Drinkers and tasters: A New Zealand perspective of wine-related leisure lifestyles

Sarah Becker
University of Otago, New Zealand
sarah.becker@otago.ac.nz

∘*Purpose: While the trend in consumer-oriented wine research centres on cellar door experiences and purchasing behaviours, this study aims to broaden the understanding of wine-involved individuals using a lifestyle leisure perspective set in the emerging wine culture of New Zealand. Drawing on concepts from the serious leisure perspective (Stebbins 2007), consumer behaviour, and tourism, this study sought an understanding of lifestyle as comprising distinct affective, cognitive, and behavioural approaches to involvement in wine as a core leisure interest while addressing the associated values, preferences, and benefits sought.*
∘*Design: As the study's aim was a detailed understanding of an individual and social phenomenon grounded in participants' points of view, the research design was developed within an interpretive paradigm implementing a general inductive qualitative approach (Hathaway 1995). In-depth interviews were conducted with 35 individuals displaying a range of involvement in various wine-related activities, and thematic analysis (Attride-Stirling 2001, Braun and Clarke 2006) was conducted with the aid of qualitative analysis software (NVivo 2012).*
∘*Findings: Two lifestyle approaches to wine involvement were identified, with* drinkers' *values centering on self-gratification, conviviality, and novelty and* tasters *seeking knowledge, achievement, and social belonging within a wine ethos. These findings could be identical for wine regions that have different levels of reputation and/or international visitors.*
∘*Practical implications: Managerial and marketing practices are informed by an in-depth understanding of the distinctive lifestyle segments. Suggestions for smaller operations that benefit from specifically targeting one lifestyle are provided, as well as suggestions for larger-scale tour operators and marketing organisations that aim to appeal to both lifestyle segments.*

Key words: Psychographics, consumer behaviour, lifestyle, involvement, serious leisure

1. INTRODUCTION

Wine is an increasingly prominent industry in New Zealand, with a growing reputation of international prestige. Alongside the development of commercial wine production (since the pivotal 1970s Sauvignon Blanc plantings in Marlborough), an anecdotal interest in "wine culture," has risen, as well as the popularity of other wine-related leisure activities such as visiting cellar doors, lifestyle wine and vine production, membership in wine clubs, cellaring, attending commercial wine tastings and educational courses, wine/culinary blogging, and participation in wine tasting competitions. This vast range of activities centers on the core concept of wine, with individual pursuits bound by their propensity to be experienced as enjoyable, social, and freely chosen leisure activities. In this sense, wine itself may be considered a core leisure pursuit that manifests itself through participation in a selection of wine-related activities.

However, empirically based studies continue to centre on two key areas—wine consumption and wine tourism—particularly espousing a supply-sided commercial perspective primarily situated within a marketing context. An overriding theme in wine-related lifestyle and involvement literature is the generation of [market] segments based on interest, knowledge, and/or activity-specific behaviors without clear, overarching, and curiosity-driven theoretical positioning (Carlsen 2004). Despite the application of concepts overlapping those situated within various leisure theories (e.g., enduring involvement, motivation, and lifestyle), there has been no direct study of wine-involved individuals incorporating a leisure theory perspective. This study sought to further the understanding of wine lifestyles by broadening the concept to include the types of involvement, experiences, and benefits sought during wine-related leisure in order to create a more encompassing profile of the wine-involved lifestyle.

2. ACADEMIC CONTEXT

Demand-oriented studies have traditionally segmented wine consumers and tourists in terms of socio-demographics, behavior patterns, and psychographics. The latter refers to the psychological characteristics that influence an individual's purchasing and travel behaviors (Simpson et al. 2005) by measuring attributes such as personality, values, activities, interests, opinions, motivation or benefits sought, and lifestyle (Park and Jang 2011, Strauss et al. 2001). Often considered a subcomponent or synonym for psychographics (Simpson et al. 2005), lifestyle is a term that has been conceptualized and operationalized with great variety in the fields of marketing, tourism, and leisure. Veal (2000) notes that over thirty lifestyle definitions are in use, and that a "good one" needs to include activities and behavior, values and attitudes, group belonging, and an element of choice. This encompassing conceptualization addresses the overlap between behavior patterns and psychographics, extends beyond the individual into sociological dimensions, and parallels both consumer-oriented and leisure conceptions of involvement (see Appendix A). Zaichkowsky's (1985) well-cited definition of involvement describes the construct as a level of personal relevance or connection with a product based on a person's inherent needs, values, and interests—a definition that further blurs the boundary between the terms involvement and lifestyle (see Appendix B).

Providing a New Zealand context to wine-related lifestyles, Simpson et al. (2005) found evidence of two LOV (List of Values) typologies—the *fun-lover* and the *achiever* (with the *belonger* typology markedly underrepresented in New Zealand wine tourists). Similar to Alonso et al.'s (2007) allocentric pleasure-seekers and Bruwer's (2003) enjoyment-seeking social wine drinkers, the *fun-lover* is described as valuing "fun and enjoyment in life," "excitement in things to do," "and warm relationships with others," emphasizing the importance of culinary enjoyment and socializing in the wine tourism

experience. Contrastingly, the *achiever* typology most highly values a "sense of accomplishment," "feeling of self-fulfillment," and "self-respect and self-esteem" with wine appreciation and learning as central wine tourism elements (Simpson et al. 2005). This category particularly resembles Bruwer's (2003) *experimenter* cluster, which constantly seeks to increase its wine-related knowledge.

The basic themes underlying the LOV wine lifestyle dyad (Simpson et al. 2005) and Bruwer's (2003) wine-related lifestyle (WRL) suggest two main approaches to finding satisfying wine-related leisure experiences. This psychographic duality is mirrored in contemporary wine research spanning the globe, from applications of the *wine connoisseur* and *new wine drinker* typologies by Hall and Winchester (2000) to Hayes and Pickering's (2012) *wine experts* and *wine consumers*. The study of dichotomies within psychographic segmentation of tourists originates with Plog's (1974;1994;2001) two ideal types: allocentrics (or *ventureres)* and psychocentrics (or *dependables*), with most individuals expressing characteristics somewhere in between these two extremes (Plog 2001).

