared that's the "purpose of wine drinking for status and ambience" as "neither or not important", 156 respondents (35.8 %) declared "may be important", 198 respondents (45.4 %) declared "important", 55 respondents (12.6 %) declared "very important." Therefore, it can be concluded that the majority of respondents (45.4 %) declared as "important" for the "purpose of wine drinking in regards to status and ambience."

Table 5.17 Purpose of wine drinking – Health

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	sometime important	3	.7	.7	.7
	Neither or no important	27	6.2	6.2	6.9
	May be important	126	28.9	28.9	35.8
	important	158	36.2	36.2	72.0
	Very important	122	28.0	28.0	100.0
	Total	436	100.0	100.0	

Table 5.17 shows that out of the 436 respondents, 3 respondents (0.7 %) declared that the "purpose of wine drinking in regards to health" as "sometime important", 27 respondents (6.2 %) declared "neither or not important", 126 respondents (28.9 %) declared "may be important", 158 respondents (36.2 %) declared "important", 122 respondents (28.0 %) declared "very important."

declared “very important.” Therefore, it can be concluded that the majority of respondents (36.2 %) declared as “important” for the “purpose of wine drinking in regards to health.”

Part II

Indicate the degree of preference

5/ II d. Wine variety

Table 5.18 Wine variety – Red

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neither or not	1	.2	.2	.2
	May be like	56	12.8	12.8	13.1
	like	141	32.3	32.3	45.4
	The most like	238	54.6	54.6	100.0
	Total	436	100.0	100.0	

Table 5.18 shows that out of the 436 respondents, 1 respondent (0.2 %) declared that “wine variety in regards to red wine” that the degree of preference is “neither or did not like”, 56 respondents (12.8 %) declared “may be like”, 141 respondents (32.3 %) declared “like”, 238 respondents (54.6 %) declared “the most liked.” Therefore, it can be concluded that the majority of respondents (54.6 %) declared the “most liked” for “wine variety in regards to red wine.”

Table 5.19 Wine variety – White

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neither or not	16	3.7	3.7	3.7
	May be like	95	21.8	21.8	25.5
	Like	83	19.0	19.0	44.5
	The most like	242	55.5	55.5	100.0
	Total	436	100.0	100.0	

Table 5.19 shows that out of the 436 respondents, 16 respondents (3.7 %) declared “wine variety in regards to white wine” that the degree of preference was “neither or not liked”, 95 respondents (21.8 %) declared “may be like”, 83 respondents (19.0 %) declared “like”, 242 respondents (55.5 %) declared the “most liked”. Therefore, it can be concluded that the majority of respondents (55.5 %) declared the “most liked” in the area of “wine variety in regards to white wine.”

Table 5.20 Wine variety – Sparkling

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	of little	1	.2	.2	.2
	sometime	2	.5	.5	.7
	Neither or not	18	4.1	4.1	4.8
	May be like	165	37.8	37.8	42.7
	like	209	47.9	47.9	90.6
	The most like	41	9.4	9.4	100.0
	Total	436	100.0	100.0	

Table 5.20 shows that out of the 436 respondents, 1 respondent (0.2 %) declared that in the area of “wine variety for sparkling wine” the degree of preference was “of little”, 2 respondents (0.5 %) declared “sometime”, 18 respondents (4.1 %) declared “neither or

not”, 165 respondents (37.8 %) declared “may be like”, 209 respondents (47.9 %) declared “like”, 41 respondents (9.4 %) declared the “most liked”. Therefore, it can be concluded that the majority of respondents (47.9 %) declared the “most liked” in the area of “wine variety for sparkling wine”.

Table 5.21 Wine variety – Rose

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	of little	3	.7	.7	.7
	sometime	4	.9	.9	1.6
	Neither or not	38	8.7	8.7	10.3
	May be like	129	29.6	29.6	39.9
	like	163	37.4	37.4	77.3
	The most like	99	22.7	22.7	100.0
	Total	436	100.0	100.0	

Table 5.21 shows that out of the 436 respondents, 3 respondents (0.7 %) declared that in the area of “wine variety for rose wine” the degree of preference was “of little”, 4 respondents (0.9 %) declared “sometime”, 38 respondents (8.7 %) declared “neither or not”, 129 respondents (29.6 %) declared “may be like”, 163 respondents (37.4 %) declared “like”, 99 respondents (22.7 %) declared the “most liked”. Therefore, it can be concluded that the majority of respondents (37.4 %) declared “like” in the area of “wine variety for rose wine.”

5/ II e. Origin of Wine

Table 5.22 Origin of Wine – France

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neither or not	1	.2	.2	.2
	May be	51	11.7	11.7	11.9
	like	126	28.9	28.9	40.8
	The most like	258	59.2	59.2	100.0
	Total	436	100.0	100.0	

Table 5.22 shows that out of the 436 respondents, 1 respondent (0.2 %) declared that “origin of wine from France” the degree of preference was “neither or not”, 51 respondents (11.7 %) declared “may be”, 126 respondents (28.9 %) declared “like”, 258 respondents (59.2 %) declared the “most liked”. Therefore, it can be concluded that the majority of respondents (59.2 %) declared the “most liked” for the “origin of wine from France”

Table 5.23 Origin of Wine – U.S.A.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	of little	1	.2	.2	.2
	sometime	1	.2	.2	.5
	Neither or not	24	5.5	5.5	6.0
	May be	122	28.0	28.0	33.9
	like	213	48.9	48.9	82.8
	The most like	75	17.2	17.2	100.0
	Total	436	100.0	100.0	

Table 5.23 shows that out of the 436 respondents, 1 respondent (0.2 %) declared that in the area of “origin of wine from U.S.A.” that the degree of preference was “of little”, 1 respondent (0.2 %) declared “sometime”, 24 respondents (5.5 %) declared “neither or not”, 122 respondents (28.0 %) declared “may be”, 213 respondents (48.9 %) declared “like”, 75 respondents (17.2 %) declared the “most liked.” Therefore, it can be concluded that the majority of respondents (48.9 %) declared “like” in the area of “origin of wine from U.S.A.”

Table 5.24 Origin of Wine – Italy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neither or not	6	1.4	1.4	1.4
	May be	72	16.5	16.5	17.9
	like	151	34.6	34.6	52.5
	The most like	207	47.5	47.5	100.0
	Total	436	100.0	100.0	

Table 5.24 shows that out of the 436 respondents, 6 respondents (1.4 %) declared in area of “origin of wine from Italy” the degree of preference was “neither or not”, 72 respondents (16.5 %) declared “may be”, 151 respondents (34.6 %) declared “like”, 207 respondents (47.5 %) declared the “most liked”. Therefore, it can be concluded that the majority of respondents (47.5 %) declared the “most liked” in area of “origin of wine from Italy.”

Table 5.25 Origin of Wine – Australia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	sometime	1	.2	.2	.2
	Neither or not	20	4.6	4.6	4.8
	May be	128	29.4	29.4	34.2
	like	250	57.3	57.3	91.5
	The most like	37	8.5	8.5	100.0
	Total	436	100.0	100.0	

Table 5.25 shows that out of the 436 respondents, 1 respondent (0.2 %) declared the degree of preference for the “origin of wine from Australia” was “sometime”, 20 respondents (4.6 %) declared the degree of preference as “neither or not”, 128 respondents (29.4 %) declared “may be”, 250 respondents (57.3 %) declared “like”, 37 respondents (8.5 %) declared the “most liked.” Therefore, it can be concluded that the majority of respondents (57.3 %) declared “like” for the “origin of wine from Australia”.

Table 5.26 Origin of Wine – Chile

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neither or not	16	3.7	3.7	3.7
	May be	111	25.5	25.5	29.1
	like	277	63.5	63.5	92.7
	The most like	32	7.3	7.3	100.0
	Total	436	100.0	100.0	

Table 5.26 shows that out of the 436 respondents, 16 respondents (3.7 %) declared the degree of preference for the “origin of wine from Chile” as “neither or not”, 111 respondents (25.5 %) declared “may be”, 277 respondents (63.5 %) declared “like”, 32 respondents (7.3 %) declared the “most liked.” Therefore, it can be concluded that the majority of respondents (63.5 %) declared “like” for the “origin of wine from Chile.”

Table 5.27 Origin of Wine – Germany

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neither or not	13	3.0	3.0	3.0
	May be	107	24.5	24.5	27.5
	like	118	27.1	27.1	54.6
	The most like	198	45.4	45.4	100.0
	Total	436	100.0	100.0	

Table 5.27 shows that out of the 436 respondents, 13 respondents (3.0 %) declared that “origin of wine from Germany” the degree of preference was “neither or not”, 107 respondents (24.5 %) declared “may be”, 118 respondents (27.1 %) declared “like”, 198 respondents (45.4 %) declared the “most liked”. Therefore, it can be concluded that the majority of respondents (45.4 %) declared “like” for “origin of wine from Germany.”

Table 5.28 Origin of Wine – Thailand

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	sometime	4	.9	.9	.9
	Neither or not	47	10.8	10.8	11.7
	May be	283	64.9	64.9	76.6
	like	96	22.0	22.0	98.6
	The most like	6	1.4	1.4	100.0
	Total	436	100.0	100.0	

Table 5.28 shows that out of the 436 respondents, 4 respondents (0.9 %) declared the degree of preference for the “origin of wine from Thailand” was “sometime”, 47 respondents (10.8 %) declared the degree of preference as “neither or not”, 283 respondents (64.9 %) declared “may be”, 96 respondents (22.0 %) declared “like”, 6 respondents (1.4 %) declared the “most liked.” Therefore, it can be concluded that the

majority of respondents (64.9 %) declared “may be” for the “origin of wine from Thailand.”

Part III

Wine Tourism Experience

5/ III Motivation to visit wine region

Table 5.29 Motivation to visit wine region – Recommendation from friends

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neither	17	3.9	3.9	3.9
	Agree	323	74.1	74.1	78.0
	Strongly agree	96	22.0	22.0	100.0
	Total	436	100.0	100.0	

Table 5.29 shows that out of the 436 respondents, 17 respondents (3.9 %) declared the experience for the “motivation to visit wine region in regards to recommendation from friends” was “neither”, 323 respondents (74.1 %) declared “agree”, 96 respondents (22.0 %) declared “strongly agree”, Therefore, it can be concluded that the majority of respondents (74.1 %) declared “agree” for the “motivation to visit wine region in regards to recommendation from friends”.

Table 5.30 Motivation to visit wine region – Information obtained at visitor

Information center

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	2	.5	.5	.5
	Neither	166	38.1	38.1	38.5
	Agree	187	42.9	42.9	81.4
	Strongly agree	81	18.6	18.6	100.0
	Total	436	100.0	100.0	

Table 5.30 shows that out of the 436 respondents, 2 respondents (0.5 %) declared the experience for the “motivation to visit wine region in regards to information obtained at visitor information center” “disagree”, 166 respondents (38.1 %) declared “neither”, 187 respondents (42.9 %) declared “agree”, 81 respondents (18.6 %) declared “strongly agree”, Therefore, it can be concluded that the majority of respondents (42.9 %) declared “agree” for the “motivation to visit wine region in regards to information obtained at visitor information center.”

Table 5.31 Motivation to visit wine region – Referrals from colleagues and friends

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neither	71	16.3	16.3	16.3
	Agree	280	64.2	64.2	80.5
	Strongly agree	85	19.5	19.5	100.0
	Total	436	100.0	100.0	

Table 5.31 shows that out of the 436 respondents, 71 respondents (16.3 %) declared the experience for the “motivation to visit wine region in regards to referrals from colleagues and friends” was “neither”, 280 respondents (64.2 %) declared “agree”, 85 respondents (19.5 %) declared “strongly agree”, Therefore, it can be concluded that the majority of

respondents (64.2 %) declared “agree” for the “motivation to visit wine region in regards to referrals from colleagues and friends.”

Table 5.32 Motivation to visit wine region – Past experience with wine from specific winery visited

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	2	.5	.5	.5
	Neither	308	70.6	70.6	71.1
	Agree	111	25.5	25.5	96.6
	Strongly agree	15	3.4	3.4	100.0
	Total	436	100.0	100.0	

Table 5.32 shows that out of the 436 respondents, 2 respondents (0.5 %) declared the experience for the “motivation to visit wine region in regards to past experience with wine from specific winery visited” “disagree”, 308 respondents (70.6 %) declared “neither”, 111 respondents (25.5 %) declared “agree”, 15 respondents (3.4 %) declared “strongly agree”, Therefore, it can be concluded that the majority of respondents (70.6 %) declared “neither” for the “motivation to visit wine region in regards to past experience with wine from specific winery visited” .

Table 5.33 Motivation to visit wine region – Awareness of a winery brand

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	13	3.0	3.0	3.0
	Neither	164	37.6	37.6	40.6
	Agree	242	55.5	55.5	96.1
	Strongly agree	17	3.9	3.9	100.0
	Total	436	100.0	100.0	

Table 5.33 shows that out of the 436 respondents, 13 respondents (3.0 %) declared the experience for the “motivation to visit wine region in regards to awareness of a winery brand” “disagree”, 164 respondents (37.6 %) declared “neither”, 242 respondents (55.5

%) declared “agree”, 17 respondents (3.9 %) declared “strongly agree”. Therefore, it can be concluded that the majority of respondents (55.5 %) declared “agree” for the “motivation to visit wine region in regards to awareness of a winery brand” .

Table 5.34 Motivation to visit wine region – Opportunity to purchase boutique

Wines not available in city wine outlets

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	1	.2	.2	.2
	Disagree	6	1.4	1.4	1.6
	Neither	217	49.8	49.8	51.4
	Agree	185	42.4	42.4	93.8
	Strongly agree	27	6.2	6.2	100.0
	Total	436	100.0	100.0	

Table 5.34 shows that out of the 436 respondents, 1 respondent (0.2 %) declared the experience for the “motivation to visit wine region in regards to opportunity to purchase boutique wines not available in city outlets” “strongly disagree”, 6 respondents (1.4 %) declared the experience “disagree”, 217 respondents (49.8 %) declared “neither”, 185 respondents (42.4 %) declared “agree”, 27 respondents (6.2 %) declared “strongly agree”. Therefore, it can be concluded that the majority of respondents (49.8 %) declared “neither” for the “motivation to visit wine region in regards to opportunity to purchase boutique wines not available in city outlets.”

Table 5.35 Motivation to visit wine region – Proximity to the winery or region

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	4	.9	.9	.9
	Neither	99	22.7	22.7	23.6
	Agree	303	69.5	69.5	93.1
	Strongly agree	30	6.9	6.9	100.0
	Total	436	100.0	100.0	

Table 5.35 shows that out of the 436 respondents, 4 respondents (0.9 %) declared the experience for the “motivation to visit wine region in regards to proximity to the winery or region” “disagree”, 99 respondents (22.7 %) declared “neither”, 303 respondents (69.5 %) declared “agree”, 30 respondents (6.9 %) declared “strongly agree”, Therefore, it can be concluded that the majority of respondents (69.5 %) declared “agree” for the “motivation to visit wine region in regards to proximity to the winery or region.”

