

What factors influence Pacific Island restaurants to offer wine?

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ACKNOWLEDGEMENTS	6
ABSTRACT	7
CHAPTER ONE: INTRODUCTION	8
1.1 CONTEXT OF THE RESEARCH	8
<i>1.1.2 Pacific Islands</i>	8
1.2 RESEARCH OBJECTIVES	10
1.3 RESEARCH METHODOLOGY	10
1.4 RESEARCH CONTRIBUTION	11
<i>1.4.1 Theoretical Contribution</i>	11
<i>1.4.2 Practical Contribution</i>	12
1.5 THESIS OUTLINE	12
1.6 CHAPTER SUMMARY	13
CHAPTER 2: LITERATURE REVIEW	14
2.1 INTRODUCTION	14
2.2 TROPICAL VITICULTURE CONTEXT	14
<i>2.2.1 Tropical Climatic Conditions for Winegrowing</i>	15
<i>2.2.2 Tropical Winegrape Cultivars</i>	15
<i>2.2.3 Canopy Management</i>	16
2.3 SIGNIFICANCE OF WINE PURCHASES: RESTAURANT CONTEXT AND TO WHOM?	16
2.4 RESTAURANT MOTIVATIONS TO OFFER WINE	19
<i>2.4.1 Quality impression to consumers</i>	19
<i>2.4.2 Profit maximization</i>	21
<i>2.4.3 Wine list complements meals</i>	22
<i>2.4.4 Restaurant establishments, characteristics and demographics</i>	23
2.5 MOTIVATIONS OF WINE CONSUMERS	25
<i>2.5.1 Sensorial Motivation</i>	25
<i>2.5.2 Social Motivation</i>	26
<i>2.5.3 Intellectual Motivation</i>	27
2.6 CHAPTER SUMMARY	29
CHAPTER 3: METHODS	30

3.1 INTRODUCTION	30
3.2 SURVEY	31
3.2.1 <i>Sampling Design</i>	31
3.2.1.1 Target Population and Sampling Frame	31
3.2.1.2 Sampling Technique	32
3.2.1.3 Data Collection	33
3.2.2 <i>Ethical Considerations</i>	34
3.2.3 <i>Survey Design</i>	34
3.3 CONTENT ANALYSIS	36
3.3.1 <i>Sample Design</i>	36
3.3.2 <i>Procedure for conducting Content Analysis</i>	37
3.3.3 <i>Coding Criteria</i>	40
3.4 CHAPTER SUMMARY	40
CHAPTER 4: RESULTS	42
4.1. INTRODUCTION	42
4.2 SURVEY	42
4.2.1 <i>General Results</i>	42
4.2.1.1 Recoded Demographic Variables	42
4.2.1.2 Demographic Characteristics	42
4.2.1.2.1 Association between Demographic Variables	44
4.2.1.3 Restaurant Characteristics and Factors Influencing Consumer Visitations	47
4.2.1.3.1 Association between Factors influencing consumer visitations and Demographics	51
4.2.2 <i>Restaurants Offering Wine</i>	53
4.2.2.1 Descriptive Statistics	53
4.2.2.2 Restaurants Motivation to Offer and Purchase Wine	56
4.2.2.2.1 Small Pacific Island Restaurants Motives to Offer Wine	56
4.2.2.2.1.1 Associations between restaurant motives to offer wine and Demographics (ANOVA & T-tests)	59
4.2.2.2.2 Small Pacific Island Restaurants Influential Factors in Wine Purchases	60
4.2.2.2.2.1 Associations of Factors influencing Wine purchases and Demographics (ANOVA & T-test)	63
4.3 CONTENT ANALYSIS	65

4.3.1 <i>Descriptive Statistics</i>	65
4.3.2 <i>Attributes of Wine Marketing</i>	67
4.3.3 <i>Associations between Demographics and Wine marketing attributes</i>	71
4.3.3.1 Wine sold	71
4.3.3.2 Images presented online	71
4.3.3.3 Qualities of Wine	72
4.3.3.4 Location of Wine Purchase	73
4.3.3.5 Wine marketing strategies	74
4.3.3.6 Staff training about wine	76
4.3.3.7 Other motives to offer wine	76
4.4. CHAPTER SUMMARY	77
CHAPTER 5: DISCUSSION AND CONCLUSION	78
5.1 INTRODUCTION	78
5.2 DISCUSSION	78
5.2.1 <i>General Results</i>	78
5.2.2 <i>Pacific Restaurants Motives to Offer</i>	79
5.2.3 <i>Pacific Restaurants Motives for Wine Purchases</i>	81
5.2.4 <i>Restaurant Wine Marketing Strategies</i>	82
5.3 POTENTIAL ACADEMIC AND PRACTICAL CONTRIBUTIONS	83
5.4 LIMITATION AND FUTURE RESEARCH	84
5.5 CHAPTER SUMMARY	85
REFERENCES	86
APPENDICES	106
APPENDIX A: HUMAN ETHICS APPROVAL LETTER, PIS & CF & SURVEY	106
APPENDIX B: CONFIDENTIALITY AGREEMENT	170
APPENDIX C: GENERAL RESULTS OF RESTAURANT NOT OFFERING WINE	172

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Abstract

Although wine is generally available in restaurants in most of the world and especially in international tourist destinations, there is little available research on restaurant wine offers in tropical countries and particularly in the Pacific Islands. This research aims to identify the main motivational factors influencing restaurants in Fiji, Samoa and Tahiti to offer and purchase wine. The study also seeks to understand the factors that influence consumers to purchase wine at the restaurants from the perspective of restaurant managers and/or owners. The literature review on the motivations or factors influencing wine purchases by restaurants and from consumers point of view highlighted that the majority of existing research has been undertaken in traditional temperate wine producing regions, hence indicating an important research gap in knowledge on restaurant wine offers. A sequential mixed-method approach was adopted for this study. Initially a survey was undertaken to collect the data from restaurant participants followed by a content analysis of restaurant websites. A sample of restaurants was surveyed in all three countries, leading to 80 usable questionnaires followed by a content analysis of 88 active restaurant websites from all three countries. The results showed that Pacific Island restaurants were more economically motivated to offer wine compared to social motivations. In addition, restaurants' wine purchasing decisions mainly evolved around intrinsic characteristics of wine, i.e., taste and aroma of wine. However, content analysis of websites suggests that, in practice, restaurants utilize more extrinsic cues to present and market their wine online. Overall, the results on wine purchasing decisions provide a clear indication of how important it is for Pacific Island restaurants to better understand the factors that motivate wine purchase so that marketing strategies are better tailored to more effective promotion strategies towards wine consumers at restaurants.