Further, the distinction between *generalists* and *specialists* has gained foothold in wine tourism studies over the past decade (Cox 2009, Mitchell et al. 2006, Mitchell 2004, Thomas and Pickering 2003, Williams and Dossa 2003), and serves as the central theme of *recreation specialisation* (Bryan 1977;1979;2000, Scott and Shafer 2001), which posits that progression from generalist to specialist approaches to leisure corresponds with the development of particular affective, behavioural, and cognitive characteristics, while the core activity occupies an increasingly central role in the individual's lifestyle. Similarly, Stebbins' (2007) serious leisure perspective (SLP) provides a duality-based framework for understanding leisure (see Appendix D). *Casual leisure* is characterized by short-lived, hedonic activities (Stebbins 1997;2007) while *serious leisure* provides the opportunity for deep satisfaction and personal fulfilment through the obtainment of "durable benefits," the development of a leisure career, and identification with the pursuit's unique ethos or social world (Stebbins 2007). Stebbins (2004) suggests that a combination of casual and serious leisure pursuits is required to obtain an optimal leisure lifestyle and resultant self-actualization.

In considering the concept from a marketing, tourism, and leisure perspective while endorsing Veal's (2000) aforementioned conceptualization of lifestyle, this study sought an understanding of *lifestyle* as comprising distinct affective, cognitive, and behavioural approaches to involvement in an activity and its unique social world, with all of the associated benefits, values, and preferences inherent to the endeavour. Further, this study also aims to investigate the differing approaches to wine involvement or literally the "styles" that differentiate how and why individuals engage in wine-related leisure pursuits.

3. METHODS

As the study's aim was a detailed understanding of an individual and social phenomenon grounded in participants' points of view, the research design was developed within an interpretive paradigm using a qualitative general inductive approach (Hathaway 1995). Interviews were selected as the principal method of data collection. Thirty-two semi-structured interviews with open-ended questions (see Appendix E for interview schedule) were conducted with 35 participants (three interviews were conducted with couples). Ethical approval was obtained from the Ethical Committee at the Department of Tourism, University of Otago.

The majority of recruitment and interviewing was conducted in Dunedin, a coastal university town in the Otago region, located near the Central Otago wine region. Participant selection centered on the purposeful recruitment of individuals indicating a wide variety of wine involvement. Snowball sampling was implemented, and two specific demographic

criteria were applied: 1) individuals must have resided in New Zealand for at least two consecutive years in order to minimize cultural variances, and 2) the study was restricted to adults 18 years and older, corresponding with the current legal age of alcohol consumption in New Zealand.

Thematic analysis was implemented (Attride-Stirling 2001, Braun and Clarke 2006), in which the researcher identified emergent themes, exploring them in relation to the research objectives, guiding theoretical framework, and the literature. The analytic software NVivo (2012) was utilized in order to facilitate the coding and analysis processes.

4. FINDINGS AND DISCUSSION

One of the strengths of exploratory qualitative research is that terminology used by participants offers concepts and terms that are rooted in the daily life of individuals (Stebbins, 2007). Indeed, "most people in society do not go about their routine leisure thinking of it as mass, elite, alienated, anomic, sedentary, or even playful" (Stebbins, 2007, p.121). However, participants in this study did identify themselves in accordance with the distinction between drinkers and tasters. Hayley, a self-identified *drinker*, introduces the distinction:

> ...Often people will distinguish whether they're a "drinker" or a "thinker" at a tasting. And in wine groups, you'll often get people who say "I don't do wine options – I'm a drinker not a taster." So, in options people ask you questions about the wine and you have to figure it out, and there will be people who just flatly refuse to do that. They go, "I don't know, I'm just here to drink wine. I'm not here to answer dumb questions; I just want to enjoy the wine." And there are the tasters; they're really curious and keen to figure out what it is.

Consistent with Veal's (2000) conceptualization of lifestyle, the *drinker* and *taster* typologies serve as heuristic devices that characterize two general trends in wine-related activities/behavior, values/attitudes, and approaches to group belonging.

4.1. Drinkers

The *drinker*'s values centre on self-gratification, conviviality, and exploration, suggesting a general notion of living "the good life" by incorporating the enjoyment of cultural, culinary, and winescape aesthetics while building and maintaining social relationships. The *drinker* seeks hedonic, short-lived pleasure similar to the aims of Stebbins' (2007) casual leisure and Simpson et al.'s (2005) *funlovers*. Respondents indicated four subcategories of self-gratification: culinary enjoyment, personal luxury, alcohol inebriation, and wine appreciation.

The importance of socializing supports the *funlover's* value of "warm relationships with others" (Simpson et al. 2005) and Bruwer, Li and Reid's (2001, 2002) *enjoyment seeking social wine drinkers*. Private hospitality is particularly important amongst *drinkers* as an opportunity for sharing and discussing wine. Wine clubs and restaurants are also preferred settings for mingling and maintaining relationships, with wine serving both proximal and distal roles in enhancing social-oriented leisure experiences.

Drinkers may have specific wine preferences, valuing particular styles due to familiarity and social nostalgia. However, *drinkers* also enjoy a sense of novelty, expressed as an interest in exploring a variety of wines and physical, cultural, and social settings. This novelty-seeking characteristic supports the findings of numerous investigations into wine motivation that indicate the importance of a "change of scenery" and "entertainment" as motivations for activity-specific wine involvement (see Appendix C). The desire for novelty also relates to the *funlover's* value of "excitement in things to do" and preference for cellar doors that supply a wide range of wines for tasting (Simpson et al. 2005). The *drinkers'*

convenience-based cellaring habits further display their devotion to enjoying the moment rather than collecting or aging specific wines.

4.2. Tasters

Contrastingly, the paramount goal of the *taster* is the analytical exploration of every facet of wine, particularly focusing on the importance of technical learning and skill mastery. Learning is considered not only a valued process and enjoyable activity for its own sake, but competency also serves as a goal for *tasters*, and its development serves as a durable benefit that leads to self-enrichment, self-fulfillment, and feelings of achievement These findings support the priorities of the *achiever* (Simpson et al. 2005) and the durable benefits of serious leisure (Stebbins 2007) while indicating that wine is not only a component of enjoyable activities but also a lifestyle component that facilitates the satisfaction of psychological needs such as industry, competency, and challenge. Novelty is sought by the *taster*, though again, a more *serious* or *enduring* approach is taken, with the purposeful exploration of unique and interesting wines primarily being an expression of analytical curiosity rather than hedonic indulgence. Further, the purposeful search for novel wines and intellectually satisfying experiences also serves as a source of self-enrichment.