Table 5.36 Motivation to visit wine region – Physical appearance of winery from Road side

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	3	.7	.7	.7
	Disagree	62	14.2	14.2	14.9
	Neither	252	57.8	57.8	72.7
	Agree	104	23.9	23.9	96.6
	Strongly agree	15	3.4	3.4	100.0
	Total	436	100.0	100.0	

Table 5.36 shows that out of the 436 respondents, 3 respondents (0.7 %) declared the experience for the “motivation to visit wine region in regards to physical appearance of winery from road side” “strongly disagree”, 62 respondents (14.2 %) declared the experience “disagree”, 252 respondents (57.8 %) declared “neither”, 104 respondents

(23.9 %) declared “agree”, 15 respondents (3.4 %) declared “strongly agree”. Therefore, it can be concluded that the majority of respondents (57.8 %) declared “neither for the “motivation to visit wine region in regards to physical appearance of winery from road side.”

Attitude of staff

Table 5.37 Attitude of staff – Greeting in a friendly and personal manner

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neither	13	3.0	3.0	3.0
	Agree	286	65.6	65.6	68.6
	Strongly agree	137	31.4	31.4	100.0
	Total	436	100.0	100.0	

Table 5.37 shows that out of the 436 respondents, 13 respondents (3.0 %) declared the experience for “attitude of staff in regards to greeting in a friendly and personal manner” was “neither”, 286 respondents (65.6 %) declared “agree”, 137 respondents (31.4 %) declared “strongly agree”, Therefore, it can be concluded that the majority of respondents (65.6 %) declared “agree” for “attitude of staff in regards to greeting in a friendly and personal manner.”

Table 5.38 Attitude of staff – The staff offered excellent service at winery

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	2	.5	.5	.5
	Neither	108	24.8	24.8	25.2
	Agree	228	52.3	52.3	77.5
	Strongly agree	98	22.5	22.5	100.0
	Total	436	100.0	100.0	

Table 5.38 shows that out of the 436 respondents, 2 respondents (0.5 %) declared the experience for “attitude of staff in regards to the staff offered excellent service at winery” “disagree”, 108 respondents (24.8 %) declared “neither”, 228 respondents (52.3 %) declared “agree”, 98 respondents (22.5 %) declared “strongly agree”, Therefore, it can be concluded that the majority of respondents (52.3 %) declared “agree” for “attitude of staff in regards to the staff offered excellent service at winery.”

Table 5.39 Attitude of staff – The staff was knowledgeable

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	6	1.4	1.4	1.4
	Neither	91	20.9	20.9	22.2
	Agree	255	58.5	58.5	80.7
	Strongly agree	84	19.3	19.3	100.0
	Total	436	100.0	100.0	

Table 5.39 shows that out of the 436 respondents, 6 respondents (1.4 %) declared the experience for “attitude of staff in regards to the staff was knowledgeable” “disagree”, 91 respondents (20.9 %) declared “neither”, 255 respondents (58.5 %) declared “agree”, 84 respondents (19.3 %) declared “strongly agree”, Therefore, it can be concluded that the majority of respondents (58.5 %) declared “agree” for “attitude of staff in regards to the staff was knowledgeable.”

Table 5.40 Attitude of staff – Wine tasting opportunities

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neither	95	21.8	21.8	21.8
	Agree	117	26.8	26.8	48.6
	Strongly agree	224	51.4	51.4	100.0
	Total	436	100.0	100.0	

Table 5.40 shows that out of the 436 respondents, 95 respondents (21.8 %) declared for the “attitude of staff in regards to wine tasting opportunities” was “neither”, 117 respondents (26.8 %) declared “agree”, 224 respondents (51.4 %) declared “strongly agree”, Therefore, it can be concluded that the majority of respondents (51.4 %) declared “strongly agree” for the “attitude of staff in regards to wine tasting opportunities.”

Part IV

Likeliness to Purchase Wine

Table 5.41 Degree of likeliness to purchase wine

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	definitely will buy	151	34.6	34.6	34.6
	probably will buy	189	43.3	43.3	78.0
	undecided	91	20.9	20.9	98.9
	probably will not buy	4	.9	.9	99.8
	definitely will not buy	1	.2	.2	100.0
	Total	436	100.0	100.0	

Table 5.41 shows that out of the 436 respondents, 151 respondents (34.6 %) declared the “degree of likeliness to purchase wine” in regards to definitely will buy, 189 respondents (43.3 %) declared “probably will buy”, 91 respondents (20.9 %) declared “undecided”, 4

respondents (0.9 %) declared “probably will not buy”, 1 respondent (0.2 %) declared “definitely will not buy”, Therefore, it can be concluded that the majority of respondents (43.3 %) declared probably will buy in the degree of likeliness to purchase wine.

Part V

Personnel Data

Table 5.42 Personnel Data – Age (Years)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20 - 29	19	4.4	4.4	4.4
	30 - 39	136	31.2	31.2	35.6
	40 - 49	240	55.0	55.0	90.6
	50 above	41	9.4	9.4	100.0
	Total	436	100.0	100.0	

Table 5.42 shows that out of the 436 respondents in regards to age in years, 19 respondents (4.4 %) were 20-29 years, 136 respondents (31.2 %) were 30-39 years, 240 respondents (55.0 %) were 40-49 years, 41 respondents (9.4 %) were 50 and above, respectively. Therefore, it can be concluded that the majority of respondents (55.0%) were 40-49 years.

Table 5.43 Personnel Data – Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	184	42.2	42.2	42.2
	female	252	57.8	57.8	100.0
	Total	436	100.0	100.0	

Table 5.43 shows that out of the 436 respondents in regards of gender, 184 respondents (42.2 %) were male, 252 respondents (57.8 %) were female, respectively. Therefore, it can be concluded that the majority of respondents (57.8%) were female.

Table 5.44 Personnel Data – Income (Baht)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	below 14,999 baht	4	.9	.9	.9
	15,000 - 24,999 baht	22	5.0	5.0	6.0
	25,000 - 39,999 baht	135	31.0	31.0	36.9
	40,000 bath and more	275	63.1	63.1	100.0
	Total	436	100.0	100.0	

Table 5.44 shows that out of the 436 respondents in regards to income in Baht, 4 respondents (0.9 %) have personnel income below Baht 14,999, 22 respondents (5.0 %) have income Baht 15,000-24,999, 135 respondents (31.0 %) have income Baht 25,000-39,999, 275 respondents (63.1 %) have income Baht 40,000 and more, respectively. Therefore, it can be concluded that the majority of respondents (63.1%) have personnel income per month Baht 40,000 and more.

Table 5.45 Personnel Data – Years of wine drinking

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less than a year	43	9.9	9.9	9.9
	1 - 4	63	14.4	14.4	24.3
	5 - 9	185	42.4	42.4	66.7
	10 - 14	103	23.6	23.6	90.4
	more than 15 years	42	9.6	9.6	100.0
	Total	436	100.0	100.0	

Table 5.45 shows that out of the 436 respondents in regards of years of wine drinking, 43 respondents (9.9 %) have the period of wine drinking less than a year. 63 respondents

(14.4 %) have the period of wine drinking 1 – 4 years, 185 respondents (42.4 %) have period of wine drinking 5 - 9 years, 103 respondents (23.6 %) have the period of wine drinking 10 -14 years, 42 respondents (9.6 %) have the period of wine drinking more than 15 years, respectively. Therefore, it can be concluded that the majority of respondents (42.4 %) have the period of wine drinking between 5 – 9 years.

Table 5.46 Personnel Data – How often do you purchase wine?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	weekly of more regularly	55	12.6	12.6	12.6
	between weekly and monthly	175	40.1	40.1	52.8
	monthly or less regularly	206	47.2	47.2	100.0
	Total	436	100.0	100.0	

Table 5.46 shows that out of the 436 respondents in frequency to purchase wine, 55 respondents (12.6 %) declared to purchase wine weekly of more regularly, 175 respondents (40.1 %) declared to purchase wine between weekly and monthly, 206 respondents (47.2 %) declared to purchase wine between monthly or less regularly, respectively. Therefore, it can be concluded that the majority of respondents (47.2 %) declared to purchase wine monthly or less regularly.

Table 5.47 Personnel Data – Sources of information about wine

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	newspaper	145	33.3	33.3	33.3
	magazines/ books	166	38.1	38.1	71.3
	wine clubs/ newsletters	68	15.6	15.6	86.9
	friends	54	12.4	12.4	99.3
	others	3	.7	.7	100.0
	Total	436	100.0	100.0	

Table 5.47 shows that out of the 436 respondents in regards of sources of information about wine, 145 respondents (33.3 %) got the information about wine from newspaper, 166 respondents (38.1 %) got the information about wine from magazines/books, 68 respondents (15.6 %) got the information about wine from wine clubs/newsletters, 54 respondents (12.4 %) got the information about wine from friends, 3 respondents (0.7 %) got the information about wine from other sources, respectively. Therefore, it can be concluded that the majority of respondents (38.1 %) got the information about wine from magazines and books.

5.5 Hypothesis Testing

The hypotheses were generated to check whether any difference or relation does exist in the satisfaction level with regard to the demographic characteristics, wine attributes, factors influencing wine purchase, purpose of wine drinking, wine variety, origin of wine, wine tourism experience, motivation to visit wine region, attitude of staff, and likeliness to purchase wine. The hypothesis H1 to H20 in regards to gender used the t-Test and in regards to age, years of wine drinking and income will use the one-way ANOVA test. The hypothesis for H21 and H22 used Pearson's Test.

Decision rule: $P \text{ value} < 0.05$, reject H_0
 $P \text{ value} > 0.05$, reject H_a

Hypotheses 1

H1o: There is no difference in consumers' importance for wine attributes when classified in terms of gender.

H1a: There is significant difference in consumers' importance for wine attributes when classified in terms of gender.

Table 5.48 T-test for hypothesis 1
Independent Samples Test

		Levene's Test for Equality of Variances	Sig.	t-test for Equality of Means		Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
		F		t	df				Lower	Upper
Wine Att. flavor	Equal variances assumed	10.777	.001	5.550	433	.000	.29	.053	.189	.396
	Equal variances not assumed			5.633	411.362	.000	.29	.052	.191	.395
Wine Att. taste	Equal variances assumed	32.924	.000	5.650	434	.000	.48	.085	.313	.648
	Equal variances not assumed			5.804	425.527	.000	.48	.083	.318	.643
Wine Att. price	Equal variances assumed	1.234	.267	3.225	434	.001	.22	.068	.086	.354
	Equal variances not assumed			3.264	410.714	.001	.22	.067	.087	.352
Wine Att. origin	Equal variances assumed	.366	.545	3.557	434	.000	.29	.080	.128	.443
	Equal variances not assumed			3.501	370.126	.001	.29	.082	.125	.446
Wine Att. brand	Equal variances assumed	.091	.763	1.600	434	.110	.13	.082	-.030	.291
	Equal variances not assumed			1.578	373.343	.115	.13	.083	-.032	.293
Wine Att. reputa	Equal variances assumed	.172	.678	.970	434	.332	.07	.074	-.073	.217
	Equal variances not assumed			.968	391.365	.334	.07	.074	-.074	.217
Wine Att. label	Equal variances assumed	.004	.949	.270	434	.788	.02	.083	-.140	.184
	Equal variances not assumed			.270	395.619	.787	.02	.082	-.140	.184
Wine Att. grape	Equal variances assumed	.352	.553	-.648	434	.517	-.06	.095	-.247	.125
	Equal variances not assumed			-.642	380.880	.521	-.06	.095	-.249	.126

The Independent T-Test shown above tells us which particular Wine attributes are more important to the visitors (male/female) of the winery. In the table it can be seen that the significance level for $P_{\text{Flavor}} = .000$, $P_{\text{Price}} = .001$, $P_{\text{Taste}} = .000$, and $P_{\text{Origin}} = .000$ rejecting H_0 since the P value is less than 0.05, this meaning that there is significant differences in consumers' importance for these wine attributes when classified in terms of gender. In the case of $P_{\text{Reputation}} = .332$, $P_{\text{Label}} = .788$, $P_{\text{Brand}} = .110$, and $P_{\text{Grape}} = .517$ it shows that the significance is greater than 0.05 that there is no significant difference in consumers' importance for these particular wine attributes when classified in terms of gender.

Hypothesis 2

H2o: There is no difference in consumers' importance for wine attributes when classified in terms of age.

H2a: There is significant difference between consumers' importance for wine attributes when classified in terms of age.

Table 5.49 One-Way ANOVA Test for Hypothesis 2

		Sum of Squares	df	Mean Square	F	Sig.
Wine Att. flavor	Between Groups	20.248	3	6.749	24.975	.000
	Within Groups	116.474	431	.270		
	Total	136.722	434			
Wine Att. taste	Between Groups	65.441	3	21.814	32.178	.000
	Within Groups	292.859	432	.678		
	Total	358.300	435			
Wine Att. price	Between Groups	24.684	3	8.228	18.236	.000
	Within Groups	194.919	432	.451		
	Total	219.603	435			
Wine Att. origin	Between Groups	30.660	3	10.220	16.036	.000
	Within Groups	275.313	432	.637		
	Total	305.972	435			
Wine Att. brand	Between Groups	5.432	3	1.811	2.575	.053
	Within Groups	303.760	432	.703		
	Total	309.193	435			
Wine Att. reputa	Between Groups	.566	3	.189	.325	.808
	Within Groups	251.294	432	.582		
	Total	251.860	435			
Wine Att. label	Between Groups	3.703	3	1.234	1.715	.163
	Within Groups	310.855	432	.720		
	Total	314.557	435			
Wine Att. grape	Between Groups	6.310	3	2.103	2.235	.084
	Within Groups	406.552	432	.941		
	Total	412.862	435			

In table 5.49 it can be see that for Flavor ($P_{\text{Flavor}} = .000$), Taste ($P_{\text{Taste}} = .000$), Price ($P_{\text{Price}} = .000$), and Origin ($P_{\text{Origin}} = .000$) have a significant value of less than 0.05 showing that there is difference in consumers' importance for wine attributes when classified in terms of age. In the case of Brand ($P_{\text{Brand}} = .053$), Reputation ($P_{\text{Reputation}} = .808$), Label ($P_{\text{Label}} = .163$), Grape ($P_{\text{Grape}} = 0.84$) it shows that that there is no difference in consumers'

importance for wine attributes when classified in terms of age since the significant value was greater than 0.05.

Hypothesis 3

H3o: There is no difference between consumers' importance for wine attributes when classified in terms of years of wine drinking.

H3a: There is significant difference between consumers' importance for wine attributes when classified in terms of years of wine drinking.