CHAPTER ONE: INTRODUCTION

1.1 Context of the Research

Wine purchases at and by restaurants are influenced by various factors (Dodd, 1997; García-Cortijo, Villanueva, Castillo-Valero, & Li, 2019). Although there is a vast literature on motivation for wine consumption and purchases (Hollebeek, Jaeger, Brodie, & Balemi, 2007; Corduas, Cinquanta & Ievoli, 2013; St James, & Christodoulidou, 2011; Corduas, Cinquanta & Ievoli, 2013; Ginon, Ares, Issanchou, dos Santos Laboissière & Deliza, 2014; Artero, Artero, Tarín and Cano 2015; Taylor, Bing, Reynolds, Davison & Ruetzler, 2018; Kustos, Goodman, Jeffery & Bastian, 2021), the majority of studies have been within the context of developed and temperate countries such as Australia, New Zealand, the USA and the UK (Greatorex & Mitchell, 1988; Bruwer, Lang, & Chaumont, 2012; Nallaperuma, Bandyopadhyay & Lockshin, 2017; Ristic, Danner, Johnson, Meiselman, Hoek, Jiranek, & Bastian, 2019). Relatively little is known about wine purchase and wine consumption in developing countries in a restaurant context. Furthermore, despite the availability of wine in restaurants, especially for an international tourist market, to date there has not been any studies of wine purchase from either a business or consumption perspective conducted within the Pacific Island developing countries. Most of the studies reviewed on the motivations and influential factors of wine purchase have been undertaken from a consumption perspective but there are relatively limited studies when looking at it from the provider's perspective, i.e., the motivations behind the restaurants offering wine (Berenguer, Gil, & Ruiz, 2009; Preszler and Schmit 2009; Choi & Silkes, 2010; Choi, 2016; Huiru, Zhijian, Jianying, Dong, & Weisong, 2018; Marques, & Guia, 2018; Knežević, 2020). For the purpose of this research in understanding Pacific Island restaurants' motivations to offer and purchase wine, Fiji, Samoa and Tahiti are the main Pacific Island countries included due to their size, population and tourism being the main source of income.

1.1.2 Pacific Islands

Fiji, Samoa and Tahiti are small Pacific Island countries that have similar climatic conditions which are seasonally wet and dry with an average temperature of 27 to 30 degrees celsius (Climates To Travel, n.d. a, b, c). Fiji has the largest population of the three countries at 896,8001 (Worldometer, 2020a), Samoa's population is approximately 198,324 (Worldometer,

2020b) and Tahiti's is 280,797 people (Worldometer, 2020c). Fiji's main sources of income comes from agriculture and tourism (The Commonwealth, 2020a) however, tourism represents the major source of income for Samoa and Tahiti's economy (The Commonwealth, 2020b; Across, 2020). Tourist arrivals for both Fiji and Tahiti were at their highest in 2019 where Fiji at 894,389 and Tahiti at 143,996 a 12 percent increase from 2018 (Trading Economics, 2020a; Tahiti Tourisme, 2020). In contrast, Samoa's highest tourist arrivals of 172,496 were in the year 2018 and dropped to 151,024 in 2019 (Samoa Tourism Authority, 2020b; Trading Economics, 2020b). For all three countries, tourism and hospitality have been affected by the COVID-19 pandemic in 2020-21 with a substantial decline in arrivals.

In 2020, there was a decline of 62.7 percent of tourism in Samoa from 6,999 visitors to 4,164 visitors which continued to decline in 2021 due to closed borders (Fruean, 2020; Samoa Tourism Authority, 2020a). Fiji faces a similar situation with a huge decline of 99.5 percent in tourism arrival in the past two years due to COVID-19 restrictions and closed borders (Fiji Bureau of Statistics, 2021). Fiji had 88,834 visitor arrivals in 2019 which decreased substantially during COVID-19 to 976 visitors in 2020 and a further decrease in year 2021 to 419 visitors (Fiji Bureau of Statistics, 2021; Fiji Travel, 2021). Although Tahiti opened their borders to visitors from the US and France they still had restrictions for travellers, i.e allowing only those who have been vaccinated to visit without quarantine, as of late 2021. Tahiti received 143,996 tourists in 2019 and since then it has dropped to 28,000 visitors since borders were closing and reopening from 2020 to 2021 (Tahiti Tourisme, 2019; RNZ, 2020; Trading Economics, 2021; Worlddata, 2021).

This research looks specifically at wine imported into all three countries as well as wine being produced locally in Tahiti. Trend Economy (2019a) indicates that Fiji imported around 1.5 million bottles of wine in 2018 with 79 percent of them being wine other than sparkling wine and 19.2 percent of it is sparkling wine with their main suppliers being Australia followed by New Zealand. However, Samoa's main wine imports in the same year was only at 14,089 with 71 percent of wine being sparkling wine with New Zealand being their main supplier followed by Australia (Trend Economy, 2019b). Tahiti imports wine but also produces 40,000 bottles of wine a year (Wine Searcher, 2020; World Travel Guide, 2020; Vin de Tahiti, 2020). To understand how viticulture is possible in tropical climates, a review of the literature on tropical viticulture is provided in chapter two.

1.2 Research Objectives

The following are the objectives set to guide this research and answer the research question of *What factors influence Pacific Island restaurants to offer wine?*

Objective 1: To identify the main motivational factors for restaurants in the Pacific Islands to offer wine.

Objective 2: To understand the main factors influencing restaurants wine purchases within the Pacific Islands

Objective 3: To understand the practical presentation of wine marketing strategies for restaurants online

1.3 Research Methodology

This research implements a mixed-method approach to meet its objectives. The aim of this methodology is to collect quantitative data for analysis using IBM SPSS Software. This study utilized survey and content analysis of which the results are then discussed into two sections under Chapter 4.