Generally, *tasters* more readily identify more with the New World wine ethos, valuing an active rather than passive—and more individually rather than socially-centered— engagement with wine. The *taster's* education motivation is expressed as involvement in commercial wine tastings, wine clubs, mailing lists, online shopping for specific/rare wines, and media edutainment with the purposeful intent to learn (e.g., films, novels, online forums and blogs, newspaper columns, and radio programs). In terms of socializing and social belonging, *tasters* value externally validated "self-respect and self-esteem" (Simpson et al. 2005) based on personal competence, achievement, and displays of class or status. In a New Zealand context, outward displays of needing or desiring social approval or possessing extraordinary talents and achievements are contrary to the cultural value of egalitarianism almost to the degree of taboo, as evidenced by a relatively strong awareness of the "tall poppy syndrome" (Kiwianarama 2012). As such, social belonging in the form of reputation was described by participants as being valued though downplayed in order to avoid being considered a "wine snob" by others. Instead, identification and engagement with a wine ethos in the form of socializing with wine experts and other wine enthusiasts is greatly valued by the *taster* and may have a greater influence on activity enjoyment than casual socializing with friends and family, particularly for the more highly involved *taster*.

5. CONCLUSIONS

As predicted by the literature review and guiding theoretical framework, the lifestyles of wine-involved individuals in New Zealand are not homogenous. Two approaches to wine involvement were identified, with drinkers' values centering on self-gratification, conviviality, and novelty and tasters seeking knowledge, achievement, and membership in a wine ethos. Both drinkers and tasters value socializing and social belonging, though these are approached in different ways based on their differing values, as activity and setting preferences also vary by lifestyle and individual. The study of wine-related lifestyles and involvement provides researchers and service providers with a more encompassing and effective understanding of the expectations of individuals (or "consumers" or "guests") by understanding the values, ideal experiences, and benefits sought.

The three most important benefits to wine-related activities reported by drinkers are self-gratification (as culinary enjoyment, personal luxury, and alcohol inebriation), socializing with friends and family, and pleasure-oriented exploration. The drinker's social-oriented interest also extends to a fondness for narratives regarding individuals involved in

producing wine, as well as stories associated with wineries and wine regions. As such, tour operators and wineries focusing on this lifestyle typology would benefit from emphasising casual, social settings that offer culinary opportunities (such as pre-matched food and wine options) within the context of a narrative structure. Essentially, destination/regional marketing organisations and tour experiences targeting *drinkers* should focus on fun, food, and family-friendliness.

Likewise, the three main benefits sought by *tasters* are achievement (e.g., challenging and improving tasting skills), social belonging (e.g., talking about wine with other wine enthusiasts and experts/professionals), and learning (both academic and applied). In order to ensure a satisfying experience for this market segment, it is recommended that wineries and tour operators provide specialized technical tours that offer engagement with producers, providing a unique and informative experience. Masters classes, blind tastings, wine club discounts, and direct online purchasing would also cater to *tasters*. Winemakers' presence at commercial/urban wine tastings is also greatly appreciated by this segment.

The underrepresented typology in Simpson et al.'s (2005) study—the *belonger*—is explained by the apparent blending of belonging needs into the social values and motivations of both *drinkers* and *tasters*, with these needs fulfilled differently according to the lifestyle approach espoused by the individual. The desire to connect with a wine ethos—on a regional, national, or New/Old World scale—was also described as important by both typologies and is described by Stebbins (2007) as a key element of serious leisure. *Drinkers* are more likely to identify with their perception of the Old World wine ethos, while *tasters* are described by participants as epitomizing the New World approach to wine.

Both *drinkers* and *tasters* also seek self-enriching and novel experiences. *Tasters* place a particular importance on discovering unique or interesting wines. Wineries and regions targeting this segment must clearly represent their cultural and physical terroir, provide well-informed customer service, and offer a unique product and/or service that appeals to the discerning *taster*. However, the *drinker* is more concerned with the overall experience than with the wine itself. In order to appease both the *drinker* and *taster* segments, it is important to emphasise both a well-rounded experience (addressing enjoyment, relaxation, socialising, learning, and social belonging) and a region's unique qualities (including cultural and aesthetic terroir, as well as oenological distinction).

Further, this study has found evidence that wine may be understood as a core leisure interest from which involvement in a multitude of activities arises. The types of activities preferred and how they are incorporated into the individual's life is associated with the lifestyle---*drinker* or *taster*---with which the participant most closely identifies. Identification with one approach or the other appears to have relatively little to do with the level of wine competency of the individual (e.g., a *drinker* may have a great deal of wine knowledge), centrality to lifestyle or commitment to wine. Instead, this distinction is highly related to the core values of wine involvement espoused by the individual. Respondents have suggested that individuals ultimately take either a *drinker or taster* approach to wine throughout the lifespan. Contrastingly, other respondents believed they had experienced phases in which they vacillated between lifestyles. Finally, a third opinion expressed by respondents was that wine is highly situational and may become more so later in the leisure career. Wine-related leisure career trajectories and associated constraints, costs, and perseverance merit future research. These findings could be identical for wine regions that have different levels of reputation and/or international visitors, as indicated by Simpson et al.'s (2005) prior findings.

Other areas of future research suggested by this study include the relationship between lifestyle and level of involvement (i.e., low to high engagement or casual to serious approaches); perceptions and trends concerning class and gender and the creation/negotiation of wine-related stereotypes; and cohort or cross-cultural comparisons.

REFERENCES

Alant, K. and Bruwer, J. (2004), "Wine tourism behaviour in the context of a motivational framework for wine regions and cellar doors", Journal of wine research, 15, 1, pp. 27-37.

Alonso, A.Fraser, R. and Cohen, D. (2007), "Exploring the links between winery visitation, psychographics, and hedonism: The NewZealand case", International Journal of Wine Business Research, 19, 2, pp. 114.