Table 5.50 One-Way ANOVA Test for Hypothesis 3

		Sum of Squares	df	Mean Square	F	Sig.
Wine Att. flavor	Between Groups	11.175	4	2.794	9.569	.000
	Within Groups	125.546	430	.292		
	Total	136.722	434			
Wine Att. taste	Between Groups	45.358	4	11.340	15.617	.000
	Within Groups	312.942	431	.726		
	Total	358.300	435			
Wine Att. price	Between Groups	9.225	4	2.306	4.725	.001
	Within Groups	210.378	431	.488		
	Total	219.603	435			
Wine Att. origin	Between Groups	7.775	4	1.944	2.809	.025
	Within Groups	298.198	431	.692		
	Total	305.972	435			
Wine Att. brand	Between Groups	4.857	4	1.214	1.720	.145
	Within Groups	304.336	431	.706		
	Total	309.193	435			
Wine Att. reputa	Between Groups	2.152	4	.538	.929	.447
	Within Groups	249.708	431	.579		
	Total	251.860	435			
Wine Att. label	Between Groups	1.551	4	.388	.534	.711
	Within Groups	313.007	431	.726		
	Total	314.557	435			
Wine Att. grape	Between Groups	1.284	4	.321	.336	.854
	Within Groups	411.579	431	.955		
	Total	412.862	435			

In Table 5.50 it can be seen that Flavor ($P_{\text{Flavor}} = .000$), Taste ($P_{\text{Taste}} = .000$), and Price ($P_{\text{Price}} = .001$) reject H_0 since the significant value is less than 0.05 showing that there is significant difference between consumers' importance for wine attributes when classified in terms of years of wine drinking. In the case of Origin ($P_{\text{Origin}} = .025$), Brand ($P_{\text{Brand}} = .145$), Reputation ($P_{\text{Reputation}} = .447$), Label ($P_{\text{Label}} = .711$), and Grape ($P_{\text{Grape}} = .854$) the significant value is greater than 0.05 showing that there is no significant difference between consumers' importance for wine attributes when classified in terms of years of wine drinking.

Hypothesis 4

H4o: There is no difference between consumers' importance for wine attributes when classified in terms of income.

H4a: There is significant difference between consumers' importance for wine attributes when classified in terms of income.

In table 5.51 it is shown that Flavor ($P_{\text{Flavor}} = .000$), Taste ($P_{\text{Taste}} = .000$), Price ($P_{\text{Price}} = .000$), Origin ($P_{\text{Origin}} = .000$), and Brand ($P_{\text{Brand}} = .000$) rejects H_0 , because the significant value is less than 0.05 portraying that there is significant difference between consumers' importance for wine attributes when classified in terms of income. In the case of Reputation ($P_{\text{Reputation}} = .127$), Label ($P_{\text{Label}} = .038$), and Grape ($P_{\text{Grape}} = .031$) it rejects H_a because the significant value is higher than 0.05 depicting that there is no difference between consumers' importance for wine attributes when classified in terms of income.

Table 5.51 One-Way ANOVA Test for Hypothesis 4

		Sum of Squares	df	Mean Square	F	Sig.
Wine Att. flavor	Between Groups	20.912	3	6.971	25.942	.000
	Within Groups	115.810	431	.269		
	Total	136.722	434			
Wine Att. taste	Between Groups	69.831	3	23.277	34.859	.000
	Within Groups	288.469	432	.668		
	Total	358.300	435			
Wine Att. price	Between Groups	38.779	3	12.926	30.882	.000
	Within Groups	180.824	432	.419		
	Total	219.603	435			
Wine Att. origin	Between Groups	35.121	3	11.707	18.672	.000
	Within Groups	270.851	432	.627		
	Total	305.972	435			
Wine Att. brand	Between Groups	13.022	3	4.341	6.331	.000
	Within Groups	296.171	432	.686		
	Total	309.193	435			
Wine Att. reputa	Between Groups	3.299	3	1.100	1.911	.127
	Within Groups	248.561	432	.575		
	Total	251.860	435			
Wine Att. label	Between Groups	6.073	3	2.024	2.835	.038
	Within Groups	308.484	432	.714		
	Total	314.557	435			
Wine Att. grape	Between Groups	8.392	3	2.797	2.988	.031
	Within Groups	404.471	432	.936		
	Total	412.862	435			

Hypothesis 5

H5o: There is no difference between consumers' importance for factors influencing wine purchase when classified in terms of gender.

H5a: There is significant difference between consumers' importance for factors influencing wine purchase when classified in terms of gender.

Table 5.52 T-Test for Hypothesis 5

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Factor recom	Equal variances assumed	9.239	.003	1.819	434	.070	.11	.061	-.009	.229
	Equal variances not assumed			1.783	363.445	.075	.11	.062	-.011	.231
Factor public	Equal variances assumed	2.848	.092	.848	434	.397	.06	.076	-.085	.205
	Equal variances not assumed			.838	376.526	.403	.06	.077	-.087	.207
Factor promote	Equal variances assumed	.155	.694	3.199	434	.001	.21	.067	.083	.337
	Equal variances not assumed			3.272	421.650	.001	.21	.065	.086	.334
Factor advertising	Equal variances assumed	1.039	.309	.758	434	.449	.05	.060	-.073	.173
	Equal variances not assumed			.755	388.298	.451	.05	.060	-.073	.171
Factor tasting	Equal variances assumed	3.389	.066	5.505	434	.000	.45	.081	.287	.613
	Equal variances not assumed			5.638	422.938	.000	.45	.079	.291	.609
Factor seminar	Equal variances assumed	8.540	.004	1.039	434	.300	.10	.098	-.091	.291
	Equal variances not assumed			1.015	358.819	.311	.10	.101	-.096	.296

As can be seen in Table 5.52 the significant Value for Promotion ($P_{\text{Promotion}} = .001$) and Tasting ($T_{\text{Tasting}} = .000$) was less than .05 rejecting H_0 meaning that there is significant difference between consumers' importance for factors influencing wine purchase when classified in terms of gender. As for the factors of Recommendation ($P_{\text{Recommendation}} = .070$) and Public ($P_{\text{Public}} = .092$) was greater than .05 failing to reject H_0 meaning that there is no significant difference between consumers' importance for factors influencing wine purchase when classified in terms of gender.

.070), Publications ($P_{\text{Publications}} = .397$), Advertising ($P_{\text{Advertising}} = .449$), and Seminar ($P_{\text{Seminar}} = .300$) making the significant value higher than .05 portraying that there is no difference between consumers' importance for factors influencing wine purchase when classified in terms of gender.

Hypothesis 6

H6o: There is no difference between consumers' importance for factors influencing wine purchase when classified in terms of age.

H6a: There is significant difference between consumers' importance for factors influencing wine purchase when classified in terms of age.

Table 5.53 One-Way ANOVA Test for Hypothesis 6

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Factor recom	Between Groups	10.893	3	3.631	9.705	.000
	Within Groups	161.628	432	.374		
	Total	172.521	435			
Factor public	Between Groups	.423	3	.141	.227	.878
	Within Groups	268.907	432	.622		
	Total	269.330	435			
Factor promote	Between Groups	9.654	3	3.218	6.878	.000
	Within Groups	202.117	432	.468		
	Total	211.771	435			
Factor advertising	Between Groups	3.422	3	1.141	3.017	.030
	Within Groups	163.319	432	.378		
	Total	166.741	435			
Factor tasting	Between Groups	51.706	3	17.235	27.258	.000
	Within Groups	273.156	432	.632		
	Total	324.862	435			
Factor seminar	Between Groups	3.670	3	1.223	1.193	.312
	Within Groups	443.089	432	1.026		
	Total	446.759	435			

It can be seen in table 5.53 that in the case of Recommendation ($P_{\text{Recommendation}} = .000$), Promotion ($P_{\text{Promotion}} = .000$), and Tasting ($P_{\text{Tasting}} = .000$) that it rejects H_0 since the significant value is less than 0.05 meaning that there is significant difference between consumers' importance for factors influencing wine purchase when classified in terms of age. As for Publications ($P_{\text{Publications}} = .878$), Advertising ($P_{\text{Advertising}} = .030$), and Seminar ($P_{\text{Seminar}} = .312$) reject H_a since the significant value is higher than 0.05 showing that there is no difference between consumers' importance for factors influencing wine purchase when classified in terms of age.

Hypothesis 7

H7o: There is no difference between consumers' importance for factors influencing wine purchase when classified in terms of years of drinking.

H7a: There is significant difference between consumers' importance for factors influencing wine purchase in terms of years of drinking.

In Table 5.54 it is portrayed that only Promotion ($P_{\text{Promotion}} = .000$), Publications ($P_{\text{Publications}} = .036$), and Tasting ($P_{\text{Tasting}} = .000$) the significant values are less than 0.05, meaning there is significant difference between consumers' importance for factors influencing wine purchase in terms of years of drinking. In the case of Recommendation ($P_{\text{Recommendation}} = .184$), , Advertising ($P_{\text{Advertising}} = 0.98$), Seminars ($P_{\text{Seminar}} .122$) reject H_a the significant value is higher then 0.05 showing us that there is no difference between consumers' importance for factors influencing wine purchase when classified in terms of years of drinking.

Table 5.54 One-Way ANOVA Test for Hypothesis 7

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Factor recom	Between Groups	2.465	4	.616	1.562	.184
	Within Groups	170.056	431	.395		
	Total	172.521	435			
Factor public	Between Groups	6.345	4	1.586	2.600	.036
	Within Groups	262.985	431	.610		
	Total	269.330	435			
Factor promote	Between Groups	20.451	4	5.113	11.518	.000
	Within Groups	191.320	431	.444		
	Total	211.771	435			
Factor advertising	Between Groups	2.993	4	.748	1.970	.098
	Within Groups	163.747	431	.380		
	Total	166.741	435			
Factor tasting	Between Groups	30.414	4	7.603	11.130	.000
	Within Groups	294.448	431	.683		
	Total	324.862	435			
Factor seminar	Between Groups	7.464	4	1.866	1.831	.122
	Within Groups	439.295	431	1.019		
	Total	446.759	435			

Hypothesis 8

H8o: There is no difference between consumers' importance for factors influencing wine purchase when classified in terms of income.

H8a: There is significant difference between consumers' importance for factors influencing wine purchase in terms of income.

Table 5.55 One-Way ANOVA Test for Hypothesis 8

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Factor recom	Between Groups	27.184	3	9.061	26.933	.000
	Within Groups	145.337	432	.336		
	Total	172.521	435			
Factor public	Between Groups	4.477	3	1.492	2.434	.064
	Within Groups	264.853	432	.613		
	Total	269.330	435			
Factor promote	Between Groups	10.943	3	3.648	7.846	.000
	Within Groups	200.828	432	.465		
	Total	211.771	435			
Factor advertising	Between Groups	7.501	3	2.500	6.783	.000
	Within Groups	159.240	432	.369		
	Total	166.741	435			
Factor tasting	Between Groups	73.271	3	24.424	41.937	.000
	Within Groups	251.592	432	.582		
	Total	324.862	435			
Factor seminar	Between Groups	5.085	3	1.695	1.658	.175
	Within Groups	441.674	432	1.022		
	Total	446.759	435			

In the above table it can be seen that in the factors of Recommendation ($P_{\text{Recommendation}} = .000$), Promotion ($P_{\text{Promotion}} = .000$), Advertising ($P_{\text{Advertising}} = .000$), and Tasting ($P_{\text{Tasting}} = .000$) that they reject H_0 since significance values are less than 0.05, portraying that there is significant difference between consumers' importance for factors influencing wine purchase in terms of income. In the case of the factors of Publications ($P_{\text{Publications}} = .064$) and Seminars ($P_{\text{Seminars}} = .175$) they both reject H_a , meaning that there is no difference between consumers' importance for factors influencing wine purchase when classified in terms of income.

Hypothesis 9

H9o: There is no difference between consumers importance for purpose of wine drinking when classified in terms of gender.

H9a: There is significant difference between consumers' importance for purpose of wine drinking when classified in terms of gender.

Table 5.56 T-Test for Hypothesis 9

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Purpose harmony	Equal variances assumed	4.369	.037	5.057	434	.000	.33	.065	.202	.45
	Equal variances not assumed			5.165	420.310	.000	.33	.064	.205	.45
Purpose ambience	Equal variances assumed	20.219	.000	5.315	434	.000	.39	.073	.245	.53
	Equal variances not assumed			5.440	422.393	.000	.39	.072	.249	.53
Purpose Health	Equal variances assumed	4.795	.029	4.865	434	.000	.43	.088	.254	.58
	Equal variances not assumed			4.908	406.405	.000	.43	.087	.255	.58

In this independent t-Test it can be seen that the purpose of wine drinking in the areas of Harmony ($P_{\text{Harmony}} = .000$), Ambience ($P_{\text{Ambience}} = .000$), and Health ($P_{\text{Health}} = .000$) reject H_0 since they are all less than 0.05 showing us that there is significant difference

between consumers’ importance for purpose of wine drinking when classified in terms of gender.

Hypothesis 10

H10o: There is no difference between consumers’ importance for purpose of wine drinking when classified in terms of age.

H10a: There is significant difference between consumers’ importance for purpose of wine drinking when classified in terms of age.

Table 5.57 One-Way ANOVA for Hypothesis 10

		Sum of Squares	df	Mean Square	F	Sig.
Purpose harmony	Between Groups	26.322	3	8.774	20.776	.000
	Within Groups	182.438	432	.422		
	Total	208.759	435			
Purpose ambience	Between Groups	17.952	3	5.984	10.511	.000
	Within Groups	245.945	432	.569		
	Total	263.897	435			
Purpose Health	Between Groups	20.773	3	6.924	8.500	.000
	Within Groups	351.931	432	.815		
	Total	372.704	435			

In table 5.57 it portrays that Harmony ($P_{\text{Harmony}} = .000$), Ambiance ($P_{\text{Ambiance}} = .000$), and Health ($P_{\text{Health}} = .000$) all reject H_0 since their significant value is less than 0.05, showing that there is significant difference between consumers’ importance for purpose of wine drinking when classified in terms of age.

Hypothesis 11

H11o: There is no difference between consumers’ importance for purpose of wine drinking when classified in terms of years of drinking wine.

H11a: There is significant difference between consumers’ importance for purpose of wine drinking when classified in terms of years of wine drinking.

Table 5.58 One-way ANOVA for Hypothesis 11

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Purpose harmony	Between Groups	14.450	4	3.613	8.013	.000
	Within Groups	194.309	431	.451		
	Total	208.759	435			
Purpose ambience	Between Groups	13.947	4	3.487	6.013	.000
	Within Groups	249.949	431	.580		
	Total	263.897	435			
Purpose Health	Between Groups	21.237	4	5.309	6.511	.000
	Within Groups	351.467	431	.815		
	Total	372.704	435			

It is shown that Harmony ($P_{\text{Harmony}} = .000$), Ambiance ($P_{\text{Ambiance}} = .000$), Health ($P_{\text{Health}} = .000$) reject H_0 since the significant value is less than 0.05 meaning that there is significant difference between consumers’ importance for purpose of wine drinking when classified in terms of years of wine drinking.

Hypothesis 12

H12o: There is no difference between consumers’ importance for purpose of wine drinking when classified in terms of income.

H12a: There is significant difference between consumers’ importance for purpose of wine drinking when classified in terms of income.

Table 5.59 One-Way ANOVA for Hypothesis 12

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Purpose harmony	Between Groups	40.722	3	13.574	34.897	.000
	Within Groups	168.037	432	.389		
	Total	208.759	435			
Purpose ambience	Between Groups	27.521	3	9.174	16.766	.000
	Within Groups	236.375	432	.547		
	Total	263.897	435			
Purpose Health	Between Groups	19.104	3	6.368	7.780	.000
	Within Groups	353.600	432	.819		
	Total	372.704	435			

In the above table it is shown that Harmony ($P_{\text{Harmony}} = .000$), Ambiance ($P_{\text{Ambiance}} = .000$), and Health ($P_{\text{Health}} = .000$) reject H_0 since the significant value is less than 0.05 meaning that there is significant difference between consumers' importance for purpose of wine drinking when classified in terms of income.

Hypothesis 13

H13o: There is no difference between consumers' preferences for wine variety when classified by gender.