Initially, the use of themes drawn from the literature review was utilized to create survey questions for data collections from participating restaurants who offered wine and those that do not offer wine. The survey was implemented through a period of three months from mid-January to mid-April 2021. The survey features four sections of 43 questions, the first section is concerned with demographics, the second section looked at restaurant characteristics while the third and fourth section were then separated to focus on restaurants offering wine and restaurants that did not offer wine with questions about alcohol in general included instead of wine. As a result, the survey yielded 80 usable responses and were then analysed using various analyses such as descriptive, t-tests, Chi-Square tests, ANOVA and Factor Analysis.

The second part of the research utilized content analysis of 88 active websites in which simple numerical data was drawn to indicate how restaurants market their wines online to support the limited findings from the survey. The content analysis features similar wine marketing

variables from the survey that was implemented to analyse online wine marketing strategies. The main variables the website content analysis focused on were “indication of how wine is sold”, “categories and types of wine offered at restaurants”, “qualities of wine promoted online”, “location of wine purchases” “wine marketing strategies” and “other motives to offer wine”. Results from the content analysis were then used to report frequencies and chi-square test results as shown in Chapter 4.

1.4 Research Contribution

1.4.1 Theoretical Contribution

This research provides theoretical contributions to previous studies within the fields of Pacific island business research, winegrowing and marketing, and the hospitality industry which are explained as follows. This study seeks to provide an insight from a business perspective, as opposed to consumers perspective, on wine purchases where only a few studies have undertaken research to understand from a restaurant perspective how they perceive consumer motivations (Davis & Charters, 2006; Preszler, 2009; Siriexie et al., 2011; Bruwer et al., 2012). A contribution to winegrowing is in understanding new potential market niches from non-wine producing regions within hot climatic conditions. The majority of research has been within the context of wine producing regions with the climatic conditions of having four seasons throughout the year (Salisbury, 1973; Davis & Charters, 2006; Camargo, Maia, Ritschel & Revers, 2007; Commins, Asavasanti, & Deloire, 2012). This research also presents potential business opportunities for wine businesses in identifying potential market niches within the Pacific regions.

Moreover, contributions to wine marketing knowledge in the Pacific Islands are also presented. The study presents existing wine marketing strategies Pacific restaurants are more concerned with in respect to wine offering especially when there is a lack of wine knowledge and experiences within the field. Tailoring wine marketing strategies to wine purchasing motives identified throughout the findings of this study is crucial for the success of business strategies towards wine. Furthermore, the focus of this research on the hospitality and restaurant industry and potential wine tourism within the Pacific is another contribution this research seeks to provide.

1.4.2 Practical Contribution

The focus of this research can provide practical implications to restaurant organisations, tourism industry and wine businesses and education. With the findings on motivations to wine purchases at restaurants compared to practical strategies implemented via online marketing it is critical that marketing managers at restaurants understand these motives since there are misalignments of the motives important to wine consumers found from the findings compared to the strategies implemented by restaurants to market wine. In addition, this study can also provide insights to strategies that could be implemented to target potential wine tourism by Pacific Island countries to improve their economy due to their huge reliance on tourism. Moreover, the Pacific Islands could also provide an opportunity for new entrance of wine businesses in building and growing a wine industry. Restaurants can be crucial markets for wine businesses in the Pacific therefore the provision of wine education can also improve the lack of wine experience and knowledge that causes the majority of restaurants to discontinue offering wine at their restaurants.

1.5 Thesis Outline

The thesis is organised into five chapters. Chapter 1 provides a brief introduction to the project and its context focus within the Pacific islands of Fiji, Samoa and Tahiti. It then identifies the research objectives for obtaining the research question of “what factors influence Pacific Island restaurants to offer wine?” and a brief discussion of the research contributions to existing studies within the field of research. Chapter 2 discusses the literature review of both motives towards wine purchases and wine consumption. A review of literature within tropical winegrowing is also included to understand the significance of potential tropical markets such as the focus of this research on restaurants within the Pacific islands. Chapter 3 offers the explanation of the methodology implemented within this study detailing sampling design and procedures for both Survey and Content analysis. Chapter 4 gives the details of results obtained from the analysis of the survey responses and website content analysis within this research. Lastly, Chapter 5 discloses a discussion of the results, clarifies on potential contributions of this research and details the limitations of this study.

1.6 Chapter Summary

This chapter outlined the context of the research providing information about each country's economy in relation to wine purchases, as well as brief details on the tourism sector, which is significant given its economic importance for purchasing from restaurants and other hospitality operations where wine is sold. The chapter also outlined the objectives of the thesis and introduced the means by which the thesis' aims will be met. The structure of the thesis has also been briefly introduced. It is hoped that the data collected in this study and its analysis will provide theoretical and practical research contributions that improve understanding of wine sales and marketing in restaurants in the Pacific Islands.

CHAPTER 2: Literature Review

2.1 Introduction

This section provides an overview of the literature review in four sections. Initially, discussion of tropical viticulture to understand the different categories in climatic conditions of wine growing to differentiate traditional wine growing regions compared to those within non-traditional wine growing regions. The tropical viticulture context is also important to understand potential new wine businesses within these regions with a huge potential to build Pacific economies through the use of potential wine tourism. Secondly, the literature then looks at discussing the significance of wine in restaurant context as indicated from previous studies. The third section of the literature review identifies restaurant motivations to offer wine as studied by previous researchers. However, the last section focuses on studies concerning motivations of wine consumers.

2.2 Tropical Viticulture Context

Viticulture is one of the oldest traditional practices in temperate climates and it has long held significance for trade and religious purposes in Western Europe and the Middle East (Salisbury, 1973). The practice was introduced to territories overseas such as Brazil, Argentina, Chile, Peru and Mexico in the sixteenth century. In the late eighteenth century, winegrowing was introduced to Australia and New Zealand and has become increasingly popular as a commercial sector over time (Corzo, 1985; Van, 1987). Viticulture for winegrowing has also been recently adopted in tropical regions such as India, Thailand and Venezuela. Tonietto and Pereira (2011) define tropical viticulture as the harvesting of grapes having more than one cycle per year within hot climatic conditions. There are only 14 countries known for tropical climatic conditions running viticulture operations. These countries produce 5 to 10 percent of wine from the grapes they grow in hot climates and contribute the rest towards table grapes and juice production (Possingham, 2003). However, there is growing interest in tropical winegrowing as it may provide new economic opportunities, reduce dependence on imports, and provide niche markets for food and hospitality businesses.