Attride-Stirling, J. (2001), "Thematic networks: an analytic tool for qualitative research", Qualitative Research, 1, 3, pp. 385-405.

Aurifeille, J., et al. (2002a), "Global vs international involvement-based segmentation", International Marketing Review, 19, 4, pp. 369-386.

Aurifeille, J. M., et al. (2002b), "Global vs international involvement-based segmentation: A cross-national exploratory study", International Marketing Review, 19, 4, pp. 369-386.

Barber, N.Ismail, J. and Dodd, T. (2007), "Purchase attributes of wine consumers with low involvement", Journal of Food Products Marketing, 14, 1, pp. 69-86.

Barber, N. and Taylor, C. (2011), "Equity benefits of smaller wine regions and lifestyle segmentation", Journal of Brand Management, 19, 2, pp. 158-175.

Braun, V. and Clarke, V. (2006), "Using thematic analysis in psychology", Qualitative research in psychology, 3, 2, pp. 77-101.

Brown, C.Mcguire, F. and Voelkl, J. (2008), "The link between successful aging and serious leisure", The International Journal of Aging and Human Development, 66, 1, pp. 73-95.

Brown, G.Havitz, M. and Getz, D. (2007), "Relationship between wine involvement and wine-related travel", Journal of Travel & Tourism Marketing, 21, 1, pp. 31-46.

Brunner, T. A. and Siegrist, M. (2011), "Lifestyle determinants of wine consumption and spending on wine", International Journal of Wine Business Research, 23, 3, pp. 210-220.

Bruwer, J. (2002a), "Marketing wine to Generation-X consumers through the cellar door", Australian and New Zealand grapegrower and winemaker, 467, pp. 67.

Bruwer, J. (2002b), "Wine & food events: a golden opportunity to learn more about wine consumers", Australian & New Zealand Wine Industry Journal, 17, 3, pp. 92-99.

Bruwer, J. (2003), "South African wine routes: some perspectives on the wine tourism industry's structural dimensions and wine tourism product", Tourism Management, 24, 4, pp. 423-435.

Bruwer, J. and Huang, J. (2012), "Wine product involvement and consumers' BYOB behaviour in the South Australian on-premise market", Asia Pacific Journal of Marketing and Logistics, 24, 3, pp. 461-481.

Bruwer, J. and Li, E. (2007), "Wine-related lifestyle (WRL) Market segmentation: Demographic and behavioural factors", Journal of wine research, 18, 1, pp. 19-34.

Bruwer, J.Li, E. and Reid, M. (2001), "Wine-related lifestyle segmentation of the Australian domestic wine market".

Bruwer, J.Li, E. and Reid, M. (2002), "Segmentation of the Australian wine market using a wine-related lifestyle approach", Journal of wine research, 13, 3, pp. 217-242.

Bruwer, J. and Wood, G. (2005), "The Australian online wine-buying consumer: motivational and behavioural perspectives", Journal of wine research, 16, 3, pp. 193-211.

Bryan, H. (1977), "Leisure value systems and recreational specialization: The case of trout fishermen", Journal of Leisure Research, 9, 3, pp. 174-187.

Bryan, H. (1979), Conflict in the great outdoors: toward understanding and managing for diverse sportsmen preferences, Bureau of Public Administration, University of Alabama.

Bryan, H. (2000), "Recreation specialization revisited", *Journal of Leisure Research,* 32, 1, pp. 18-21.

Cambourne, B. and Macionis, N. (2000), "Meeting the wine-maker: wine tourism product development in an emerging wine region", Wine tourism around the world: development, management, and markets. Butterworth-Heinemann, pp. 81.

Carlsen, J. (2004), "A review of global wine tourism research", *Journal of wine research,* 15, 1, pp. 5-13.

Carmichael, B. (2005), "Understanding the wine tourism experience for winery visitors in the Niagara region, Ontario, Canada", *Tourism Geographies,* 7, 2, pp. 185-204.

Charters, S. and Ali-Knight, J. (2000), "Wine Tourism-A Thirst for Knowledge?", *International Journal of Wine Marketing,* 12, 3, pp. 70-80.

Charters, S. and Ali-Knight, J. (2002), "Who is the wine tourist?", *Tourism Management,* 23, 3, pp. 311-319.

Charters, S. and Pettigrew, S. (2006), "Product involvement and the evaluation of wine quality", *Qualitative Market Research: An International Journal,* 9, 2, pp. 181-193.

Christensen, D. (2004), "Wine club members' enduring involvement toward winery visitation, wine drinking and wine club participation*".*

Cohen, E. and Ben-Nun, L. (2009), "The important dimensions of wine tourism experience from potential visitors perception", *Tourism and Hospitality Research,* 9, 1, pp. 20-31.

Cox, D. (2009), "Predicting Consumption, Wine Involvement and Perceived Quality of Australian Red Wine", *Journal of wine research,* 20, 3, pp. 209-229.

D'hauteville, F. (Year), Published, The mediating role of involvement and values on wine consumption frequency in France. (Ed.), 2003, pp. 1-17.

Dawson, D.Fountain, J. and Cohen, D. A. (2011), "Seasonality and the Lifestyle "Conundrum": An Analysis of Lifestyle Entrepreneurship in Wine Tourism Regions", *Asia Pacific Journal of Tourism Research,* 16, 5, pp. 551-572.

Dodd, T*., et al.* (2006), "Motivations of young people for visiting wine festivals", Event *Management,* 10, 1, pp. 23-33.

Fountain, J. and Lamb, C. G. (Year), Published, Wine consumption and purchase behaviour in high and low involvement situations: a comparison of Gen Y and older consumers. (Ed.), 2011, pp. 9-10.

Fradera, U*., et al.* (2011), "The European WINE in MODERATION Movement: An Example of a Successful National Implementation", *Journal of wine research,* 22, 2, pp. 195-198.

Galloway, G*., et al.* (2008), "Sensation seeking and the prediction of attitudes and behaviours of wine tourists", *Tourism Management,* 29, 5, pp. 950-966.

Getz, D. (Year), Published, Wine tourism: global overview and perspectives on its development. (Ed.) Wine tourism–perfect partners: the First Australian Wine Tourism Conference, Margaret River, Australia, Bureau of Tourism Research, 1998.