H13a: There is significant difference between consumers' preferences for wine variety when classified by gender.

In the below Independent t-Test it is shown that in the case of wine variety Red ($P_{\text{Red}} = .000$), White ($P_{\text{White}} = .000$), Sparkling ($P_{\text{Sparkling}} = .003$), and Rose ($P_{\text{Rose}} = .001$) reject H_0 , since all areas have a significant value less than 0.05 meaning that there is significant difference between consumers' preferences for wine variety when classified by gender.

Table 5.60 t-test for Hypothesis 13

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2- tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Wine red	Equal variances assumed	9.210	.003	5.153	434	.000	.35	.068	.215	.485
	Equal variances not assumed			5.277	422.822	.000	.35	.066	.219	.478
Wine White	Equal variances assumed	25.866	.000	6.540	434	.000	.56	.086	.391	.729
	Equal variances not assumed			6.801	432.492	.000	.56	.082	.398	.722
Wine sparkling	Equal variances assumed	.184	.668	2.966	434	.003	.22	.073	.073	.367
	Equal variances not assumed			2.911	365.177	.004	.22	.075	.071	.369
Wine rose	Equal variances assumed	.866	.353	3.388	434	.001	.33	.098	.139	.521
	Equal variances not assumed			3.355	379.750	.001	.33	.098	.137	.523

Hypothesis 14

H14a: There is no difference between consumers' preferences for wine variety when classified by age.

H14o: There is significant difference between consumers' preferences for wine variety when classified by age.

All of the various wine varieties ($P_{Red} = .000$, $P_{White} = .000$, $P_{Sparkling} = .000$, $P_{Rose} = .000$) reject H_0 since the significant value is less than 0.05 meaning that there is difference between consumers' preferences for wine variety when classified by age.

Table 5.61 One-Way ANOVA Test for Hypothesis 14

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Wine red	Between Groups	30.207	3	10.069	22.482	.000
	Within Groups	193.481	432	.448		
	Total	223.688	435			
Wine White	Between Groups	60.193	3	20.064	27.918	.000
	Within Groups	310.475	432	.719		
	Total	370.667	435			
Wine sparkling	Between Groups	10.610	3	3.537	6.279	.000
	Within Groups	243.324	432	.563		
	Total	253.933	435			
Wine rose	Between Groups	27.520	3	9.173	9.370	.000
	Within Groups	422.909	432	.979		
	Total	450.429	435			

Hypothesis 15

H15o: There is no difference between consumers' preferences for wine variety when classified by years of wine drinking.

H15a: There is significant difference between consumers' preference for wine variety when classified by years of drinking.

In table 5.62 it can be seen in the case wine variety of Red Wine ($P_{Red} = .000$) and White Wine ($P_{White} = .000$) they both reject H_0 since their significant values are less than 0.05 meaning that there is significant difference between consumers' preference* for wine variety when classified by years of drinking. As for Sparkling ($P_{Sparkling} = .093$) and Rose ($P_{Rose} = .034$) they show that there is no difference between consumers' preferences for wine variety when classified by years of wine drinking, since their significant values are higher than 0.05.

Table 5.62 One-Way ANOVA Test for Hypothesis 15

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Wine red	Between Groups	23.432	4	5.858	12.608	.000
	Within Groups	200.256	431	.465		
	Total	223.688	435			
Wine White	Between Groups	36.123	4	9.031	11.634	.000
	Within Groups	334.544	431	.776		
	Total	370.667	435			
Wine sparkling	Between Groups	4.645	4	1.161	2.008	.093
	Within Groups	249.289	431	.578		
	Total	253.933	435			
Wine rose	Between Groups	10.733	4	2.683	2.630	.034
	Within Groups	439.696	431	1.020		
	Total	450.429	435			

Hypothesis 16

H16o: There is no difference between consumers' preference for wine variety when classified by income.

H16a: There is significant difference between consumers' preference for wine variety when classified by income.

It is shown below that in the case of Red Wine ($P_{\text{Red}} = .000$) and White Wine ($P_{\text{White}} = .000$), and Rose ($P_{\text{Rose}} = .000$) that they reject H_0 showing that there is significant difference between consumers' preference for wine variety when classified by income, since the significant value is less than 0.05. In the case of Sparkling ($P_{\text{Sparkling}} = .218$) reject H_a since the significant value are higher than 0.05 showing that there is no difference between consumers' preference for wine variety when classified by income.

Table 5.63 One-Way ANOVA Test for Hypothesis 16

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Wine red	Between Groups	28.617	3	9.539	21.125	.000
	Within Groups	195.071	432	.452		
	Total	223.688	435			
Wine White	Between Groups	67.293	3	22.431	31.941	.000
	Within Groups	303.375	432	.702		
	Total	370.667	435			
Wine sparkling	Between Groups	2.591	3	.864	1.484	.218
	Within Groups	251.343	432	.582		
	Total	253.933	435			
Wine rose	Between Groups	35.379	3	11.793	12.275	.000
	Within Groups	415.050	432	.961		
	Total	450.429	435			

Hypothesis 17

H17o: There is no difference between consumers' preference for origin of wine when classified by gender.

H17a: There is significant difference between consumers' preference for origin of wine when classified by gender.

It can be viewed that in the cases of Origins of Wine such as France ($P_{\text{France}} = .000$), U.S. ($P_{\text{U.S.}} = .000$), Italy ($P_{\text{Italy}} = .000$), Australia ($P_{\text{Australia}} = .000$), Chile ($P_{\text{Chile}} = .025$), and Germany ($P_{\text{Germany}} = .000$) reject H_0 , since their significant values are less than 0.05 meaning that there is significant difference between consumers' preference for origin of wine when classified by gender. In the case of Thailand ($P_{\text{Thailand}} = .481$) reject H_a since their significant values are higher than 0.05 telling that there is no difference between consumers' preference for origin of wine when classified by gender.

Table 5.64 T-Test for Hypothesis 17

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Origin France	Equal variances assumed	21.610	.000	5.461	434	.000	.36	.066	.232	.492
	Equal variances not assumed			5.618	426.485	.000	.36	.064	.235	.489
Origin US	Equal variances assumed	1.258	.263	4.087	434	.000	.32	.078	.166	.474
	Equal variances not assumed			4.010	365.082	.000	.32	.080	.163	.477
Origin Italy	Equal variances assumed	.343	.558	4.689	434	.000	.35	.074	.203	.495
	Equal variances not assumed			4.760	413.837	.000	.35	.073	.205	.493
Origin Australia	Equal variances assumed	24.541	.000	4.173	434	.000	.28	.067	.147	.409
	Equal variances not assumed			4.277	423.407	.000	.28	.065	.150	.406
Origin Chile	Equal variances assumed	8.385	.004	2.256	434	.025	.14	.062	.018	.261
	Equal variances not assumed			2.273	404.649	.024	.14	.061	.019	.260
Origin Germany	Equal variances assumed	4.761	.030	6.046	434	.000	.50	.083	.340	.667
	Equal variances not assumed			6.182	421.398	.000	.50	.081	.344	.664
Origin Thailand	Equal variances assumed	.008	.928	.705	434	.481	.04	.062	-.078	.165
	Equal variances not assumed			.701	387.360	.483	.04	.062	-.079	.166

Hypothesis 18

H18o: There is no difference between consumers' preference for origin of wine when classified by age.

H18a: There is significant difference between consumers' preference for origin of wine when classified by age.

Table 5.65 One-Way ANOVA Test for Hypothesis 18

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Origin France	Between Groups	37.342	3	12.447	29.995	.000
	Within Groups	179.270	432	.415		
	Total	216.612	435			
Origin US	Between Groups	30.322	3	10.107	16.551	.000
	Within Groups	263.816	432	.611		
	Total	294.138	435			
Origin Italy	Between Groups	35.518	3	11.839	21.972	.000
	Within Groups	232.782	432	.539		
	Total	268.300	435			
Origin Australia	Between Groups	16.035	3	5.345	11.734	.000
	Within Groups	196.782	432	.456		
	Total	212.817	435			
Origin Chile	Between Groups	7.981	3	2.660	6.730	.000
	Within Groups	170.760	432	.395		
	Total	178.741	435			
Origin Germany	Between Groups	48.123	3	16.041	23.162	.000
	Within Groups	299.187	432	.693		
	Total	347.310	435			
Origin Thailand	Between Groups	.818	3	.273	.670	.571
	Within Groups	175.740	432	.407		
	Total	176.557	435			

In the above table it can be seen that for the origins of wine for France ($P_{\text{France}} = .000$), U.S. ($P_{\text{U.S.}} = .000$), Italy ($P_{\text{Italy}} = .000$), Australia ($P_{\text{Australia}} = .000$), Chile ($P_{\text{Chile}} = .000$), Germany ($P_{\text{Germany}} = .000$) reject H_0 since their significant values are less than 0.05 meaning that there is significant difference between consumers' preference for origin of

wine when classified by age. As for Thailand ($P_{\text{Thailand}} = .571$) rejects H_a since the significant value is higher than 0.05 meaning that there is no difference between consumers' preference for origin of wine when classified by age.

Hypothesis 19

H19o: There is no difference between consumers' preference for origin of wine when classified by years of wine drinking.

H19a: There is significant difference between consumers' preference for origin of wine when classified by years of wine drinking.

Table 5.66 One-Way ANOVA Test for Hypothesis 19

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Origin France	Between Groups	17.526	4	4.382	9.486	.000
	Within Groups	199.086	431	.462		
	Total	216.612	435			
Origin US	Between Groups	12.520	4	3.130	4.790	.001
	Within Groups	281.617	431	.653		
	Total	294.138	435			
Origin Italy	Between Groups	17.991	4	4.498	7.744	.000
	Within Groups	250.310	431	.581		
	Total	268.300	435			
Origin Australia	Between Groups	10.512	4	2.628	5.599	.000
	Within Groups	202.304	431	.469		
	Total	212.817	435			
Origin Chile	Between Groups	4.066	4	1.017	2.508	.041
	Within Groups	174.675	431	.405		
	Total	178.741	435			
Origin Germany	Between Groups	28.715	4	7.179	9.712	.000
	Within Groups	318.594	431	.739		
	Total	347.310	435			
Origin Thailand	Between Groups	1.866	4	.467	1.151	.332
	Within Groups	174.691	431	.405		
	Total	176.557	435			

The origin of wine that rejects H_0 because of the significant value being less than 0.05 are France ($P_{\text{France}} = .000$), U.S. ($P_{\text{U.S.}} = .001$), Italy ($P_{\text{Italy}} = .000$), Australia ($P_{\text{Australia}} = .000$), Chile ($P_{\text{Chile}} = .041$), Germany ($P_{\text{Germany}} = .000$) portraying that there is significant difference between consumers' preference for origin of wine when classified by years of wine drinking. As for Thailand ($P_{\text{Thailand}} = .332$) rejects H_a , because of the significant value being higher than 0.05 meaning that there is no difference between consumers' preference for origin of wine when classified by years of wine drinking.

Hypothesis 20

H20o: There is no difference between consumers' preference for origin of wine when classified by income.

H20a: There is significant difference between consumers' preference for origin of wine when classified by income.

In the case of France ($P_{\text{France}} = .000$), U.S. ($P_{\text{U.S.}} = .000$), Italy ($P_{\text{Italy}} = .000$), Australia ($P_{\text{Australia}} = .000$), Chile ($P_{\text{Chile}} = .000$), Germany ($P_{\text{Germany}} = .000$) reject H_0 since their significant value is less than 0.05 showing that there is significant difference between consumers' preference for origin of wine when classified by income. In the case of Thailand's Wine ($P_{\text{Thailand}} = .473$) it rejected H_a telling that there is no difference between consumers' preference for origin of wine when classified by income.

Table 5.67 One-Way ANOVA Test for Hypothesis 20

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Origin France	Between Groups	49.092	3	16.364	42.199	.000
	Within Groups	167.521	432	.388		
	Total	216.612	435			
Origin US	Between Groups	47.441	3	15.814	27.692	.000
	Within Groups	246.697	432	.571		
	Total	294.138	435			
Origin Italy	Between Groups	43.181	3	14.394	27.621	.000
	Within Groups	225.120	432	.521		
	Total	268.300	435			
Origin Australia	Between Groups	16.061	3	5.354	11.755	.000
	Within Groups	196.755	432	.455		
	Total	212.817	435			
Origin Chile	Between Groups	8.858	3	2.953	7.509	.000
	Within Groups	169.882	432	.393		
	Total	178.741	435			
Origin Germany	Between Groups	69.657	3	23.219	36.127	.000
	Within Groups	277.652	432	.643		
	Total	347.310	435			
Origin Thailand	Between Groups	1.022	3	.341	.838	.473
	Within Groups	175.536	432	.406		
	Total	176.557	435			

Hypothesis 21

H21o: Motivation to visit wine region is not related to purchase of wine.

H21a: Motivation to visit wine region is related to purchase of wine.

Table 5.68 Wilcoxon Sign ranked test for Hypothesis 21

Test Statistics								
	purchase wine - Motivation recommendation	purchase wine - Motivation information	purchase wine - Motivation referrals	purchase wine - Motivation experience	purchase wine - Motivation awareness	purchase wine - Motivation opportunity	purchase wine - Motivation proximity	purchase wine - Motivation physical
Z	-18.221	-17.317	-17.972	-16.700	-17.399	-16.996	-17.650	-15.810
Asymp. Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000

- a. Based on positive ranks
b. Wilcoxon Signed Ranks Test

In the above table the Wilcoxon sign ranked test was applied to proof that there is significant relation between the Motivation to visit the wine region and the purchase of wine. In analyzing the chart it can be seen that all significance values are less than 0.05 implying to reject Ho and also telling us that the motivation to visit the wine region is related to purchase of wine.

Hypothesis 22

H22o: Attitude of staff at winery is not related to purchase of wine.

H22a: Attitude of staff at winery is related to purchase of wine.

Table 5.69 Wilcoxon Sign ranked test for Hypothesis 22

Test Statistics				
	purchase wine - Attitude Greeted	purchase wine - Attitude excellent	purchase wine - Attitude knowledge able	purchase wine - Attitude tasting
Z	-18.144	-17.424	-17.550	-17.449
Asymp. Sig. (2-tailed)	.000	.000	.000	.000

- a. Based on positive ranks.
b. Wilcoxon Signed Ranks Test

In the above table it is depicted the relationship between the attitude of staff to purchase of wine. It can be seen from the significant value that the relationship of all the various

attitude factors and purchase of wine are less than 0.05 implying to reject H_0 , meaning that attitude of staff at winery is related to purchase of wine.



Chapter 6

Summary, Conclusion and Recommendation

In this chapter, the results of the findings in terms of the descriptive and inferential analysis are explained and discussed. In relation to the objectives stated for this research, conclusions are drawn as well as recommendations are given for both purposes in academic and business purposes. Four sections are shown. The first section discusses the summary of results in terms of the research hypotheses testing. The second section is the conclusion of the research study. The third section discusses the recommendations. The final section is suggestions for further research.

6.1 Summary of findings

The study is aimed at explaining the specific preferences and characteristics of wine tourists in Thailand at a wine tourism location.