2.2.1 Tropical Climatic Conditions for Winegrowing

The tropical areas where viticulture is possible, which have an average temperature of 27 to 37 degrees Celsius leaves the vines evergreen throughout the year (Commins, Asavasanti, & Deloire, 2012). This causes inconsistent ripening of grapes therefore resulting in inconsistency in the quality of wine produced. Carbonneau (2010) suggest that it is critical to have a basic understanding of climatic conditions in relation to the growth of vines in hot climates. Carbonneau (2010) categorises tropical viticulture in five climatic conditions under tropical climate. Tropical dry; Tropical wet; Tropical dry/wet; Subtropical dry/wet and Subtropical mostly wet. Tropical climate includes a range of low to mid latitudes, which is warm throughout the year without any winter season. Subtropical climates include regions with warm conditions, a range of mid latitudes and a winter season that can vary in duration. Commins et al. (2012) claims that addition to the climatic conditions such as temperature, humidity, air, rainfall and solar radiation, winegrowers should take into consideration the soil and water conditions in the regions.

2.2.2 Tropical Winegrape Cultivars

Although grape varieties originate from temperate regions and are largely used in tropical viticulture it is a challenge to winegrowers to harvest grapes that would produce quality wines in comparison to temperate region wines (Camargo, Maia, Ritschel & Revers, 2007). Nevertheless, there have been successful experiments with breeding programs to produce new cultivars that can cope and adapt well to tropical environmental conditions. Camargo et al. (2007) identified two new white grape cultivars for wine in Brazil that were created after the crossing of plants originated from temperate zones. These white grapes are Embrapa 131-Moscato Embrapa created from Couderc 13 x July Muscat; the second was BRS Lorena created from a crossing of Malvasia Bianca x Seyval. Both cultivars were adaptable to tropical and subtropical regions having a 'muscat flavor and resistance to downy mildew' (Camargo et al., 2007 p 4). Embrapa 131-Moscato Embrapa has a moderate acidity with sugar level of 19 Brix while BRS Lorena has a balanced acidity and a high sugar content of 22 Brix, but both are regarded as ideal for preparing table wines suitable for commercial sale (Camargo et al., 2007).

2.2.3 Canopy Management

Previous researchers have indicated the significant differences involved in winegrowing between the climatic conditions especially towards canopy management (Commins et al., 2012). It is also clear that different techniques must be adopted in different climatic conditions depending on the behaviours of the vines. These techniques may include but not limited to the following: a general rule of thumb that irrigation is required in dry periods; for plant formation, exceeding shoots are removed from lateral shoots and basal shoots are trimmed where necessary, also high vigour is necessary for growth of lateral shoots. With respect to pruning systems, it is recommended that vines are pruned every six months and is to be done manually. In addition, pruning done in tropical areas is based on the number of canes or spurs/areas whereas pruning in the temperate zones are based on the number of buds/areas. Furthermore, pruning in tropical viticulture suggested in multiple studies are categorized in three systems: 'a). successive mixed pruning with canes for fruit production and spurs for replacement growth, harvest in each vegetative cycle; b) alternate pruning for formation (spurs) and for fruit production (canes), thus, one harvest every other cycle; c) short successive pruning (spurs), fruit production in each cycle, in case of cultivars which are fertile in the basal nodes' (Camargo, 2005; Demir, 2014).

The majority of tropical viticulture research suggests that growing quality wine can be achieved in tropical countries. However, there has not been any research to date that distinguishes quality wine produced in temperate areas compared to tropical areas in terms of its attractiveness as a product to different markets, the relative price points it may achieve, and the best channels in which it might be sold. However, there is some evidence that tourist and restaurant markets may be significant avenues for tropical wine sales (Mika-Zahidi, 2020). Nevertheless, there is an absence of research on restaurant wine sales in tropical regions, the general availability of wine on restaurant menus, and the factors that may prove significant for restaurants to carry wine stocks as compared to other alcoholic beverages.

2.3 Significance of Wine purchases: Restaurant Context and to whom?

Wine is the longest manufactured commodity in the world but has experienced huge changes in its characteristics, attributes and perceptions over time. Within the wine context some researchers have also distinguished between wine consumption from wine purchases. Wine

purchases are not only for consumption purposes but wine is also bought for other multiple reasons such as part of a gift and/or souvenir and/or health reasons (Hatak & Stoeckl, 2008; Yang & Paladino, 2015; Chang, Thach, & Olsen, 2016; Boncinelli, Dominici, Gerini, & Marone, 2019; Nguyen, Johnson, Jeffery, Danner & Bastian 2019). This is regarded as extremely significant for Asian markets such as the Chinese wine purchasing market (Chang, et al., 2016; Nguyen, et al., 2019; Palla, 2021). Consumers' wine purchases have changed substantially over the years due to numerous factors influencing the consumer's decision-making process (Thomas, 2000; Barber & Almanza, 2007; Hollebeek, Jaeger, Brodie, & Balemi, 2007; St James, & Christodoulidou, 2011; Corduas, Cinquanta & Ievoli, 2013; Dobeles, Greenacre & Fry, 2018; Wen & Leung, 2021). Due to these factors, the majority of research on wine purchase and consumption has recommended that businesses, especially restaurants, re-evaluate their strategies in approaching wine consumers. Restaurants marketing approaches to wine is often undertaken through the use of wine lists accompanied by sommelier through the use of suggestions and recommendations (Dodd, 1997; Ruiz-Molina, Gil-Saura, & Berenguer-Contrí, 2010). Other approaches include wine and food pairing menu, wine educations through attending wine courses, wine tastings events and wine tours (Yang & Lynn, 2009; Sirieix & Remaud, 2010; Davis & Charters, 2006; Taylor, 2009; Yue, Govindasamy, & Kelley, 2019). These approaches are discussed throughout the literature review.