Getz, D. and Brown, G. (2006), "Critical success factors for wine tourism regions: a demand analysis", *Tourism Management,* 27, 1, pp. 146-158.

Gross, M.Brien, C. and Brown, G. (2008), "Examining the dimensions of a lifestyle tourism destination", *International Journal of Culture, Tourism and Hospitality Research,* 2, 1, pp. 44-66.

Gross, M. and Brown, G. (2006), "Tourism experiences in a lifestyle destination setting: the roles of involvement and place attachment", *Journal of Business Research,* 59, 6, pp. 696-700.

Hall, C.*, et al.* (2002), Wine tourism around the world: Development, management and markets, Elsevier.

Hall, C. M.*, et al.* (1996), "Wine tourism in New Zealand", Proceedings of Tourism Down Under II: A Tourism Research Conference, pp. 109-119.

Hall, C. M. and Macionis, N. (1998), "Wine tourism in Australia and New Zealand", Tourism and recreation in rural areas, pp. 197-224.

Hall, J. and Winchester, M. (2000), "What's really driving wine consumers?", Australian & New Zealand Wine Industry Journal, 15, 4, pp. S68-S72.

Hathaway, R. (1995), "Assumptions underlying quantitative and qualitative research: Implications for institutional research", Research in Higher Education, 36, 5, pp. 535-562.

Hayes, J. E. and Pickering, G. J. (2012), "Wine Expertise Predicts Taste Phenotype", American Journal of Enology and Viticulture, 63, 1, pp. 80-84.

Hollebeek, L.*, et al.* (2007), "The influence of involvement on purchase intention for new world wine", Food Quality and Preference, 18, 8, pp. 1033-1049.

Johnson, G. R. (1998), "Wine tourism in New Zealand: A national survey of wineries 1997", (Unpublished dissertation). University of Otago.

Johnson, T. and Bruwer, J. (2003), "An empirical confirmation of wine-related lifestyle segments in the Australian wine market", International Journal of Wine Marketing, 15, 1, pp. 5-33.

Johnson, T. and Bruwer, J. (2004), "Generic consumer risk-reduction strategies (RRS) in wine-related lifestyle segments of the Australian wine market", International Journal, 16.

Johnson, T. E. and Bastian, S. E. P. (2007), "A preliminary study of the relationship between Australian wine consumers' wine expertise and their wine purchasing and consumption behaviour", Australian journal of grape and wine research, 13, 3, pp. 186-197.

King, C. and Morris, R. (1997), "Wine tourism: a western Australian case study", Australian & New Zealand Wine Industry Journal, 12, 3, pp. 246-247, 249.

King, E. S.*, et al.* (2012), "Consumer liking of white wines: segmentation using self-reported wine liking and wine knowledge", International Journal of Wine Business Research, 24, 1, pp. 3-3.

Kiwianarama, 2012. Available from: http://www.kiwianarama.co.nz/tall-poppy-syndrome/ [Accessed Date Accessed 2012 Accessed].

Kolyesnikova, N. and Dodd, T. (Year), Published, The role of gratitude, involvement, product knowledge, and identity in wine purchases. (Ed.), 2006.

Lockshin, L. and Hall, J. (2003), "Consumer purchasing behaviour for wine: what we know and where we are going", Marches et Marketing du Vin, 1, pp. 1-30.

Lockshin, L.Quester, P. and Spawton, T. (2001), "Segmentation by involvement or nationality for global retailing: a cross-national comparative study of wine shopping behaviours", Journal of wine research, 12, 3, pp. 223-236.

Lockshin, L.Spawton, A. and Macintosh, G. (1997), "Using product, brand and purchasing involvement for retail segmentation", Journal of Retailing and Consumer Services, 4, 3, pp. 171-183.

Lockshin, L. and Spawton, T. (2001), "Using involvement and brand equity to develop a wine tourism strategy", International Journal of Wine Marketing, 13, pp. 72–81.

Macionis, N. (1997), "Wine tourism in Australia: emergence, development and critical issues", (MA). University of Canberra.

Maddern, C. and Golledge, S. (1996), "Victorian wineries tourism council cellar door survey", Victoria Wineries Tourism Council.

Mitchell, R.Christensen, M. D. and Galloway, G. (2006), "Wine Clubs, Wine Tourists, Enduring Involvement and Personality Traits", World Wine and Travel Summit and Exhibition Academic Stream Proceedings, pp. 50-51.

Mitchell, R. and Hall, C. (2001a), "Lifestyle behaviours of New Zealand winery visitors: wine club activities, wine cellars and place of purchase", International Journal of Wine Marketing, 13, 3, pp. 82-93.

Mitchell, R.Hall, C. M. and Mcintosh, A. (2000), "Wine tourism and consumer behaviour", in Hall, C., *et al.* eds, Wine tourism around the world. Oxford, Butterworth Heinemann, pp. 115-135.

Mitchell, R. and Hall, M. (2004), "The post-visit consumer behaviour of New Zealand winery visitors", Journal of wine research, 15, 1, pp. 39-49.

Mitchell, R. D. (2004), "'Scenery and Chardonnay': A Visitor Perspective of the New Zealand Winery Experience*"*. University of Otago.

Mitchell, R. D. and Hall, C. (2001b), "Self-ascribed wine knowledge and the wine behaviour of New Zealand winery visitors", Australian & New Zealand Wine Industry Journal, 16, 6, pp. 115-122.

Nvivo, 2012. *Qualitative data analysis software,Version 10.* Qualitative data analysis software,Version 10, QSR International Pty Ltd.

Park, J. Y. and Jang, S. C. S. (2011), "Psychographics: Static or Dynamic?".

Park, K.Reisinger, Y. and Kang, H. (2008), "Visitors' Motivation for Attending the South Beach Wine and Food Festival, Miami Beach, Florida", Journal of Travel & Tourism Marketing, 25, 2, pp. 161-181.

Plog, S. (1974), "Why destinations rise and fall in popularity", The Cornell Hotel and Restaurant Administration Quarterly, 14, 4, pp. 55-58.