6.1.1 Descriptive Characteristics of Participants

Table 6.1 displays the demographic profile of the respondents in this research. The number of male respondents were 184 (42.2%) to 252 (57.8%) female respondents. The majority of respondents were between 40-49 years of age (55%). The income for most of the respondents was 40,000 Baht and above depicting 63.1 % followed by 25,000 to 39,999 Baht with a percentage of 31%. In the case of years of wine drinking the most interesting group were those drinking wine for 5-9 years (42.4%). In the case of frequency of purchase the majority was monthly or less regularly with a percentage of

47.2%. The preferred source of information for the wine drinkers was magazines and books at a 38.1% followed closely by newspapers (33.3%) respectively.

Table 6.1 Descriptive Characteristics of Participants (N=436)

Characteristic	n	Percentage (%)
Age		
20-29	19	4.4
30-39	136	31.2
40-49	240	55
50 above	41	9.4
Total	436	100
Gender		
Male	184	42.2
Female	252	57.8
Total	436	100
Income		
below 14,999 Baht	4	0.9
15,000-24,999 Baht	22	5
25,000-39,999 Baht	135	31
40,000 Baht and above	275	63.1
Total	436	100
Years of wine drinking		
Less than 1 year	43	9.9
1-4	63	14.4
5-9	185	42.4
10-14	103	23.6
More than 15 years	42	9.6
Total	436	100
Frequency of Purchase		
weekly or more regularly	55	12.6
between weekly and monthly	175	40.1
monthly or less regularly	206	47.2
Total	436	100
Source of Information about wine		
newspaper	145	33.3
magazines/books	166	38.1
wine clubs/newsletters	68	15.6
friends	54	12.4
others	3	0.7
Total	436	100

Table 6.2 Descriptive statistics for wine specific attributes, factors influencing wine purchasing, and purpose of wine drinking.

	Mean Importance Score	Standard Deviation
Wine attributes		
Flavor	6.51	.561
Taste	6.28	.908
Price	6.23	.711
Appellation of Origin	5.78	.839
Wine Brand	5.76	.843
Wine Reputation	5.42	.761
Regional Label	5.38	.850
Grape Vintage	5.22	.974
Factors influencing wine purchase		
Friends or relatives recommendation	6.27	.630
Wine publications	5.41	.787
Wine Promotion	6.02	.698
Wine Advertising	5.25	.619
Wine Tasting	6.22	.864
Wine Seminar	5.10	1.013
Purpose of wine drinking		
Harmony with food	6.40	.693
Status and ambience	5.64	.779
Health	5.85	.926

6.1.2 Tourists Preference Affecting Purchasing and Drinking of Wine

Depicted in Table 6.2 it can be seen from the research that the respondents chose “flavor” as the most important wine attribute (6.51 on a 7-point Likert-type scale), followed by “taste” (6.28) and “price” (6.23). The lowest wine attribute was “regional label” (5.38) and grape “vintage” (5.22).

When looking at factors influencing wine purchase the respondents showed that “friends or relatives recommendation” was the highest influence (6.27), followed by “wine tasting” (6.22), the lowest mean score was for “wine seminars” (5.10).

In the case of purpose of wine drinking “harmony with food” ranked the highest (6.40), followed “health” (5.85) and then “status and ambience” (5.64).

6.1.3 Tourists preference in regards to wine variety and origin of wine

Table 6.3 Descriptive Statistics for different Wine Varieties and Origin of Wine

	Mean Preference Score	Standard Deviation
Wine Variety		
Red	6.41	.717
White	6.26	.923
Sparkling	5.61	.764
Rose	5.69	1.018
Origin of Wine		
France	6.47	.706
U.S.	5.77	.822
Italy	6.28	.785
Australia	5.69	.699
Chile	5.75	.641
Germany	6.15	.894
Thailand	5.12	.637

In table 6.3 it can be seen through the descriptive statistics displayed for the different wine varieties and origin of wine that the respondents prefer “red wine” (6.41) followed by “white wine” (6.26), and then “rose” (5.69), and the least preferred was “sparkling” (5.61).

In the case of origin of wine the most preferred origin was “France” (6.47) and “Italy” being another origin of preference (6.28). The least preferred was Thailand (5.12).

6.1.4 Tourists preference in regards to motivation to visit wine region

As it can be seen from the table below is that recommendations from “friends or relatives” (4.18) ranked highest as the motivation to visit the wine region, followed by referrals from “colleagues and friends” (4.03). The least important factor was the “physical appearance of the winery from the roadside” (3.15). The winery has been

around for sometime and the word of mouth of previous visitors is definitely an important factor for PB Valley.

6.1.5 Tourists preference in regards to attitude of staff

Table 6.4 Descriptive Statistics for attitude of staff and likeliness to purchase wine

	Mean preference score	Standard Deviation
Attitude		
Greeted in a friendly manner	4.28	0.514
Excellence of Service	3.97	0.701
Knowledge of Staff	3.96	0.675
Tasting Opportunities	4.30	0.803
Purchase		
Likeliness to purchase wine	1.89	0.775

In table 6.4 above it can be seen that in regards to attitude of staff “tasting opportunities” ranked highest (4.30), followed by “greeted in a friendly manner” (4.28), as for “excellence of service” was at 3.97, and finally “knowledge of staff” (3.96). As for the “likeliness to purchase wine” scored a mean score of 1.89. As can be also concluded all values for the relationship of likeliness to purchase wine to attitude of staff depicted a significant value of less than 0.05 showing that all the factors are in regard to likeliness to purchase wine because of the attitude of staff.

6.1.6 Relationships between Demographic Variables and Wine Preferences

The researcher viewed the various relationships between key demographic variables such as gender, age, years of wine drinking, income, and frequency of wine drinking and the importance of each preference, but in this section the researcher would like to focus on the most significant variables.

Significant differences in wine selection by Gender:

To prove that gender is related to importance and preferences of the various attributes, the researcher used t-test to compare males and females on each preference.

Depicted in Table 6.5 the respondents significantly reacted differently to the attributes of red wine, French wine, Thai wine. Males liked red wine ($df = 435$, $t\text{-statistic} = 5.153$, $p = .000$), French wine ($df = 435$, $t\text{-statistic} = 5.461$, $p = .000$), and Thai wine ($df = 435$, $t\text{-statistic} = .705$, $p = .481$) significantly more than the female participants. In addition the case of reputation ($df = 435$, $t\text{-statistic} = .970$), regional label ($df = 435$, $t\text{-statistic} = .270$, $p = .788$) and health ($df = 435$, $t\text{-statistic} = 4.87$, $p = .000$) was also preferred by males more. Considering other statistics in regards to gender inclusive the ones from Table 6.5 there were no great significant differences between the two gender groups.

As can be seen in Table 6.5 all the mean scores are higher for male than for female respondents, this may be due to the fact that females may have been more conservative and cautious to the questionnaire rather than males due to the fact that females do not drink alcoholic beverages as much as men do.

Since the respondents were mostly of Asian origin and where men are mostly the higher consumers of alcoholic beverages rather than women, and in many Asian countries women do not work after marriage such as in Japan and Korea this maybe a factor that the female correspondents may have answered more conservatively than male respondents.

Table 6.5 Significant Differences in Wine selection by Gender

	Mean Score	Mean Score		
Variable	Male	Female	t-value	p-value
Preferences				
Red wine	6.61	6.27	5.153	.000
France	6.68	6.32	5.461	.000
Thai	5.15	5.10	0.705	.481
Importance				
Reputation	5.46	5.38	.970	.332
Regional Label	5.39	5.37	0.270	0.788
Health	6.09	5.67	4.870	0.000
Note significance level at .05				

Differences in wine selection by age

To determine whether age is related to importance and preference levels for the various attributes the researcher used one-way ANOVA with Tukey' HSD to identify the various differences (see Appendix A for details).

Table 6.6 Significant differences in wine selection by age.

	20-29	30-39	40-49	50 up	Overall	F Value	P Value
Variable							
Red Wine	6.89	6.70	6.18	6.61	6.41	22.482	.000
Sparkling Wine	6.05	5.74	5.48	5.71	5.61	6.279	.000
Importance							
Flavor	6.58	6.77	6.32	6.73	6.51	6.279	.000
Health	6.00	6.09	5.65	6.12	5.85	8.500	.000

Table 6.7 Significant differences in wine selection by age: Multiple Comparisons

Post Hoc Test

Variable	20 to 29 Years Old	30 to 39 Years Old	40 to 49 Years Old	50 or Older
Preference				
Wine Red	20-29>40-49	30-39>40-49		50 Up>40-49
Sparkling	20-29>40-49	30-39>40-49		
Importance				
Flavor		30-39>40-49		50Up>40-49
Health	30-39>40-49			

The ANOVA results in Table 6.6 show that the red wine preferences of the four ages are not all the same ($F = 22.482$, $P = .000$). The researcher used Tukey HSD to conduct further post hoc tests to explain the differences by age groups shown in table 6.6. The results showed that ages 20 to 29, 30 to 39, 50 or older all preferred "red wine" more than the age group of 40 to 49.

In the case of "sparkling wine" preferences differ according to age group ($F = 6.279$, $P = .000$). The respondents aged 20 to 29 and 30 to 39 preferred "sparkling wine" more than the age group of 40 to 49 year olds. The importance of flavor differs by age group ($F = 6.279$, $P = .000$). Respondents aged 30 to 39 and 50 up preferred the importance of flavor more than 40 to 49 year olds. As for the importance of Health for the respondents in regards to wine drinking the middle aged group of 30 to 39 thought it was more important to them in comparison to the age group of 40 to 49.

The results showed that red wine is the preferred wine by the visitors to the winery for nearly all age groups. Health is also becoming an important issue for the visitors since the middle age group are concerned with this the most.

Significant preferences in wine selection by experience

This section is to determine whether the number of years of wine drinking is related to the importance and preference levels for wine attributes. One-way ANOVA with Tukey's HSD was used to determine the specific group differences.

Table 6.7 illustrates that the levels of preference and importance are significantly different at .05 with respect to the respondents' years of wine drinking. The red wine preferences were not the same with the experience of wine drinking ($F = 12.608$, $P = .000$). Looking at Table 6.8 it can be seen that age groups 1 to 4, 5 to 9, 10 to 14 all

preferred red wine more than less than a year wine drinkers as well as people drinking for more than 15 years.

As for price it could be seen that those who had been drinking for less than a year had no response to this rather than the other age groups. As in regards to health the respondents who had been drinking for 10 to 14 years are more concerned with the aspect rather than other age groups.

In looking at harmony with food those who had been drinking for more than a year all agreed it was important to them, for those who had been drinking for less than a year may not have acquired the right flavor of their choice yet. Status and ambience was most important to those who had been drinking for 10 to 14 years. It can be seen that these factors are all preferred by the age group 10 to 14 years of experience with wine consumption. This group seems to be most interested in the specifics of the wine and they have set specific preferences that they expect when going to their destination.

Table 6.8 Significant preferences in wine selection by experience

Variable	less than 1 year	1 to 4 years	5 to 9 years	10-14 years	more than 15 years	Overall	F _a Value	P Value
Preference								
Red Wine	5.88	6.37	6.39	6.74	6.33	6.41	12.608	.000
Rose Wine	5.37	5.75	5.68	5.90	5.50	5.69	2.630	.034
Importance								
Price	5.95	6.35	6.28	6.32	5.93	6.23	4.725	.001
Health	5.40	5.75	5.79	6.17	5.90	5.85	6.511	.000
Harmony with meal	5.95	6.33	6.41	6.63	6.36	6.40	8.013	.000
Status and ambience	5.28	5.62	5.62	5.91	5.52	5.64	6.013	.000

Note: Significance level at .05

a. One-way ANOVA test to see if age groups differ on each variable

Table 6.9 Significant differences in wine selection by Age: Multiple Comparisons

Post Hoc test

Variable	less than 1 year	1 to 4 years	5 to 9 years	10 to 14 years	more than 15 years
Preference					
Red Wine		1-4>less than a year	5-9>less than a year	10-14>less than a year, 1-4, 5-9, more than 15 years	
Rose Wine				10-14>less than a year	
Importance					
Price		1-4>less than a year	5-9> more than 15 years	10-14>more than 15 years, less than a year	1-4>more than 15 years
Health				10-14>less than a year, 1-4, 5-9	
Harmony with meal		1-4>less than a year	5-9>less than a year	10-14>less than a year, 1-4	more than 15 years>less than a year
Status and ambience				10-14>less than a year, 5-9, more than 15 years	

6.2 Conclusion

The Thai wine market and Thai wine tourism destinations have great potential for further growth and development. Identifying in the needs, preferences, and characteristics is very important in developing this market. The purpose of the study was to find the specific preferences and characteristics of wine consumers.

According to the statistics of the respondents there were women who answered the survey at the destination (57.8%), this study finds that females are more interested in

wine and wine tourism; this is due to the fact that since being in Thailand a highly regarded whiskey drinking country women are looking for a less strong drink such as wine. The female market will be a great benefit for the wine and wine tourism market.

Another result of the study also showed that red wine was the preference of the respondents who took the survey. The study also showed that “flavor” and “taste” of wine were the most important factors in the area of wine attributes. When looking at factors influencing the purchase of wine it could be clearly seen that “wine tasting” and “friends” and relatives recommendations” came in first and second. “Harmony with food” was the most important aspect in regards to purpose of wine drinking. It is stated that Asia will be the fastest growing region in wine consumption in the next 5 years (Vinexpo avec le Concours de Vertumne International & Associates, 2002b). It is important to create variations of not only western food with wine but also with Asian food.

It was also clearly seen that wine drinkers who had been drinking for approximately 10 to 14 years were more concerned with all the variables involved such as health, harmony with food, and status and ambience. This group is a very important group for wine marketers and wine destinations. As well as those in the age group of 30 to 35 were the most interested group in wine.

The proper promotion and marketing of wine and wine tourism destinations is of high importance for the wine market in Thailand. Even with the new laws on the ban on liquor promotion these places need to think of alternative ways to promote their wine or wine tourism destination and what the consumer really want. It could also be seen that the variables of likelihood to purchase wine in regards to motivation to visit the region and attitude of staff showed that the wine tourist is looking for these factors in order to be

satisfied and purchase wine from the destination, making these factors very important to the destination. Having this type of information can prepare the destination for the wants and needs of their customers.

6.4 Recommendations

As of current the various types of red wine made in Thailand are still limited and further expansion on this will give the market a lot more interest. Wine marketers and wine tourism destinations should also facilitate on the aspects of “flavor” and “taste” so that the consumers can better understand these wine attributes better.

Wine tasting is very important for wine since not every person has the same palette and is not able to acquire the same flavor as someone else. As well as the aspect of word of mouth from friends or relatives is as well of high importance. This aspect must show that the destination or wine is of standard that is acceptable for the group it will be positive marketing that does not cost much.

Since most wine tourism destinations also cater with restaurants such as PB Valley, it is up to their management to create a suiting menu that is perfect for the promotion of their wine as well. A highly trained staff is also important when the customer would like to order there must be cohesion of this type of food is best complimented with this type of wine. The destination or wine marketer must take this into serious consideration.