Restaurants are an industry of substantial economic importance (Sparks, Bowen, & Klag, 2003, Alberca, & Parte, 2018). Previous research has suggested that wines are important for restaurants because it maximizes profits with wines estimated to have a higher profit margin compared to food (Davis & Charter, 2006; Lockshin, Cohen, & Zhou, 2011; Terblanche, & Pentz, 2019; Velikova, Canziani, & Williams, 2019). Its variety of food selection and settings have also substantially changed throughout the years. The changes are also seen through the structure or typology of restaurants and its target segments. These market segments within the tourism industry such as the culinary, gastronomy, agritourism, cuisine, gourmet, tasting and wine tourism, have been considered one of the growing markets for restaurants over the years (Daries, Cristóbal-Fransi, Ferrer-Rosell & Mariné-Roig, 2018; de Albuquerque Meneguel, Mundet, & Aulet, 2019; Gaffar, Hendrayati, & Bahtiar, 2019). Spark et al. (2003) reported that tourists do indeed consider restaurants as an important factor, not when choosing a destination, but when they have arrived at the destination which also enhances the tourist's overall satisfaction of the region visited. Cristóbal-Fransi et al. (2018) also suggest that the two segments of tourists choose a destination for the sake of visiting and for culinary purposes.

However, some studies have suggested that restaurants have become an increasingly important factor for tourist visitation and destination selection therefore some tourism destinations should consider including restaurants as part of the destination tourism product (Gyimothy, Rassing & Wanhill, 2000; Erkmen 2019; Chen, Tsui, Chen, Tseng, & Lee, 2019). Nevertheless, Erkmen (2019) suggest that tourists look for different experiences and therefore are mainly concerned with restaurants at certain destinations that provide such experiences.

Spark, Wildman, and Bowen (2001) report that consumers considering restaurants are important in deciding on destinations to travel and are mainly seen amongst the affluent market who are tourists aged 35 to 50 with an annual income of \$30,000 to \$130,000 USD. They also have a preference of eating out at a variety of restaurants and mainly enjoy a fine dining restaurant indicating that they are mainly attracted by restaurant decor or atmosphere which is also one of the factors discussed later on in the literature review. In addition, more recent research by Gálvez, López-Guzmán, Buiza, and Medina-Viruel (2017) suggests that older group ages of tourists (50 years and above) are more interested in local food as they have a high attachment to gastronomy experiences. Erkmen (2019) also indicated that tourists consider food that offers a unique cultural aspect as the most important factor influencing their dining experiences at certain destinations that can also contribute towards tourist satisfaction with the destination.

The provision of unique experiences, including the local wine and cuisine, regional lifestyle, social surroundings, and a variety of leisure activities are all considered crucial in attracting visitors to a destination (Williams, 2001; Santos, Ramos, Almeida, & Santos-Pavón, 2019). Cambourne and Macionis (2003) indicated that dining out at restaurants and trying new or local food and wine was the top domestic holiday activity in Australia with 89 percent of them being international visitors. The importance of food and beverages has been deemed crucial in attracting repeated visitors to regions and has become a strategy increasingly used for the development of regional tourism products (Cambourne and Macionis, 2003; Zhang, Chen, & Hu, 2019; Cardoso, Vila, de Araújo, & Dias, 2019). Of course, Gaffar et al. (2019) recent research presents findings on restaurant characteristics such as prices, food and beverages selection, service quality and restaurant atmosphere attracted tourists visiting Indonesia. On the other hand, Alonso and Liu (2011) suggest that restaurants offer food to help sell wine which maximizes profitability and this is regarded as one of the major factors that influence restaurants to offer wine.

Indeed, other researchers have indicated the importance of tourism interests in agricultural produce or local food and culture towards regional development (Telfer, 2001; Hall 2005; Rachão, Breda, Fernandes, & Joukes, 2019). Neal (2006) states that “food is not only a functional good but also a cultural object consumed not only for nutrients but also for its symbolic and aesthetic value” (p 1). Studies have indicated that tourists consider placing importance on food that presents some sort of unique cultural aspect (Kim, Eves & Scarles, 2009; Alonso & Liu, 2011; Björk & Kauppinen-Räsänen, 2016; Björk & Kauppinen-Räsänen, 2017; Erkmen, 2019). Tourists' interests around local food, wine, and culture have made the tourism market an important segment for restaurants and wine industries. Nevertheless, understanding the factors that influence restaurants to offer wine is crucial for the purpose of this research. From the review of literature, there are few factors indicated by researchers in why restaurants offer wine which is discussed in the following: restaurants offering wine to give a quality impression to consumers, increase profit, and offer a gastronomy experience when complemented with meals. The typology of restaurants and demographics were also reported to have an influence on restaurants offering wine which is also discussed in the next section of the literature.

2.4 Restaurant Motivations to Offer Wine

2.4.1 Quality impression to consumers

Restaurants are perceived as quality restaurants when wines are part of the product offering and at the same time, the selection of fine wine allows for a good gastronomy experience (Asenjo, 2007; Ruiz-Molina, Gil-Saura & Berenguer-Contrí, 2010). Although this may be a perspective that arises from researchers who come from countries in which wine is an inherent part of the food and restaurant culture. Nevertheless, restaurateurs' perspective on how customers perceive their restaurants does affect their offerings (Davis & Charters, 2006). Restaurants that sell quality wines usually provide information to consumers through the use of wine lists categorized in white, red, and sparkling wine and then by country of origin (Durham, Pardoe & Vega-h, 2004), although it is possible that other descriptors may be used in different restaurant contexts. Consumers often use the sensory characteristics of the wine to decide on wine purchases at restaurants as they do not often see the bottle until it is opened in

front of them. For quality restaurant perceptions, the role of menus, restaurant atmosphere, and a sommelier provides a quality evaluation to consumers which also leads to higher customer satisfaction especially in the case of fine dining and upscale restaurants (Berenguer, Gil, & Ruiz, 2009; Choi & Silkes, 2010; Cassar, Caruana, & Konietzny, 2020). Upscale restaurants offer a luxury atmosphere and high-quality dishes with high menu customization and specialties and careful presentation (Muller & Woods, 1994; Oh, Lee, Kim & Shin, 2015). Both fine dining and upscale restaurants provide the full-service operation from table servers to fine delicate meals and formal attire or formal dress codes mainly targeting high income, education, and social market segments (Ezzat, & Ashry, 2017).