Plog, S., 1994. Developing and using psychographics in tourism research. *In:* Ritchie, J. R. B. and Goeldner, C. R. eds. *Travel, tourism and hospitality research: A handbook for managers and researchers (2nd edition).* New York: Wiley.

Plog, S. (2001), "Why destination areas rise and fall in popularity", The Cornell Hotel and Restaurant Administration Quarterly, 42, 3, pp. 13-24.

Quester, P. and Smart, M. (1996), "Product involvement in consumer wine purchases: its demographic determinants and influence on choice attributes", International Journal of Wine Marketing, 8, 3, pp. 37-56.

Quester, P. G. and Smart, J. (1998), "The influence of consumption situation and product involvement over consumers' use of product attribute", Journal of Consumer Marketing, 15, 3, pp. 220-238.

Rasmussen, M. and Lockshin, L. (1999), "Wine choice behaviour: the effect of regional branding", Australian and New Zealand Wine Industry Journal, 14, pp. 94-96.

Ritchie, C. (2007), "Beyond drinking: the role of wine in the life of the UK consumer", International Journal of Consumer Studies, 31, 5, pp. 534-540.

Scott, D. and Shafer, C. (2001), "Recreational specialization: A critical look at the construct", Journal of Leisure Research, 33, 3, pp. 319-343.

Simpson, K. and Bretherton, P. (Year), Published, Market segmentation by consumer lifestyle in a wine tourism setting. (Ed.) New Zealand Tourism and Hospitality Research Conference, 8-10 December 2004 2004 Victoria University, Wellington pp. 377-385.

Simpson, K.Bretherton, P. and De Vere, G. (2005), "Lifestyle Market Segmentation, Small Business Entrepreneurs, and the New Zealand Wine Tourism Industry", Journal of Quality Assurance in Hospitality & Tourism, 5, 2, pp. 157-188.

Sparks, B. (2007), "Planning a wine tourism vacation? Factors that help to predict tourist behavioural intentions", Tourism Management, 28, 5, pp. 1180-1192.

Stebbins, R. (1997), "Casual leisure: A conceptual statement", Leisure Studies, 16, 1, pp. 17-25.

Stebbins, R. (2004), "Fun, enjoyable, satisfying, fulfilling: Describing positive leisure experience", Leisure Studies Association Newsletter, 69, pp. 8-11.

Stebbins, R. (2007), Serious leisure: A perspective for our time, Transaction Publishers, New Brunswick, NJ.

Strauss, J.Frost, R. and El-Ansary, A. (2001), E-marketing, Prentice Hall Upper Saddle River, NJ.

Thach, E. C. and Olsen, J. E. (2004), "The Search for New Wine Consumers: Marketing Focus on Consumer LifeStyle or LifeCycle", International Journal of Wine Marketing, 16, 3, pp. 44-57.

Thomas, A. and Pickering, G. (2003), "Behavioural segmentation: a New Zealand wine market application", Journal of wine research, 14, 2, pp. 127-138.

Trauer, B. (2006), "Conceptualizing special interest tourism--frameworks for analysis", Tourism Management, 27, 2, pp. 183-200.

Veal, A. (2000), "Lifestyle and leisure: a review and annotated bibliography", School of Leisure, Sport and Tourism, University of Technology Sydney.

Williams, P. and Dossa, K. (2003), "Non-Resident Wine Tourist Markets: Implications for British Columbia's Emerging Wine Tourism Industry", Journal of Travel & Tourism Marketing, 14, 3, pp. 1-34.

Yuan, J., et al. (2005a), "An analysis of wine festival attendees' motivations: A synergy of wine, travel and special events?", Journal of Vacation Marketing, 11, 1, pp. 41.

Yuan, J. J.So, S. I. A. and Chakravarty, S. (2005b), "To Wine or Not to Wine: Profiling a Wine Enthusiast for a Successful List", Journal of nutrition in recipe & menu development, 3, 3/4.

Zaichkowsky, J. L. (1985), "Measuring the involvement construct", Journal of Consumer Research, pp. 341-352.

APPENDIX A: WINE CONSUMER INVOLVEMENT AND SEGMENTATION LITERATURE

Wine Consumer Involvement	Type	Wine Consumer/Tourist Segmentation	Type
Quester & Smart (1996)	Product	Maddern & Golledge (1996)	Knowledge
Lockshin, Spawton & McIntosh (1997)	Product	King & Morris (1997)	Knowledge
Quester & Smart (1998)	Product	Getz (1998)	Interest
Getz (1998)	Product	Johnson (1998)	Knowledge
Mitchell & Hall (2001b)	Product	Rasmussen & Lockshin (1999)	Interest
Charters & Ali-Knight (2002)	Enduring, Product	Charters & Ali-Knight (2000)	Interest
Aurifeille , Quester, Lockshin, & Spawton (2002a)	Product	Locksin & Spawton (2001)	Knowledge, Behaviour
Lockshin & Hall (2003)	Situational, Product	Mitchell & Hall (2001a)	Knowledge, Interest
Christensen (2004)	Enduring	Lockshin, Quester, & Spawton (2001)	Knowledge
Yuan et al. (2005b)	Product	d'Hauteville (2003)	Behaviour
Charters and Pettigrew (2006)	Product	Thomas & Pickering (2003)	Generalist/ Specialist
Kolyesnikova and Dodd (2006)	Enduring	Williams & Dossa (2003)	Generalist/ Specialist
Mitchell et al. (2006)	SI, EI, PI	Mitchell (2004)	Generalist/ Specialist
Trauer (2006)	Enduring, Product	Mitchell, Christensen, & Galloway (2006)	Generalist/ Specialist
Gross and Brown (2006)	Product	Hollebeek, Jaeger, Brodie, & Balem (2007)	Knowledge
Getz and Brown (2006)	Product	Sparks (2007)	Sensation-seeking
Barber, Ismail, & Dodd (2007)	Product		
Brown, Havitz, & Getz (2007)	Product		
Johnson and Bastian (2007)	Product		
Barber (2007)	Product		
Sparks (2007)	Enduring		
Galloway, Mitchell, Getz, Crouch, & Ong (2008)	Product		
Cohen & Ben-Nun (2009)	Product		
Cox (2009)	Product		
Fountain & Lamb (2011)	Product		
King et al. (2012)	Product		
Bruwer & Huang (2012)	Product		