The two statistics concerning years of wine drinking 10-14 years and the age group of 30-35 years of age are a perfect target group for wine marketers and wine tourism destinations. Consumer's before this age group may have not acquired the proper wine knowledge yet such as grape vintage, and health benefits of wine drinking. The

younger age group maybe consuming for status and surrounding purposes only, therefore it is necessary for wine marketers or wine tourism destinations to provide information related to the wine attributes to this age group, since they are a very potential market segment. Wine festivals and events should be also considered since to Thailand this maybe still new territory with wine tourism destinations. It would be highly beneficial

6.5 Further studies

In the case of further studies the future researcher will need to be sure to look into the depths of wine, and how it affects the various consumers' preferences as well as how these preferences have changed over the time period of this study. It should be considered in the area of foreign investment into the Thailand wine market and wine tourism destination. As well as how the original destinations have expanded and how the consumption of wine has changed since this study. The future study should also look upon whether The Tourism Authority of Thailand has finally implemented a plan for wine tourism destinations. Further studies should also focus on whether more wine tourism destinations have opened since this study. The socio-economic aspect of the industry at the time period of further studies. The success of the latitude wines should be also considered if that area will continually be a destination to produce wine for Thailand.

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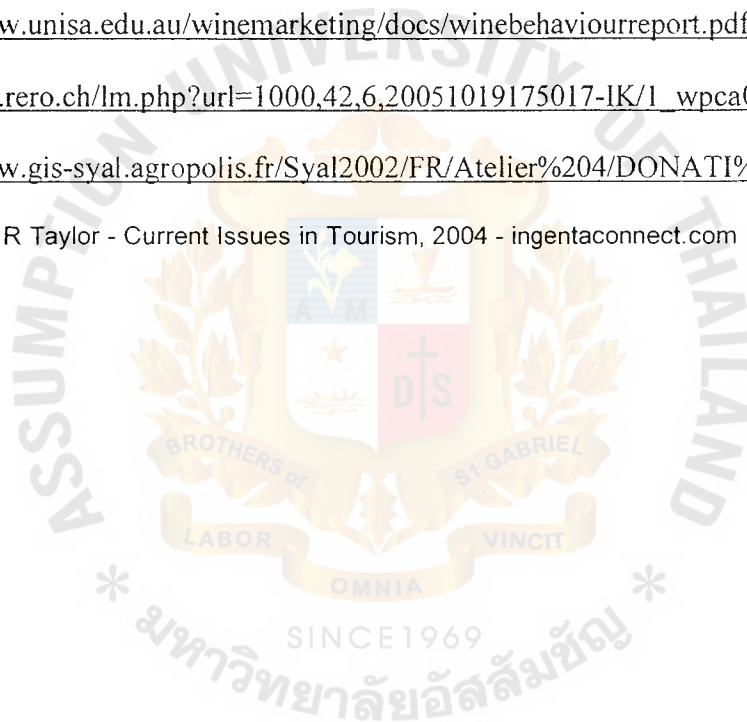
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Questionnaire

Part 1

You are a wine lover on a visit to this winery with an intention to tour+experience wine production site, wine tasting, and purchase wine:

If yes ____ (continue)

If no ____ (stop)

a.) Consumers’ preference affecting purchasing and drinking of wine.

Please indicate your degree of importance by marking (X) in the one box, that matches best with your opinion where: 1= not at all important 4= neither or no importance 7= very important

Wine Attributes	7	6	5	4	3	2	1
Flavor							
Taste							
Price							
Appellation of Origin							
Wine Brand							
Wine reputation							
Regional label							
Grape Vintage							

b.)

Factors influencing wine purchase	7	6	5	4	3	2	1
Friends or relatives recommendation							
Wine publications							
Wine promotion							
Wine advertising							
Wine tasting							
Wine seminar							

c.)

Purpose of wine drinking	7	6	5	4	3	2	1
Harmony with food							
Status and ambience							
Health							

Part 2

Please indicate your degree of preference by marking (X) in the one box, that matches best with your opinion where: 1-last like; 4- neither or not; 7-the most like

d.)

Wine variety	7	6	5	4	3	2	1
Red							
White							
Sparkling							
Rose							

e.)

Origin of Wine	7	6	5	4	3	2	1
France							
U.S.							
Italy							
Australia							
Chile							
Germany							
Thailand							

Part 3: Wine Tourism Experience

For the following, please indicate your degree of agreement by marking (X) in the one box that matches best with your opinion, where strongly agree =5, agree=4, neither =3, disagree=2, strongly disagree=1.

Motivation to visit wine region	Strongly Agree	Agree	Neither	Disagree	Strongly Disagree
Recommendation from friends					
Information obtained at visitor information center					
Referrals from colleagues and friends					
Past experience with wine from specific winery visited					
Awareness of a winery brand					
Opportunity to purchase boutique wines not available in city wine outlets					
Proximity to the winery or region					
Physical appearance of winery from roadside					

Attitude of staff	Strongly Agree	Agree	Neither	Disagree	Strongly Disagree
Greeted in a friendly and personal manner					
The staff offered excellent service at winery					
The staff was knowledgeable					
Wine tasting opportunities					

Part 4: Likeliness to Purchase Wine

Tick one only

___ Definitely will buy ___ Probably will buy ___ Undecided ___ Probably will not buy

___ Definitely will not buy

Part 5: Personnel Data

1. Age

___ 20-29 ___ 30-39 ___ 40-49 ___ 50 and above

2. Gender

___ Male ___ Female

3. Income

___ Below 14,999 Baht ___ 15,000-24,999 Baht ___ 25,000-39,999 Baht

___ 40,000 Baht and more

4. Years of wine drinking

___ less than a year ___ 1-4 ___ 5-9 ___ 10-14 ___ more than 15 years

5. How often do you purchase wine?

___ weekly or more regularly ___ between weekly and monthly

___ monthly or less regularly

6. Sources of information about wine

___ Newspapers ___ Magazines/Books ___ Wine Club/Newsletter ___ Friends

___ Others



Appendix A

Table 5.48 T-test for hypothesis 1

Group Statistics

	gender	N	Mean	Std. Deviation	Std. Error Mean
Wine Att. flavor	male	183	6.68	.513	.038
	female	252	6.38	.563	.035
Wine Att. taste	male	184	6.56	.787	.058
	female	252	6.08	.937	.059
Wine Att. price	male	184	6.36	.671	.049
	female	252	6.14	.726	.046
Wine Att. origin	male	184	5.94	.876	.065
	female	252	5.65	.791	.050
Wine Att. brand	male	184	5.84	.884	.065
	female	252	5.71	.809	.051
Wine Att. reputa	male	184	5.46	.767	.057
	female	252	5.38	.757	.048
Wine Att. label	male	184	5.39	.849	.063
	female	252	5.37	.853	.054
Wine Att. grape	male	184	5.18	1.007	.074
	female	252	5.25	.950	.060

	gender	N	Mean	Std. Deviation	Std. Error Mean
Factor recom	male	184	6.34	.674	.050
	female	252	6.23	.592	.037
Factor public	male	184	5.45	.821	.061
	female	252	5.38	.761	.048
Factor promote	male	184	6.15	.632	.047
	female	252	5.93	.730	.046
Factor advertising	male	184	5.27	.629	.046
	female	252	5.23	.612	.039
Factor tasting	male	184	6.48	.761	.056
	female	252	6.03	.888	.056
Factor seminar	male	184	5.16	1.098	.081
	female	252	5.06	.947	.060

Table 5.52 T-Test for Hypothesis 5

Group Statistics

	gender	N	Mean	Std. Deviation	Std. Error Mean
Factor recom					
male	184	6.34	.674	.050	
female	252	6.23	.592	.037	
Factor public					
male	184	5.45	.821	.061	
female	252	5.38	.761	.048	
Factor promote					
male	184	6.15	.632	.047	
female	252	5.93	.730	.046	
Factor advertising					
male	184	5.27	.629	.046	
female	252	5.23	.612	.039	
Factor tasting					
male	184	6.48	.761	.056	
female	252	6.03	.888	.056	
Factor seminar					
male	184	5.16	1.098	.081	
female	252	5.06	.947	.060	

Table 5.56 T-Test for Hypothesis 9

Group Statistics

	gender	N	Mean	Std. Deviation	Std. Error Mean
Purpose harmony	male	184	6.59	.620	.046
	female	252	6.26	.711	.045
Purpose ambience	male	184	5.87	.689	.051
	female	252	5.48	.801	.050
Purpose Health	male	184	6.09	.873	.064
	female	252	5.67	.923	.058

Table 5.60 T-Test for Hypothesis 13

Group Statistics

	gender	N	Mean	Std. Deviation	Std. Error Mean
Wine red	male	184	6.61	.634	.047
	female	252	6.27	.739	.047
Wine White	male	184	6.59	.749	.055
	female	252	6.03	.967	.061
Wine sparkling	male	184	5.73	.810	.060
	female	252	5.52	.717	.045
Wine rose	male	184	5.89	1.042	.077
	female	252	5.56	.978	.062

Table 5.64 T-Test for Hypothesis 17

Group Statistics

	gender	N	Mean	Std. Deviation	Std. Error Mean
Origin France	male	184	6.68	.610	.045
	female	252	6.32	.732	.046
Origin US	male	184	5.95	.864	.064
	female	252	5.63	.764	.048
Origin Italy	male	184	6.48	.724	.053
	female	252	6.13	.797	.050
Origin Australia	male	184	5.85	.623	.046
	female	252	5.58	.729	.046
Origin Chile	male	184	5.83	.620	.046
	female	252	5.69	.651	.041
Origin Germany	male	184	6.44	.787	.058
	female	252	5.94	.908	.057
Origin Thailand	male	184	5.15	.649	.048
	female	252	5.10	.629	.040

APPENDIX B

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
Wine red	20 - 29	19	6.89	.315	.072	6.74	7.05	6	7
	30 - 39	136	6.70	.549	.047	6.61	6.79	5	7
	40 - 49	240	6.18	.752	.049	6.08	6.27	4	7
	50 above	41	6.61	.628	.098	6.41	6.81	5	7
	Total	436	6.41	.717	.034	6.35	6.48	4	7
Wine sparkling	20 - 29	19	6.05	.705	.162	5.71	6.39	5	7
	30 - 39	136	5.74	.699	.060	5.62	5.86	4	7
	40 - 49	240	5.48	.787	.051	5.38	5.58	1	7
	50 above	41	5.71	.716	.112	5.48	5.93	4	7
	Total	436	5.61	.764	.037	5.54	5.68	1	7
Wine Att. flavor	20 - 29	19	6.58	.692	.159	6.25	6.91	5	7
	30 - 39	136	6.77	.421	.036	6.70	6.84	6	7
	40 - 49	240	6.32	.564	.036	6.24	6.39	5	7
	50 above	40	6.73	.452	.071	6.58	6.87	6	7
	Total	435	6.51	.561	.027	6.46	6.56	5	7
Purpose Health	20 - 29	19	6.00	1.000	.229	5.52	6.48	4	7
	30 - 39	136	6.09	.923	.079	5.93	6.24	3	7
	40 - 49	240	5.65	.902	.058	5.54	5.76	3	7
	50 above	41	6.12	.781	.122	5.88	6.37	4	7
	Total	436	5.85	.926	.044	5.76	5.93	3	7

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Wine red	Between Groups	30.207	3	10.069	22.482	.000
	Within Groups	193.481	432	.448		
	Total	223.688	435			
Wine sparkling	Between Groups	10.610	3	3.537	6.279	.000
	Within Groups	243.324	432	.563		
	Total	253.933	435			
Wine Att. flavor	Between Groups	20.248	3	6.749	24.975	.000
	Within Groups	116.474	431	.270		
	Total	136.722	434			
Purpose Health	Between Groups	20.773	3	6.924	8.500	.000
	Within Groups	351.931	432	.815		
	Total	372.704	435			

Multiple Comparisons
Tukey HSD

			Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
Dependent Variable	(I) age	(J) age				Lower Bound	Upper Bound
Wine red	20 - 29	30 - 39	.20	.164	.629	-.23	.62
		40 - 49	.72	.159	.000	.30	1.13
		50 above	.28	.186	.418	-.19	.76
	30 - 39	20 - 29	-.20	.164	.629	-.62	.23
		40 - 49	.52	.072	.000	.33	.70
		50 above	.09	.119	.879	-.22	.40
	40 - 49	20 - 29	-.72	.159	.000	-1.13	-.30
		30 - 39	-.52	.072	.000	-.70	-.33
		50 above	-.43	.113	.001	-.72	-.14
	50 above	20 - 29	-.28	.186	.418	-.76	.19
		30 - 39	-.09	.119	.879	-.40	.22
		40 - 49	.43	.113	.001	.14	.72
Wine sparkling	20 - 29	30 - 39	.31	.184	.332	-.16	.78
		40 - 49	.57	.179	.008	.11	1.03
		50 above	.35	.208	.347	-.19	.88
	30 - 39	20 - 29	-.31	.184	.332	-.78	.16
		40 - 49	.26	.081	.006	.06	.47
		50 above	.04	.134	.994	-.31	.38
	40 - 49	20 - 29	-.57	.179	.008	-1.03	-.11
		30 - 39	-.26	.081	.006	-.47	-.06
		50 above	-.23	.127	.275	-.56	.10
	50 above	20 - 29	-.35	.208	.347	-.88	.19

		30 - 39	-.04	.134	.994	-.38	.31
		40 - 49	.23	.127	.275	-.10	.56
Wine Att.	20 - 29	30 - 39	-.19	.127	.428	-.52	.14
flavor		40 - 49	.26	.124	.149	-.06	.58
		50 above	-.15	.145	.745	-.52	.23
	30 - 39	20 - 29	.19	.127	.428	-.14	.52
		40 - 49	.46	.056	.000	.31	.60
		50 above	.05	.094	.958	-.19	.29
	40 - 49	20 - 29	-.26	.124	.149	-.58	.06
		30 - 39	-.46	.056	.000	-.60	-.31
		50 above	-.41	.089	.000	-.64	-.18
	50 above	20 - 29	.15	.145	.745	-.23	.52
		30 - 39	-.05	.094	.958	-.29	.19
		40 - 49	.41	.089	.000	.18	.64
Purpose	20 - 29	30 - 39	-.09	.221	.978	-.66	.48
Health		40 - 49	.35	.215	.364	-.20	.90
		50 above	-.12	.250	.962	-.77	.52
	30 - 39	20 - 29	.09	.221	.978	-.48	.66
		40 - 49	.44	.097	.000	.19	.69
		50 above	-.03	.161	.997	-.45	.38
	40 - 49	20 - 29	-.35	.215	.364	-.90	.20
		30 - 39	-.44	.097	.000	-.69	-.19
		50 above	-.47	.153	.011	-.87	-.08
	50 above	20 - 29	.12	.250	.962	-.52	.77
		30 - 39	.03	.161	.997	-.38	.45
		40 - 49	.47	.153	.011	.08	.87

* The mean difference is significant at the .05 level.