The vast majority of studies within the restaurant industry context suggests that food type and food quality are the most important factors for restaurant consumer choices. However, Auty (1992) reports that atmosphere design contributes towards customer satisfaction and that distinguishes restaurants selling similar type and quality food to customers. Gaffar et al. (2019) also suggests restaurant atmosphere as one of the variables that contributes towards attracting visitors. Olsen and Newton (2011) report that wine consumers are most likely to look for both quality food and wine in fine dining settings compared to non-wine consumers. Research has also indicated that in addition to food and wine quality, wine consumers are seeking an atmospheric style appealing to the eye that provides pleasurable experiences in moderate and fine dining restaurant settings (Olsen & Newton, 2011; Spence, 2020a; Wen, Leung, & Pongtornphurt, 2020). Vangelisti (2017) argues that restaurants' atmosphere includes three main factors, the restaurant's ambience, design factor and social factors are all a part of the restaurant's atmosphere. More specifically, Vangelisti (2017) refers to the restaurant ambience influencing consumer wine purchases. Restaurant ambience can include lighting, noise level, colour schemes, temperature, music and scent. The findings shows that restaurant ambience such as keeping the restaurant setting simple without flashy colours or decors, spacious and comfortable furniture can lead consumers to spending more time at the restaurant hence increasing the sale of wine. In addition, having music match the origin of wines for example, playing classical, soft music from France can encourage wine consumers to purchase French wine and other expensive wine (Vangelisti, 2017).

As quality perceptions are crucial to consumers, Gultek et al. (2006) report that even though restaurants can have positive attitudes towards local wines, i.e., the taste of local wines are pleasurable, if consumers are not aware of their brands and do not demand local wines then

restaurants are reluctant to offer local wines on the menu. Berenguer, Gil and Ruiz (2009) claim that consumers seek wine brands that give them an emotional connection rather than an organoleptic experience. This may depend on the wines supplied to and by the restaurants, if the variety of wine offerings is narrow, wine consumers are limited to that particular selection of wine in restaurants which then impacts consumer choices (Gultek et al., 2006; Bernguer, Gil & Ruiz, 2009; Ferraz, Nobre, & Barbosa, 2021). In addition, Lee, Chua, and Han (2020) research also suggested that consumers have a high level of satisfaction with restaurants when their variety seeking motivations are met and therefore drives them to revisit the restaurants.

2.4.2 Profit maximization

Profit maximization has a role to play in offering particular wines at restaurants (Knežević, 2020). Previous research has suggested that restaurateurs choose to offer wine to complement meals in order to increase profit margins (Davis & Charter, 2006; Lockshin et al., 2011; Oliveira-Brochado, da Silva, & Morris, 2014, Knežević, 2020). Davis and Charters (2006) findings suggested that restaurateurs would remove wines from the wine list if they yielded no profits for the restaurants. Due to huge operational costs especially amongst five-star rated restaurants, choosing wines that had ‘good value for dollar’ was crucial for profit maximization (Lockshin et al., 2011; Velikova, et al., 2019). Moreover, the use of wine lists and designs to complement menu lists has also had an effect on increasing wine sales (Yang & Lynn 2009; Sirieix & Remaud, 2010). For example, wine lists with a variety of wine offered to incur more sales than those with less variety of wines. Indeed, Knežević (2020) research recommends restaurants to adjust their marketing techniques in designing wine lists through the use of high reputational wine brands.

Dodd (1997) research suggested that wine is an impulse purchase at restaurants and if encouraged or promoted by waitstaff this would lead to greater wine sales. Providing wine training to waitstaff increases wine sales (Morrison, 1987; Granucci, Huffman, & Couch, 1994; Dewald, 2008; Brain, 2019). Wine sales at restaurants are seen much higher than food profit margins itself therefore providing food and wine pairing has been a strategy adopted by many restaurants in previous studies (Dood, 1997; Alonso & Liu 201; Cambourne & Macionis, 2003; Knežević 2020). Indeed, Gultek, Dodd, and Guydosh’s (2006) studies showed that restaurants offering wine training more often within a year sold more wine compared to those that offered

wine training once a year or never or have never offered any wine training. In the case of a highly involved culturally sensitive country such as Korea, family restaurants offering wine services were seen to increase restaurant sales (Oh, Lee, Kim & Shin, 2015). Family restaurants are targeted towards families with kids offering casual types of dining styles where food is often served on platters and the diners serve themselves.

2.4.3 Wine list complements meals

Restaurant owners and/or managers try to create wine lists that are expected by consumers when visiting restaurants. Davis and Charters (2006) indicated that restaurants used mainly general categories of wine such as white, red, rose and champagne/sparkling wine on their wine list with the indication of prices and country of origin. Researchers have long indicated consumers' association of prices with quality of wine (Arias-Bolzmann, Sak, Musalem, Lodish, Báez, & De, 1989; Spawton, 1991). Lockshin et al. (2011) suggest that restaurants consider having competitive pricing that fits with the price range of food as the most important factor they consider when creating wine lists. However, restaurant managers and/or owners also considered popular wines, balance of varieties and matching wine with food when creating wine lists (Lockshin, Cohen & Zhou, 2011). In addition, Oliveira-Brochado et al. (2014) reports that the most important factor restaurants consider when creating wine lists are wines that complement their menus. Sirieix, Rемаud, Lockshin, Thach, and Lease (2011) also support the claim of having to include wines that would go together with meals at the restaurant. Terblanche and Pentz (2019) indicate that when wine lists include wines that go together with meals and taste good this would result in enhancing customer satisfaction and dining experience leading to an increase in sales and potential word of mouth. Greatorex and Mitchell (1988) show that the most important perceived risks of buying wine at a restaurant were that of the taste of wine and whether the wine complemented the meals therefore a careful selection of wine to offer consumers is crucial. Although restaurants have used waitstaff to encourage and make recommendations of food and wine pairing, restaurants have also been including their recommendations of certain pairing through the use of their menus for good gastronomy experiences (Dodd, 1997; Terblanche, & Pentz, 2019; Spence, 2020b).