APPENDIX B: WINE LIFESTYLE LITERATURE

Authors	Year	Location	Population	Focus
Mitchell & Hall	2001	New Zealand	Wine tourists	Wine lifestyles/wine interest
Bruwer, Li, & Reid	2001	Adelaide, Australia	Wine consumers	Consumer demand, values, consumption patterns
Bruwer, Li, & Reid	2002	Adelaide, Australia	Wine consumers	Consumer demand, values, consumption patterns
Charters & Ali-Knight	2002	Western Australia	Wine tourists	Segmentation of wine tourists, values, attitudes, and lifestyles
Johnson & Bruwer	2003	Adelaide, Australia	Wine consumers	Consumer demand, values, consumption patterns
Alant & Bruwer	2004	South Australia	Wine tourists	Repeat or first-time visitation and lifestyle
Christensen	2004	New Zealand	Wine consumers	Importance of lifestyle aspects and enduring involvement
Johnson & Bruwer	2004	Adelaide, Australia	Wine consumers	Preferred risk-reduction strategies of lifestyle segments
Simpson & Bretherton	2004	New Zealand	Wine tourists	To review lifestyle characteristics of wine tourists
Thach & Olsen	2004	Various regions, US	Wine consumers	Lifecycle elements and scenarios of wine lifestyles
Simpson, Bretherton, & de Vere	2005	Matakana, New Zealand	Wine tourists	Visitors' lifestyle behaviours/attitudes towards wine tourism
Gross & Brown	2006	South Australia	Tourists	Involvement/place attachment in a lifestyle tourism destination
Bruwer & Li	2007	Adelaide, Australia	Wine consumers	Profiling/comparing wine market segments
Ritchie	2007	UK	Wine consumers	Social wine consumption as part of a lifestyle
Gross, Brien, & Brown	2008	South Australia	Tourists	Involvement/place attachment in lifestyle tourism destination
Barber & Taylor	2011	Various regions, US	Wine consumers	Lifestyles of and benefits sought by consumers
Brunner & Siegrist	2011	Switzerland	Wine consumers	Lifestyle determinants motivating wine consumption
Dawson, Fountain, & Cohen	2011	US; Central Otago, New Zealand	Winery owners, stakeholders	Personal/family lifestyle goals in rural wine tourism operations
Fradera, et al.	2011	Germany	Industry trainees	To evaluate the "wine in moderation" (WIM) program

APPENDIX C: WINE MOTIVATIONS LITERATURE

Authors	Year	Activity Type	Location	Key Motivations
Hall	1996	Wine tourism	New Zealand	Tasting wine
Maddern & Golledge	1996	Wine tourism	Australia	Wine setting, socialising/family
Macionis	1997	Wine tourism	Australia	Buying/tasting wine, learning, novelty, wine setting, meeting experts
Hall & Macionis	1998	Wine tourism	Australia/New Zealand	Tasting wine, wine setting
Johnson	1998	Wine tourism	New Zealand	Tasting wine, recreation,
Cambourne & Macionis	2000	Wine tourism/events	Australia	Tasting wine, culinary, enjoyment, learning, novelty, meeting experts, socialising
Charters & Ali-Knight	2000	Wine tourism	Australia	Tasting wine, culinary, learning, novelty
Mitchell, Hall, & McIntosh	2000	Wine tourism	Australia/New Zealand	Buying/tasting wine, culinary, learning, wine setting, socialising
Bruwer	2002a	Wine tourism	Australia	Buying/tasting wine, learning, socialising
Bruwer	2002b	Wine tourism	Australia	Buying/tasting wine, enjoyment, learning, socialising
Charters & Ali-Knight	2002	Wine tourism	Australia	Buying/tasting wine, culinary, learning, wine setting, culture, meeting experts
Alant & Bruwer	2004	Wine tourism	Australia	Buying/tasting wine, enjoyment, novelty, wine setting, past experience
Bruwer & Wood	2005	Online purchasing	Australia	Buying wine, learning
Carmichael	2005	Wine tourism	Canada	Buying wine, learning, relaxation, novelty, wine setting, socialising/family
Yuan, Cai, Morrison, & Linton	2005	Wine festivals	United States	Buying/tasting wine, enjoyment, novelty, wine setting
Simpson, Bretherton, & de Vere	2005	Wine tourism	New Zealand	Buying/tasting wine, culinary, enjoyment, novelty, wine setting, socialising
Dodd, Yuan, Adams, & Kolyesnikova	2006	Wine festivals	United States	Tasting wine, culinary, enjoyment, novelty, socialising/family
Getz & Brown	2006	Wine tourism	Canada	Buying/tasting wine, culinary, recreation, novelty, wine setting, culture, meeting experts
Park, Reisinger, & Kang	2008	Wine/food festival	United States	Tasting wine, enjoyment, social status, novelty, meeting experts, socialising/family

Bruwer & Alant	2009	Wine tourism	Australia	Buying/tasting wine, enjoyment, wine setting, culture, meeting experts, socialising
Cohen & Ben-Nun	2009	Wine tourism	Israel	Tasting wine, culinary, learning, wine setting, meeting experts, socialising/family
Brunner & Siegrist	2011	Wine consumption	Switzerland	Learning, relaxation, socialising, events, bargains, health benefits