APPENDIX C

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
Wine red	less than a year	43	5.88	.586	.089	5.70	6.06	5	7
	1 - 4	63	6.37	.655	.083	6.20	6.53	5	7
	5 - 9	185	6.39	.737	.054	6.28	6.50	4	7
	10 - 14	103	6.74	.542	.053	6.63	6.84	5	7
	more than 15 years	42	6.33	.846	.131	6.07	6.60	5	7
	Total	436	6.41	.717	.034	6.35	6.48	4	7
Wine sparkling	less than a year	43	5.42	.731	.112	5.19	5.64	3	7
	1 - 4	63	5.62	.633	.080	5.46	5.78	4	7
	5 - 9	185	5.56	.729	.054	5.45	5.66	4	7
	10 - 14	103	5.77	.866	.085	5.60	5.94	1	7
	more than 15 years	42	5.62	.825	.127	5.36	5.88	4	7
	Total	436	5.61	.764	.037	5.54	5.68	1	7
Wine Att. price	less than a year	43	5.95	.486	.074	5.80	6.10	5	7
	1 - 4	63	6.35	.676	.085	6.18	6.52	5	7
	5 - 9	185	6.28	.755	.056	6.17	6.39	4	7
	10 - 14	103	6.32	.645	.064	6.19	6.45	4	7
	more than 15 years	42	5.93	.778	.120	5.69	6.17	4	7
	Total	436	6.23	.711	.034	6.16	6.30	4	7
Purpose Health	less than a year	43	5.40	.821	.125	5.14	5.65	3	7
	1 - 4	63	5.75	.822	.104	5.54	5.95	4	7
	5 - 9	185	5.79	.980	.072	5.65	5.93	3	7
	10 - 14	103	6.17	.810	.080	6.02	6.33	4	7
	more than 15 years	42	5.90	.958	.148	5.61	6.20	4	7
	Total	436	5.85	.926	.044	5.76	5.93	3	7
Purpose harmony	less than a year	43	5.95	.532	.081	5.79	6.12	5	7
	1 - 4	63	6.33	.672	.085	6.16	6.50	5	7
	5 - 9	185	6.41	.710	.052	6.31	6.51	4	7
	10 - 14	103	6.63	.594	.059	6.51	6.75	5	7
	more than 15 years	42	6.36	.791	.122	6.11	6.60	5	7
	Total	436	6.40	.693	.033	6.34	6.47	4	7
Purpose ambience	less than a year	43	5.28	.766	.117	5.04	5.51	4	7
	1 - 4	63	5.62	.771	.097	5.42	5.81	4	7
	5 - 9	185	5.62	.772	.057	5.50	5.73	4	7
	10 - 14	103	5.91	.702	.069	5.78	6.05	4	7
	more than 15 years	42	5.52	.833	.129	5.26	5.78	4	7
	Total	436	5.64	.779	.037	5.57	5.72	4	7

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Wine red	Between Groups	23.432	4	5.858	12.608	.000
	Within Groups	200.256	431	.465		
	Total	223.688	435			
Wine sparkling	Between Groups	4.645	4	1.161	2.008	.093
	Within Groups	249.289	431	.578		
	Total	253.933	435			
Wine Att. price	Between Groups	9.225	4	2.306	4.725	.001
	Within Groups	210.378	431	.488		
	Total	219.603	435			
Purpose Health	Between Groups	21.237	4	5.309	6.511	.000
	Within Groups	351.467	431	.815		
	Total	372.704	435			
Purpose harmony	Between Groups	14.450	4	3.613	8.013	.000
	Within Groups	194.309	431	.451		
	Total	208.759	435			
Purpose ambience	Between Groups	13.947	4	3.487	6.013	.000
	Within Groups	249.949	431	.580		
	Total	263.897	435			

Multiple Comparisons
Tukey HSD

			Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
Dependent Variable	(I) years of wine drinking	(J) years of wine drinking				Lower Bound	Upper Bound
Wine red	less than a year	1 - 4	-.48	.135	.004	-.85	-.11
		5 - 9	-.51	.115	.000	-.82	-.19
		10 - 14	-.85	.124	.000	-1.19	-.52
		more than 15 years	-.45	.148	.021	-.85	-.04
	1 - 4	less than a year	.48	.135	.004	.11	.85
		5 - 9	-.02	.099	.999	-.30	.25
		10 - 14	-.37	.109	.006	-.67	-.07
		more than 15 years	.03	.136	.999	-.34	.40

	5 - 9	less than a year	.51	.115	.000	.19	.82
		1 - 4	.02	.099	.999	-.25	.30
		10 - 14	-.35	.084	.000	-.58	-.12
		more than 15 years	.06	.117	.989	-.26	.38
	10 - 14	less than a year	.85	.124	.000	.52	1.19
		1 - 4	.37	.109	.006	.07	.67
		5 - 9	.35	.084	.000	.12	.58
		more than 15 years	.40	.125	.011	.06	.75
	more than 15 years	less than a year	.45	.148	.021	.04	.85
		1 - 4	-.03	.136	.999	-.40	.34
		5 - 9	-.06	.117	.989	-.38	.26
		10 - 14	-.40	.125	.011	-.75	-.06
Wine sparkling	less than a year	1 - 4	-.20	.150	.671	-.61	.21
		5 - 9	-.14	.129	.820	-.49	.21
		10 - 14	-.35	.138	.087	-.73	.03
		more than 15 years	-.20	.165	.743	-.65	.25
	1 - 4	less than a year	.20	.150	.671	-.21	.61
		5 - 9	.06	.111	.980	-.24	.37
		10 - 14	-.15	.122	.742	-.48	.19
		more than 15 years	.00	.151	1.000	-.42	.42
	5 - 9	less than a year	.14	.129	.820	-.21	.49
		1 - 4	-.06	.111	.980	-.37	.24
		10 - 14	-.21	.093	.164	-.47	.05
		more than 15 years	-.06	.130	.989	-.42	.29
	10 - 14	less than a year	.35	.138	.087	-.03	.73
		1 - 4	.15	.122	.742	-.19	.48
		5 - 9	.21	.093	.164	-.05	.47
		more than 15 years	.15	.139	.826	-.23	.53
	more than 15 years	less than a year	.20	.165	.743	-.25	.65
		1 - 4	.00	.151	1.000	-.42	.42
		5 - 9	.06	.130	.989	-.29	.42
		10 - 14	-.15	.139	.826	-.53	.23
Wine Att. price	less than a year	1 - 4	-.40	.138	.035	-.77	-.02
		5 - 9	-.32	.118	.052	-.65	.00
		10 - 14	-.37	.127	.033	-.71	-.02
		more than 15 years	.02	.152	1.000	-.39	.44
	1 - 4	less than a year	.40	.138	.035	.02	.77
		5 - 9	.07	.102	.951	-.21	.35

		10 - 14	.03	.112	.999	-.28	.33
		more than 15 years	.42	.139	.022	.04	.80
	5 - 9	less than a year	.32	.118	.052	.00	.65
		1 - 4	-.07	.102	.951	-.35	.21
		10 - 14	-.04	.086	.985	-.28	.19
		more than 15 years	.35	.119	.031	.02	.67
	10 - 14	less than a year	.37	.127	.033	.02	.71
		1 - 4	-.03	.112	.999	-.33	.28
		5 - 9	.04	.086	.985	-.19	.28
		more than 15 years	.39	.128	.020	.04	.74
	more than 15 years	less than a year	-.02	.152	1.000	-.44	.39
		1 - 4	-.42	.139	.022	-.80	-.04
		5 - 9	-.35	.119	.031	-.67	-.02
		10 - 14	-.39	.128	.020	-.74	-.04
Purpose Health	less than a year	1 - 4	-.35	.179	.286	-.84	.14
		5 - 9	-.39	.153	.077	-.81	.02
		10 - 14	-.78	.164	.000	-1.23	-.33
		more than 15 years	-.51	.196	.072	-1.05	.03
	1 - 4	less than a year	.35	.179	.286	-.14	.84
		5 - 9	-.04	.132	.998	-.40	.32
		10 - 14	-.43	.144	.026	-.82	-.03
		more than 15 years	-.16	.180	.903	-.65	.33
	5 - 9	less than a year	.39	.153	.077	-.02	.81
		1 - 4	.04	.132	.998	-.32	.40
		10 - 14	-.39	.111	.005	-.69	-.08
		more than 15 years	-.12	.154	.945	-.54	.31
	10 - 14	less than a year	.78	.164	.000	.33	1.23
		1 - 4	.43	.144	.026	.03	.82
		5 - 9	.39	.111	.005	.08	.69
		more than 15 years	.27	.165	.477	-.18	.72
	more than 15 years	less than a year	.51	.196	.072	-.03	1.05
		1 - 4	.16	.180	.903	-.33	.65
		5 - 9	.12	.154	.945	-.31	.54
		10 - 14	-.27	.165	.477	-.72	.18
Purpose harmony	less than a year	1 - 4	-.38	.133	.036	-.74	-.02
		5 - 9	-.46	.114	.001	-.77	-.15
		10 - 14	-.68	.122	.000	-1.01	-.34
		more than 15 years	-.40	.146	.046	-.80	.00

	1 - 4	less than a year	.38	.133	.036	.02	.74
		5 - 9	-.08	.098	.933	-.35	.19
		10 - 14	-.30	.107	.046	-.59	.00
		more than 15 years	-.02	.134	1.000	-.39	.34
	5 - 9	less than a year	.46	.114	.001	.15	.77
		1 - 4	.08	.098	.933	-.19	.35
		10 - 14	-.22	.083	.060	-.45	.01
		more than 15 years	.05	.115	.990	-.26	.37
	10 - 14	less than a year	.68	.122	.000	.34	1.01
		1 - 4	.30	.107	.046	.00	.59
		5 - 9	.22	.083	.060	-.01	.45
		more than 15 years	.27	.123	.171	-.06	.61
	more than 15 years	less than a year	.40	.146	.046	.00	.80
		1 - 4	.02	.134	1.000	-.34	.39
		5 - 9	-.05	.115	.990	-.37	.26
		10 - 14	-.27	.123	.171	-.61	.06
Purpose ambience	less than a year	1 - 4	-.34	.151	.161	-.75	.07
		5 - 9	-.34	.129	.069	-.69	.02
		10 - 14	-.63	.138	.000	-1.01	-.25
		more than 15 years	-.24	.165	.575	-.70	.21
	1 - 4	less than a year	.34	.151	.161	-.07	.75
		5 - 9	.00	.111	1.000	-.30	.31
		10 - 14	-.29	.122	.114	-.63	.04
		more than 15 years	.10	.152	.971	-.32	.51
	5 - 9	less than a year	.34	.129	.069	-.02	.69
		1 - 4	.00	.111	1.000	-.31	.30
		10 - 14	-.30	.094	.014	-.55	-.04
		more than 15 years	.09	.130	.954	-.26	.45
	10 - 14	less than a year	.63	.138	.000	.25	1.01
		1 - 4	.29	.122	.114	-.04	.63
		5 - 9	.30	.094	.014	.04	.55
		more than 15 years	.39	.139	.044	.01	.77
	more than 15 years	less than a year	.24	.165	.575	-.21	.70
		1 - 4	-.10	.152	.971	-.51	.32
		5 - 9	-.09	.130	.954	-.45	.26
		10 - 14	-.39	.139	.044	-.77	-.01

* The mean difference is significant at the .05 level.

Wine rose

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
less than a year	43	5.37	.691	.105	5.16	5.58	4	7
1 - 4	63	5.75	.822	.104	5.54	5.95	4	7
5 - 9	185	5.68	1.000	.074	5.54	5.83	3	7
10 - 14	103	5.90	1.233	.121	5.66	6.14	1	7
more than 15 years	42	5.50	.969	.150	5.20	5.80	4	7
Total	436	5.69	1.018	.049	5.60	5.79	1	7

ANOVA

Wine rose

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	10.733	4	2.683	2.630	.034
Within Groups	439.696	431	1.020		
Total	450.429	435			

Multiple Comparisons

Dependent Variable: Wine rose

Tukey HSD

		Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
(I) years of wine drinking	(J) years of wine drinking				Lower Bound	Upper Bound
less than a year	1 - 4	-.37	.200	.334	-.92	.17
	5 - 9	-.31	.171	.371	-.78	.16
	10 - 14	-.53	.183	.032	-1.03	-.03
	more than 15 years	-.13	.219	.977	-.73	.47
1 - 4	less than a year	.37	.200	.334	-.17	.92
	5 - 9	.06	.147	.992	-.34	.47
	10 - 14	-.16	.162	.868	-.60	.29
	more than 15 years	.25	.201	.738	-.31	.80
5 - 9	less than a year	.31	.171	.371	-.16	.78
	1 - 4	-.06	.147	.992	-.47	.34
	10 - 14	-.22	.124	.383	-.56	.12
	more than 15 years	.18	.173	.832	-.29	.65

10 - 14	less than a year	.53	.183	.032	.03	1.03
	1 - 4	.16	.162	.868	-.29	.60
	5 - 9	.22	.124	.383	-.12	.56
	more than 15 years	.40	.185	.190	-.10	.91
more than 15 years	less than a year	.13	.219	.977	-.47	.73
	1 - 4	-.25	.201	.738	-.80	.31
	5 - 9	-.18	.173	.832	-.65	.29
	10 - 14	-.40	.185	.190	-.91	.10

* The mean difference is significant at the .05 level.

Wilcoxon Signed Ranks Test

		N	Mean Rank	Sum of Ranks
purchase wine - Motivation recommendation	Negative Ranks	431	216.90	93485.50
	Positive Ranks	1	42.50	42.50
	Ties	4		
	Total	436		
purchase wine - Motivation information	Negative Ranks	390	197.22	76917.00
	Positive Ranks	2	55.50	111.00
	Ties	44		
	Total	436		
purchase wine - Motivation referrals	Negative Ranks	420	212.26	89150.00
	Positive Ranks	2	51.50	103.00
	Ties	14		
	Total	436		
purchase wine - Motivation experience	Negative Ranks	363	185.52	67344.00
	Positive Ranks	5	110.40	552.00
	Ties	68		
	Total	436		
purchase wine - Motivation awareness	Negative Ranks	394	198.77	78314.00
	Positive Ranks	2	146.00	292.00
	Ties	40		
	Total	436		
purchase wine - Motivation opportunity	Negative Ranks	376	191.73	72092.00
	Positive Ranks	4	74.50	298.00
	Ties	56		
	Total	436		
purchase wine - Motivation proximity	Negative Ranks	403	203.74	82108.00
	Positive Ranks	2	53.50	107.00
	Ties	31		
	Total	436		
purchase wine - Motivation physical	Negative Ranks	335	178.23	59706.00
	Positive Ranks	14	97.79	1369.00
	Ties	87		
	Total	436		

- a purchase wine < Motivation recommendation
- b purchase wine > Motivation recommendation
- c Motivation recommendation = purchase wine
- d purchase wine < Motivation information
- e purchase wine > Motivation information
- f Motivation information = purchase wine
- g purchase wine < Motivation referrals
- h purchase wine > Motivation referrals
- i Motivation referrals = purchase wine
- j purchase wine < Motivation experience
- k purchase wine > Motivation experience
- l Motivation experience = purchase wine
- m purchase wine < Motivation awareness
- n purchase wine > Motivation awareness
- o Motivation awareness = purchase wine
- p purchase wine < Motivation opportunity
- q purchase wine > Motivation opportunity
- r Motivation opportunity = purchase wine
- s purchase wine < Motivation proximity
- t purchase wine > Motivation proximity
- u Motivation proximity = purchase wine
- v purchase wine < Motivation physical
- w purchase wine > Motivation physical
- x Motivation physical = purchase wine