Spence (2020b) has also reviewed the approaches of food pairing and beverages pairing and suggests that this is a strategy utilized in recent years since earlier in the years of food and

beverage productions consumers were mainly eating and drinking whatever was available. These approaches are seen through the use of cognitive/intellectual and perceptual experiences of the taster. The cognitive/intellectual approaches are seen through either traditional pairing that is pairing using products from the same geographical regions such as pairing French cuisine with French wine. This is a challenge with culturally specific food and beverages when pairing with wine and would be interesting to know how this is done within the small Pacific islands such as Samoa, Fiji and Tahiti with their own unique cultural background and traditional food (Alonso & Liu, 2011; de Albuquerque Meneguel et al., 2019; Knežević (2020).

Nevertheless, when such food and wine pairing are presented ‘the reasoning tends to be based on cultural match/convention rather than underpinning perceptual relation’ between cultural food and wine pairing (Spence, 2020b, p 4). In addition, food pairing can also be based on similar quality and the process or shared molecules and flavours of the products such as pairing light white chocolate with light white wine. The perceptual approach, however, looks at the taster's familiarity, contrast, harmony, new flavours/tastes and enhancing or suppression of sensory properties of food and drinks. Moreover, Berenguer, Gil, and Ruiz (2009) study on up-scale restaurants indicated wine list management styles restaurants were utilizing to increase wine sales. Firstly, wine selections, their restaurants would frequently renew their wine lists for wine consumer selections. The next were restaurants that specializes in wine list having a wide of information available to wine consumers for their decision making. The last group of restaurants were those that used a wine list as complimentary for meals offered which were normally accompanied by a sommelier.

2.4.4 Restaurant establishments, characteristics and demographics

Several studies have investigated the relationship between typology of restaurant and motivations to offer wine however very limited is known in this area. Martinez-Carrasco, Mollá-Bauzá, Campo-Gomis, and Martinez-Poveda's (2006) research has suggested that location of purchase has an influence on wine purchasing decision for quality wine. Their results compared wine purchases at restaurants to those taken place at shops. Results indicate that wine consumers consider the designation of origin followed by the type of wine, prices and occasion when purchasing wine at restaurants. In contrast, wine purchased at shops shows that type of wine is more important than wine designation of origin. Lockshin, Cohen and Zhou (2011) studies found a significant difference in sizes of establishments of which small five star

rated restaurants were concerned mainly with offering popular wines with a focus on prices to increase profit. On the other hand, large restaurants, those with 100 seats and more at their restaurants, were more concerned with offering wine based on the wine and food pairing mainly to do with wines that taste good when paired with meals offered. They also indicated that this significant difference shows that western restaurants favor pairing wine with meals; however, this does not apply to Asian restaurants particularly Chinese restaurants investigated in this study. Recent studies also suggest that being a fine dining restaurant style does affect profitability from offering wine, especially fine diners that associate themselves with a hotel. The impact of being in the fine dining category positively influences wine mark-up percentages however with fine diners located in Asian countries this negatively affects wine profits (Livat & Remaud, 2018).

Restaurant characteristics play a huge role in attracting consumers. Longart, Wickens and Bakir (2018) provides seven restaurant characteristic classification which included, food and beverages, ambience and atmosphere, facilities, price, services, location and image related categories. Pezenka and Weismayer (2020) recent findings suggest that restaurant ambience can influence restaurant visitations. Their results distinguish visitors to locals, indicating that there is a positive impact of restaurant ambience, food menu and busyness in attracting locals however this does not matter much to visitors specifically with wine consumers. Bardwell, Stephan, Rahman and Reynolds (2018) studies indicate that wine consumers who are highly involved with wine are more likely to appreciate restaurant attributes such as service, food and atmosphere. Their study shows that atmosphere was the most important restaurant attribute to wine consumers hence why restaurants would pay relatively close attention to their restaurant decor and environment.

In addition, demographics has also shown various variables influences wine consumptions and purchases at restaurants. For example, highly involved wine consumers may rely on their personal experience and knowledge as opposed to low involved wine consumers who may rely on their families and friends for information of wine purchases at restaurants (Hammond, Velikova & Dodd, 2013). Various studies have also indicated that ethnicity, gender and age also impact wine consumers' perceptions and their wine purchasing decisions (Hall, Binney & O'Mahony 2004; Barber, 2009; Marques & Guia 2018). Chang, Thach, and Olsen (2016) research proposes that Asians are more concerned with health reasons compared to Europeans. Chang et al. (2016) also point out that females are more health conscious and seek out

information about health more than males. On the other hand, Hall, Shaw, Lascheti and Robertson (2000) indicated significance between gender and social factors as well as self-image. It was found that males are more inclined to purchase wine to impress others. In terms of age factors, it is also reported that those within the age groups of 60 years and over are more comfortable with making their own wine purchasing decision since age comes with experience (Barber, Almanza, & Donovan, 2006). In contrast, those between the ages of 30 and under were more concerned in seeking out information to make informed wine purchasing decisions.

2.5 Motivations of Wine Consumers

Previous research assumes that motivational behaviour in general purchases 'is derived by linking cognitive categories corresponding to concrete products with cognitive categories at a high degree of abstraction like values' (Fotopoulos, Krystallis, & Ness, 2002, p. 5). Rossiter and Percy (1991) suggest wine consumers' motivation to purchase wine is seen in three dimensional: social motives, intellectual motivation and sensorial motives. These three wine consumer motivations are discussed as follows:

2.5.1 Sensorial Motivation

Sensorial motivation in wine consumption is often referred to as how the consumer feels when consuming wine. For example, wine drinkers often consider the taste of wine giving them a certain pleasure or the taste or aroma of wine enhancing their meal (Pangborn, Berg, & Hansen, 1963; Parr, Geoffrey White, & Heatherbell, 2003; Martinez-Carrasco, Brugarolas & Martinez-Poveda, 2005; Charter & Petigrew, 2008; Kustos, Heymann, Jeffery, Goodman, & Bastian, 2020). Previous studies have investigated wine purchases through the use of wine sensory through the intrinsic and extrinsic characteristics of wine as categorized by Charters and Pettigrew (2007). The extrinsic characteristics reported that respondents were most concerned about were with the grapes, production and marketing. The importance of the quality of raw materials such as the grapes used and technical correction of the production of wine was crucial towards the wine quality dimensions. Packaging of the wine was also seen as an important factor as respondents perceived the results of excellent wine packaging to be an expensive product. On the other hand, intrinsic characteristics were seen as the most important and complex than the extrinsic characteristics of wine quality. Intrinsic characteristics suggested that wine consumers had a pleasurable effect from wine such as fun and enjoyment. The second sub-dimension was the appearance of wine such as the colour which gives aesthetic pleasure.