APPENDIX D: ELEMENTS OF CASUAL AND SERIOUS LEISURE

Casual Leisure Types	Casual Leisure Benefits	Serious Leisure Types	Serious Leisure Durable Benefits	Serious Leisure Distinguishers
• Play/dabbling • Relaxation • Passive entertainment *(e.g., reading wine magazines)* • Active entertainment *(e.g., winery tours)* • Sociable conversations • Sensory stimulation *(e.g., eating and drinking, sightseeing)* • Pleasurable aerobic activity *(e.g., cycle-based wine tours)* • Casual volunteering	• Fleeting/immediate hedonic pleasure • Re-generation/re-creation • Novelty – fostering creativity and serendipitous discovery • Contributing to participants' well-being and quality of life • Media involvement/ learning – providing educational entertainment or "edutainment" value • Social benefits – developing and maintaining interpersonal relationships	Amateur (vs. professional) • Art • Science • Sport • Entertainment • *Wine (e.g., lifestyle winemaking or viticulture, amateur blogging and critiquing)* Volunteer • Popular • Idea-based • Material • Floral • Faunal • Environmental Hobbyist • Collecting *(e.g., cellaring)* • Making & tinkering *(e.g., winemaking for personal use)* • Activity participation *(e.g., attending tastings)* • Sports & games *(e.g., wine tasting competitions)* • Liberal arts pursuits – seeking broad knowledge for its own sake *(e.g., learning about wine history)*	Personal • Self-gratification – meaningful or enduring pleasure and satisfaction • Self-renewal – durable re-creation or regeneration • Self enrichment – significant experiences that bequeath moral, cultural, and intellectual capital • Self-actualisation – the fulfilment of human potential by developing talent, skills, or knowledge • Self expression – the demonstration of such competencies • Enhanced self-conception or identity • Monetary returns Social • Social attraction – social belongingness, appeal of talking about the activity • Group accomplishments – resulting from [team] activities involving other members of the social world *(e.g., wine tasting competitions)*	• Realization of various durable benefits • Need to persevere at the activity • Availability of a leisure career • Need to put in effort to develop special skills and knowledge • An attractive personal and social identity • Unique social world with shared beliefs, values, and performance standards

Note. Wine examples added by the author; concepts adapted from *Serious Leisure: A Perspective for Our Time,* by R. Stebbins, 2007, New Brunswick, NJ: Transaction Publishers and "The Costs and Benefits of Hedonism: Some Consequences of Taking Casual Leisure Seriously," by R. Stebbins, 2001, *Leisure Studies, 20*(4), pp. 305–309.

APPENDIX E: INTERVIEW TOPICS AND SAMPLE QUESTIONS

1. **Internal and external characteristics of wine-involvement**
   a. *Affect* – feelings about wine (importance, enjoyment, self-expression, self-image/identity)
      i. How important is knowing about wine or being involved in wine to you?
      ii. Does your knowledge about wine or participation in [drinking/tasting/purchasing/etc] express who you are as a person?
   b. *Cognition* – thought processes about wine (skills, knowledge, setting and product preferences)
      i. How would you describe your level of knowledge [and tasting skills] about wine?
      ii. Describe your ideal location or atmosphere while drinking wine.
      iii. What kind of wine do you currently enjoy the most and why? Has this changed since you were first introduced to wine?
   c. *Conation* – motivations and desire to participate in wine activities (social, health, hobby, educational, general leisure, etc.)
      i. Imagine you have received an invitation to a wine tasting. What would be most likely to encourage and/or discourage you to attend?
   d. *Behavior* – physical and monetary involvement in wine (familiarity, prior experience, activity types---purchasing, consuming, cellaring, tasting, touring, reading/watching, winemaking, grape growing)
      i. How often do you buy wine?
      ii. How comfortable do you feel selecting wine in a store or restaurant?
      iii. Tell me about your experiences with [cellaring, going to tastings, etc]
   e. *Social investment / involvement / influence* – spouse, friends, colleagues
      i. What role would you say other people have played in your interest in wine?
      ii. Is there anyone or any particular group of people who have most influenced or encouraged you to learn about wine or participate?
      iii. Do you believe that you know more/less about wine than most other people you know?
      iv. How would it make you feel if you knew more/less about wine than anyone else you know?
         Or had travelled to more wineries and tasted more wines than them?

2. **Personal/internal commitment and behavioural/external commitment**
   a. *Determine participant's amount of/length of experience with wine-related activities*
   b. *Establish possible perceived risks involved with wine participation* – i.e. social risk of a bad wine choice or saying the wrong thing/sounding uninformed; risk of purchasing a wine you don't enjoy, etc

   c. What is it that keeps you interested in wine or keeps you participating in wine despite these risks?
      i. Is it something you want to do for yourself/others? Why?
   d. What would happen if you stopped participating in wine activities or learning about wine? e.g. if you lost your sense of taste
      i. Would people see you differently?
      ii. Would you be a different person?

      e. Have you spent a great deal of time and effort learning about wine, travelling for wine, going to tastings, cellaring, winemaking, etc?
            i. What are some things that influenced you to spend this amount of time and effort on wine?
            ii. What or who influenced you keep up with it?
            iii. What has kept you from spending more time /effort on wine-related activities?
      f. Have you invested much money in learning about wine, travelling for wine, going to tastings, cellaring, winemaking, etc?
            i. What are some things that influenced you to spend this amount of money on wine?
            ii. What made you keep up with it?
            iii. What has kept you from spending more on wine/wine-related activities?
            iv. What would happen if you stopped spending money on wine or were suddenly unable to afford it?

3. **Centrality to lifestyle (based on personal and behavioural commitment factors)**
      a. How large of a role does wine play in your life?
            i. Daily life?
            ii. Holiday or travel plans?

4. **Career stages, progression, turning points, achievements in wine**
      a. How has your interest in wine changed since you first became involved with it?
      b. What has influenced these changes?
      c. Are there any particular moments or events that have had a significant impact on your interest or knowledge in wine?

5. **Relationship between constraints and career trajectory**
      a. You mentioned that "____" often keeps you from participating in activities such as [dinner parties/tastings/wine tourism]. Could you tell me more about that?
            i. What have you done or could you do to overcome this [challenge/obstacle]?
            ii. How has this changed over time?

6. **Social world/ethos (identifying with group's values, norms, beliefs, performance standards)**
      a. Describe your impression or experiences (real or imagined) of the kind of people who attend wine tastings regularly or spend a lot of time learning about wine.
      b. How do you feel around these people?
      c. Imagine the ultimate wine connoisseur. What is this person like? How do you feel that you compare to this person?

7. **Leisure meanings and internal and external benefits**
      a. What is leisure to you?
      b. Do you experience wine or wine-related activities as leisure?
            i. How/why are wine experiences leisure for you?
            ii. Does participation in wine-related activities affect your participation in other leisure activities?
            iii. What keeps you from enjoying wine activities or experiencing them as leisure?
            iv. What enhances your experience of these activities as leisure*? (use their own words regarding what leisure is or why they enjoy it)*