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

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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.
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# APPENDIX A: WINE CONSUMER INVOLVEMENT AND SEGMENTATION LITERATURE

<table>
<thead>
<tr>
<th>Wine Consumer Involvement</th>
<th>Type</th>
<th>Wine Consumer/Tourist Segmentation</th>
<th>Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Barber, Ismail, &amp; Dodd (2007)</td>
<td>Product</td>
<td></td>
<td></td>
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<tr>
<td>Brown, Havitz, &amp; Getz (2007)</td>
<td>Product</td>
<td></td>
<td></td>
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<tr>
<td>Johnson and Bastian (2007)</td>
<td>Product</td>
<td></td>
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<td>Barber (2007)</td>
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<td>Sparks (2007)</td>
<td>Enduring</td>
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<td>Cohen &amp; Ben-Nun (2009)</td>
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<td>Cox (2009)</td>
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<td>King et al. (2012)</td>
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<td>Bruwer &amp; Huang (2012)</td>
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### APPENDIX B: WINE LIFESTYLE LITERATURE

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### APPENDIX C: WINE MOTIVATIONS LITERATURE

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<td>Yuan, Cai, Morrison, &amp; Linton</td>
<td>2005</td>
<td>Wine festivals</td>
<td>United States</td>
<td>Buying/tasting wine, enjoyment, novelty, wine setting</td>
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<tr>
<td>Simpson, Bretherton, &amp; de Vere</td>
<td>2005</td>
<td>Wine tourism</td>
<td>New Zealand</td>
<td>Buying/tasting wine, culinary, enjoyment, novelty, wine setting, socialising</td>
</tr>
<tr>
<td>Dodd, Yuan, Adams, &amp; Kolyesnikova</td>
<td>2006</td>
<td>Wine festivals</td>
<td>United States</td>
<td>Tasting wine, culinary, enjoyment, novelty, socialising/family</td>
</tr>
<tr>
<td>Getz &amp; Brown</td>
<td>2006</td>
<td>Wine tourism</td>
<td>Canada</td>
<td>Buying/tasting wine, culinary, recreation, novelty, wine setting, culture, meeting experts</td>
</tr>
<tr>
<td>Park, Reisinger, &amp; Kang</td>
<td>2008</td>
<td>Wine/food festival</td>
<td>United States</td>
<td>Tasting wine, enjoyment, social status, novelty, meeting experts, socialising/family</td>
</tr>
<tr>
<td>Author(s)</td>
<td>Year</td>
<td>Study Type</td>
<td>Country</td>
<td>Benefits</td>
</tr>
<tr>
<td>----------------------</td>
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<td>---------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Bruwer &amp; Alant</td>
<td>2009</td>
<td>Wine tourism</td>
<td>Australia</td>
<td>Buying/tasting wine, enjoyment, wine setting, culture, meeting experts, socialising</td>
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<tr>
<td>Cohen &amp; Ben-Nun</td>
<td>2009</td>
<td>Wine tourism</td>
<td>Israel</td>
<td>Tasting wine, culinary, learning, wine setting, meeting experts, socialising/family</td>
</tr>
<tr>
<td>Brunner &amp; Siegrist</td>
<td>2011</td>
<td>Wine consumption</td>
<td>Switzerland</td>
<td>Learning, relaxation, socialising, events, bargains, health benefits</td>
</tr>
</tbody>
</table>
### APPENDIX D: ELEMENTS OF CASUAL AND SERIOUS LEISURE

<table>
<thead>
<tr>
<th>Casual Leisure Types</th>
<th>Casual Leisure Benefits</th>
<th>Serious Leisure Types</th>
<th>Serious Leisure Durable Benefits</th>
<th>Serious Leisure Distinguishers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Play/dabbling</td>
<td>Fleeting/immediate hedonic pleasure</td>
<td>Amateur (vs. professional)</td>
<td>• Self-gratification – meaningful or enduring pleasure and satisfaction</td>
<td>• Realization of various durable benefits</td>
</tr>
<tr>
<td>Relaxation</td>
<td>Re-generation/re-creation</td>
<td>Art</td>
<td>• Self-renewal – durable re-creation or regeneration</td>
<td>• Need to persevere at the activity</td>
</tr>
<tr>
<td>Passive entertainment (e.g., reading wine magazines)</td>
<td>Novelty – fostering creativity and serendipitous discovery</td>
<td>Science</td>
<td>• Self-enrichment – significant experiences that bequeath moral, cultural, and intellectual capital</td>
<td>• Availability of a leisure career</td>
</tr>
<tr>
<td>Active entertainment (e.g., winery tours)</td>
<td>Contributing to participants’ well-being and quality of life</td>
<td>Sport</td>
<td>• Self-actualisation – the fulfilment of human potential by developing talent, skills, or knowledge</td>
<td>• Need to put in effort to develop special skills and knowledge</td>
</tr>
<tr>
<td>Sociable conversations</td>
<td>Media involvement/learning – providing educative entertainment or “edutainment” value</td>
<td>Entertainment</td>
<td>• Self expression – the demonstration of such competencies</td>
<td>• An attractive personal and social identity</td>
</tr>
<tr>
<td>Sensory stimulation (e.g., eating and drinking, sightseeing)</td>
<td>Social benefits – developing and maintaining interpersonal relationships</td>
<td>Wine (e.g., lifestyle winemaking or viticulture, amateur blogging and critiquing)</td>
<td>• Enhanced self-conception or identity</td>
<td>• Unique social world with shared beliefs, values, and performance standards</td>
</tr>
<tr>
<td>Pleasurable aerobic activity (e.g., cycle-based wine tours)</td>
<td>Volunteer</td>
<td>Art</td>
<td>• Monetary returns</td>
<td></td>
</tr>
<tr>
<td>Casual volunteering</td>
<td>Popular</td>
<td>• Social attraction – social belongingness, appeal of talking about the activity</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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)