		N	Mean Rank	Sum of Ranks
purchase wine - Attitude Greeted	Negative Ranks	429	215.91	92625.50
	Positive Ranks	1	39.50	39.50
	Ties	6		
	Total	436		
purchase wine - Attitude excellent	Negative Ranks	396	199.38	78954.50
	Positive Ranks	1	48.50	48.50
	Ties	39		
	Total	436		
purchase wine - Attitude knowledgeable	Negative Ranks	402	202.36	81350.50
	Positive Ranks	1	55.50	55.50
	Ties	33		
	Total	436		
purchase wine - Attitude	Negative Ranks	398	200.41	79761.50

tasting				
	Positive Ranks	1	38.50	38.50
	Ties	37		
	Total	436		

- a purchase wine < Attitude Greeted
- b purchase wine > Attitude Greeted
- c Attitude Greeted = purchase wine
- d purchase wine < Attitude excellent
- e purchase wine > Attitude excellent
- f Attitude excellent = purchase wine
- g purchase wine < Attitude knowledgeable
- h purchase wine > Attitude knowledgeable
- i Attitude knowledgeable = purchase wine
- j purchase wine < Attitude tasting
- k purchase wine > Attitude tasting
- l Attitude tasting = purchase wine



APPENDIX D

Statistic PB Valley Estate

Established:	1989 PB Valley Estate now entering into its seventeenth year of operation, the winery has become the birthplace of Thailand's premium wines.
Location:	Latitude 14.3° north (therefore the name new latitude wines*) * Traditionally, grapes for wine-making have been grown between the 30 th and 50 th parallels in both the northern and southern hemispheres.
Address:	PB Valley Estate / Khao Yai Winery 102 Moo 5, Phaya Yen, Pak Chong, Nakorn Ratchasima 30320, Thailand
Area:	The winery sits amidst a lush 320-hectare plantation, of which 80 hectares (500 rai) is dedicated to growing grapes.
Winery Profile:	<ul style="list-style-type: none">▪ Full capacity - 1,000,000 bottles per year▪ Present production - 450,000 to 500,000 bottles per year▪ Soil conditions: - loam, clay loam▪ Temperature: - 15-28 degrees centigrade▪ Elevation: - 300 to 350 meters above sea level▪ Vines originated from: - France, Spain, Italy and Germany▪ Grapes: - Shiraz, Tempranillo, Chenin Blanc and Columbard▪ Harvest: - Once per year during February-March
Visitor Profile:	There are no exact statistics about wine tourism at the PB Valley Estate at this time however the following is fair account of the present day status:
Visitors per day:	300 – 400 on weekends 20 – 30 during the week
Remark:	It can be said that approximately 100 to 150 visitors on the weekend and the visitors during the week are really interested in learning more about wine growing and making the rest are mostly interested in shopping.

Wine & Gourmet Tour:

The new wine & gourmet tour was established at the beginning of 2006 and has so far attracted about 300 Thai & 200 foreign guests. Foreigners were mainly from Singapore because there was a Travelers Report about Khao Yai on the Singaporean TV which was coordinated the Tourism Authority of Thailand.

3 European travel agents have now included the tour into their catalogue for the winter 2006/2007, thus a boost of visitors is expected for coming tourist season.

Marketing Alliance(s):

A marketing alliance with Farm Chokchai who is promoting another kind of Agro-tourism is being worked out at present.

Nearby hotels such as the Kirimaya, Greenery Resort and others have included the Wine & Gourmet Tour of the PB Valley Estate into their Seminar programs.

* * * * *

Updated:

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PB Partners Companies:

Phulay www.phulaybeach.com - The best resort accommodation in Krabi

Khao Yai Winery www.khaoyaiwinery.com - Excellent wines at a new latitude 14.3° North

- **NEW** - Wine tasting & Gourmet tour

Pongyang Angdoi Resort www.pongyangangdoi.com - The romantic hideaway

PB Air www.pbair.com - **NEW** - direct booking via website

A NEWS ROOM GUIDE TO THAI WINES

The History of Thai Wines

The late Dr. Chaijudh Karnasuta is revered as the 'father' of Thailand's grape wine industry. He was the first to make his vision of growing wine grapes in Thailand to produce wine, a reality.

He planted the first vines at Chateau de Loei in 1991, and enjoyed his first commercial harvest in 1995. This was followed by the planting of the PB Valley vineyards in 1992, Chateau des Brumes in 1997 and GranMonte in 1999.

New Latitude Wines

Traditionally, grapes for wine-making have been grown between the 30th and 50th parallels in both the northern and southern hemispheres. Thailand has pioneered the production of what is referred to as 'New Latitude' wines, made from grapes grown in a narrow band in the north between the 14th to 18th parallels.



Please click to expand
Image © The Thai Wine
Association

The Wine Producing Regions

Thailand has three main wine-producing regions.

The first is the northern latitude of 17-18 with clay loam soil. Daytime temperatures during harvest are 20-25 degrees celsius, dropping to 12 celsius at night. It is home to Chateau de Loei, in the Phu Rua Valley, at an altitude of 600 metres above sea level; and Chateau Shala One, in Phichit province, at 300 metres above sea level.

The second is the Khao Yai Wine Region at the northern latitude of 14.3, similarly with a clay loam soil. On the western side are the vineyards of PB Valley and GranMonte, at altitudes of 300-350 metres above sea level, while on the extreme eastern boundary is Chateau des Brumes, with vineyards at an elevation of over 500 metres above sea level. The region has morning temperatures of

15-20 degrees celsius during harvest time.

The third is the Chao Phraya delta, home to Siam Winery, producers of Monsoon Valley. This is currently the most southerly wine region at the northern latitude of 14, at an elevation of 5 metres above sea level with daytime temperatures ranging from 18-22 degrees Celsius.

A Focus on Individual Producers

Chateau de Loei

Chateau de Loei is located at Phu Rua in Loei province, 460 kilometres northeast of Bangkok. "A plateau of rolling golden hills -- a chunk of southern France carved out and shipped to Asia," was how *Time Asia* described the vineyards.

During 2004, they harvested 500 tonnes of grapes, mainly Chenin Blanc and Shiraz. Chenin Blanc was selected because it is slightly sweet and goes well with spicy Thai food. The same grape is used for a dry chenin made from the pick of the fruit, a botrytis sauterne-style dessert wine and a sparkling *methode Champenoise*.

A reserve shiraz enhanced by new American oak is the Chateau's flagship red wine but most of the shiraz goes into a soft, friendly, easy-to-drink dry red, though the same fruit is also used for a fresh, clean lively rose.

The wines are made under the guidance of two high-flying winemakers, Dorham Mann from Australia and Vincent Careme from Vouvray in the Loire Valley (the home of Chenin Blanc), providing a balance of New and Old World expertise. The mentors have trained and provide technical support to two Thai winemakers Nattawat Limwatcharakorn and Siripokanun Mingmuang.

Chateau Shala One

Shala One Vineyard at 'Kajorn Farm' is located at King Amphoe Dong Charoen, Phichit Province.

Of the total area of 230 rai, 30 rai are planted with table grapes and 200 rai with wine grapes. Thai wine drinkers generally prefer red to white wines and this vineyard produces almost exclusively red wines, 150 rai under Shiraz, 16.18 Rai under Tempranillo, 3.5 under Cabernet Sauvignon and 1.5 rai for Merlot production. They have two very small plots of chenin blanc and sauvignon blanc.

Village Farm Winery

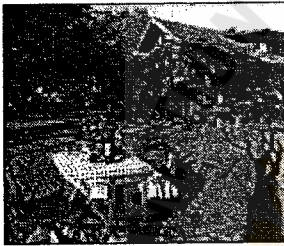


Photo ©
The Thailand Wine Gazette

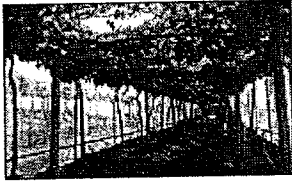
Located at the eastern extremity of Khao Yai National park, in the Wang Nam Keow Valley, Village Farm produces two distinct ranges of wines.

Firstly Chateau des Brumes ('Castle in the Mist' in English, the name inspired by the fine mist that hangs in the valley during early morning) with a traditional French style and character and, Village Thai (the name used for export but marketed as Village Farm to the Thai domestic market) wines with a more fresh, fruity, contemporary New World style.

The oldest vines on the East plantation are seven years old. The fruit is sourced from two vineyards both 80 acres, one at Village Farm winery, the second 18 kilometres away. As it is essential to harvest the fruit at a cool temperature, this is undertaken at midnight, shuttling the fruit back to the winery within one hour of picking.

Jacques Bacou, a French winemaker who visits three times a year, makes the wines. "The problem with making wine in Thailand is not just the warm temperature," Jacques explains, "but the rain and topography. At Wang Nam Keow the climate is rather dry and we have found nice hills with good natural drainage. We are able to get good maturity at harvest time with concentration and balanced sugar levels. Very low acidity is a minor problem." As the crop arrives from the vineyard, Jacques is the gatekeeper at the winery. He is ruthlessly strict about fruit selection, only allowing the best grapes to enter to be made into Chateau des Brumes.

PB Valley, Khao Yai Winery



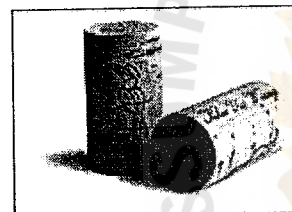
The vineyard nestles in a beautiful 800-acre-valley and is the oldest of the three in the Khao Yai Wine Region.



Commercial production of wine began in 1991 by owner Piya Bhirombhadi, with assistance from German oenologist Wolfgang W. Schaefer. The vines are from France, Spain, Italy and Germany producing Shiraz, Tempranillo, Chenin Blanc and Colombard varieties.



In 1997, Prayut Piengbunta was appointed the first Winemaker and Manager of the vineyard, having completed studying winemaking in Germany in October 1997. He is responsible for the 3,000 state-of-the-art winery with the capacity to handle 600,000 bottles a year.

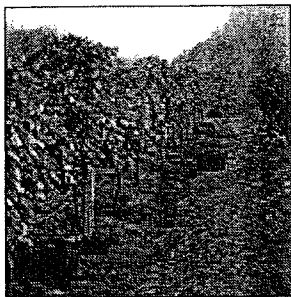


The first harvest was in 1998, although not a great vintage. However the 1999 vintage was proof that quality wine could be successfully produced. Since 2002 the Khao Yai Reserve 1999 has been served on board Thai Airways International flights. The Khao Yai Reserve Shiraz 2000 was also selected and served at the gala dinner for the Heads of States at the APEC 2003 conference, hosted by the Prime Minister of Thailand, Dr. Thaksin Shinawatra.

Previous vintages have been predominantly Chenin Blanc and Shiraz, but earlier this year (2005) they released Thailand's first red wine based on Tempranillo in addition to the established Shiraz. It also coincided with their launch of 'Pirom', a high-end quality wine

All photos © Khao Yai Winery

GranMonte Estate



Set in 40 acres of vineyard, with 25 planted with Shiraz, 10 with Chenin Blanc and the remaining five with the valuable cash crop of table grapes.

Their first vines of Syrah and Chenin Blanc from French rootstock were planted in early 1999. Arrival at the estate is memorable, sweeping into the driveway and looking out onto an almost model vineyard. The garden in between the rows of vines is immaculately trimmed, everything neatly labelled in easy-to-read corporate text set against a white board. Located at the far end of the drive is a single storey modern Manor House, the weekend home of Visooth and Sakuna Lohithnavy.



In choosing the vineyard's name, the mountainous area was an incorporated element. After much discussion, Khun Malinee, Visooth's former sister-in-law, now living in Rome, suggested Grande Monte, Italian for big mountain. This was quickly shortened to GranMonte, with a capital M in the middle. The Italian connections were to continue with other names on the property, the cellar door shop *Montino* (small mountain, the reserve of GranMonte) and then *VinCotto*, the vineyards restaurant where Sakuna indulges in her passion for cooking. It is worth the drive just for lunch.



For the premiere vintage in 2001,, the vineyard produced 20 tonnes of red wine grapes yielding 20,000 bottles and six tonnes of white wine grapes yielding 6,000 bottles. In the following year, production increased 25%. It takes on average one kilo of grapes to make a bottle of GranMonte wine.

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The Thailand Wine Gazette

Siam Winery

Theirs is a slightly different story that ends in much the same place.



Chalerm Yoovidhya founded Siam Winery as a family company in 1982 following on from its success with the iconic Red Bull energy drink. Realising there was little wine choice in the Thai market at that time, he launched Spy Wine Cooler, a light wine-based drink enhanced with Thai spices, designed to suit the Thai palate and humid climate.

In 1997, Chalerm decided he wanted to make wine in Thailand and recruited Laurent Metge-Toppin an oenologist from Montpellier. The brief was to create a wine for both the domestic and tourist market to go with spicy Thai food. The result was Chatemp.

All photos ©
Siam Winery

Siam Winery did not then have its own vineyards and was buying Malaga Blanc for white wines, the local dark skinned *Pok Dum* or Black Queen grapes with Shiraz and Black Muscat from farmers in the Chao Phraya delta, an hour's drive southwest of Bangkok. The 10,000 acres of vineyards are unique and spectacular -- they are floating.

Planted on hummocks that sit on lakes, the grapes flourish in the rich alluvial soil that washes down the mountain during the monsoon.

Here again, we see night harvesting. The pickers have to cross the canals by bridge or boat. The grapes are then paddled to the nearby winery.

The next generation of wine from Siam Winery was Monsoon Valley, remained faithful to the original philosophy but creating three very distinctive wines. The Monsoon Valley White is a fresh dry wine made from Malaga Blanc grapes. The Red is made from 70% *Pok Dum* or Black Queen grapes and 30% Shiraz. The rose is produced from a blend of *Pok Dum* and Malaga Blanc. These are Thai wines made from Thai grapes to go with Thai food, a totally Thai product. Although the Gregorian calendar is widely used in Thailand, a conscious decision was made to put the Thai (Buddhist Era) year on the bottle.

Two Harvests a year or one?

Growing conditions allow for two harvests a year, the first and superior harvest in February, and the second during the rainy season in September. In the early days, the mere thought of having twice as much fruit delighted the producers. However they soon realised that it was a high volume of poor quality fruit, and not what they wanted. By pruning back the second crop, the overall quality of the first crop increases.

Visiting the Wineries

All six vineyards in Thailand actively encourage visitors. Experience the wine-making process, walk around the vines to see how the grapes are grown, discover how the wines are made and then taste them where they were born.

Fruit Wines

In addition to making wine from grapes, Thailand has an abundance of tropical and subtropical raw material for the production of fruit wines which have been made during the past couple of years. Some of the popular choices include pineapple, Roselle, passion fruit and mulberry. Thai medicinal plants and herbs are being combined with fruit to make the six-wine 'La Sante' range produced by Chiang Rai Winery.

Black Krachai wine is made from the *krachai* plant and is considered suitable to accompany herb-based dishes and grilled food. This health drink refreshes and revitalises the body.

Wine produced from the santol plant has high levels of tannic acid and anti-oxidants. It is ideal with all seafood, steamed dishes and, of course, *tom yam koong*.

Thai *noni* wine has a delicate taste which goes well with spicy salads, herbs and, in particular, *som tam* papaya salad.

Red fruit wines, from herbs and spices grown 500-600 metres above sea-level in a cool climate, combine mamao, santol and roselle and are recommended with grilled food and spicy salads.

Thai fruit wines are special for their unique taste and health qualities: drinking them is not just for enjoyment but is also good for health.

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