Thirdly, the region of origin which also affected the taste of wine and fourthly is the aging ability of the wine relating much to quality wine. The last sub-dimension of intrinsic characteristics of quality wine involved the gustatory characteristics of wine which included the balance of flavour, concentration of those flavours and the smoothness and weight of those flavours, drinkability of wine and the complexity of it.

Previous research has related sensory motives to wine quality perceptions. These wine quality perceptions can be categorized as intrinsic characteristics of wine referring to the sensory properties of wine' and the extrinsic characteristics regarded as 'properties that are not physically part of the wine such as the region, year, label structure and winemaker' without changing the product itself (Sáenz-Navajas, Ballester, Pêcher, Peyron, & Valentin, 2013 p. 1506; Lick, König, Kpossa, & Buller, 2017). Charter and Pettigrew's (2008) research reported that the most important factor that motivated wine consumers to purchase was the enjoyment of wine (i.e., the taste of wine). Jaeger, Danaher, and Brodie (2010) indicate consumers' wine selection is also based on factors of whether they 'had the wine before and liked it' are most likely to purchase the same at the restaurant (p 441).

However, Mueller, Osidacz, Francis, and Lockshin (2001) showed a strong relationship between wine consumers influenced by extrinsic characteristics of wine for purchasing decisions through prices. Preszler and Schmit (2009) research amongst restaurants in New York also proposes that prices followed by a variety of wine offerings were important factors that influenced consumers' wine purchase. Ginon, Ares, Issanchou, dos Santos Laboissière, and Ginon, Ares, Issanchou, dos Santos Laboissière and Deliza's (2014) findings also state that price and production regions remained the same important factors influencing wine purchases. Nevertheless, Davis and Charter (2006) argues that highly involved wine consumers consider designation origins to be the most important factor when selecting wines at the restaurants. However, Bruwer, Li, Lang, and Chaumont (2012) suggest that region of origin is a third important factor in fine dining restaurant situations.

2.5.2 Social Motivation

Social motivation refers to a person's direct contact with another person or group where the effect of social presence is nondescript in an intrapsychic way (Geean, 1991). Charter and

Pettigrew (2008) suggest that wine allows people to lower their barriers, opening consumers up for interactions amongst others and socializing. In addition, consumers are more engaged with wine due to their experiential motives such as the enjoyment of wine through its alcohol effect and symbolic motives of having traditional romantic rituals such as dining in a home setting where husband and wife have candles on the table along with food paired with wine. Moreover, research has indicated that there is a growing capacity of wine bought outside the home, particularly restaurants (Brodie & Mellon, 1977; Lerro, Vecchio, Nazzaro, & Pomarici 2019). Dining at a restaurant offers consumers a different environment than that at home (Kotler, 1973) and it has also become an increasingly popular practice amongst households (Jaeger, Danaher, & Brodie, 2010; Lerro et al., 2019), and often becomes essential when travelling outside of the home environment, e.g., when on holiday. Kotler's (1973) study suggests that an organization or business environment which he refers to as the 'atmospheric' factor has been a neglected marketing tool that firms failed to use. Kotler (1973) indicates that restaurants thrive due to the use of atmosphere designs. Therefore, food quality and price were not an issue for getting consumers through the door. Hall, et al. (2004) findings for all age groups 18 to 25, 26 to 34 and 35 years and over placed importance on mood enhancement and enjoyment on wine purchased at restaurants. Hall et al. (2004) propose enhancing the restaurant atmosphere will bring about enjoyable wine experiences for consumers. The emotional pull factor of restaurants being able to enhance enchantment is crucial for wine consumers experiential motivations (Charters & Pettigrew, 2008).

2.5.3 Intellectual Motivation

Researchers have also found that age and gender is crucially becoming important because of the impact on wine consumers purchasing decisions at restaurants (Davis & Charters 2006: Hall, Binney, & O'Mahony, 2004; Barber et al., 2006; Remaud & Forbes, 2012). Research by Marques and Guia (2018) showed the gender effect that motivations between female wine drinkers and males were significantly different. The motives between the two groups were obvious i.e females were motivated through the basis of their 'need of information' which included their previous experience and knowledge, shop employees, and friends. On the other hand, males were leaning more towards intellectual information such as wine regions, characteristics of wine, variety of grapes, and so on. Intellectual motivations are regarded as the 'need of cognition' (Kuhn & Park, 2005, p.115). Wine consumers often seek out more

information about wine through the use of wine courses offered at universities, education at wineries, and attending winery events (Taylor, 2009). Moreover, recent research suggests that learning about wine from wine tasting staff and wine magazines can influence wine consumers in attending wine tours and wine tasting events which were significant with males more likely to be interested within the age groups of 25 years and above (Yue et al., 2019). Taylor (2009) research proposes the use of intellectual information not only for the knowledge gap but for wine consumers to make better wine purchasing choices of wine and also to have a better selection of wine at restaurants. In fact, males were seeking to attend wine courses to further their careers while women were more motivated by their interests to discuss wine with families and friends. However, Davis and Charters (2006) indicate that it takes a lot of effort to gain educational knowledge of wine, therefore wine consumers seek effortless ways to learn about wine, for example, discussing wine with families and friends. In addition, Davis and Charters (2006) have indicated the fact that wine consumers do find it difficult to select wines from wine lists due to sensory characteristics of wine, however if wait staff have limited wine knowledge and experience, wine consumers tend to pull the safety net of selecting wines that they have tried before. Nevertheless, numerous other research studies have also supported the claims over the level of wine knowledge being very crucial in wine consumers purchasing decisions, i.e. the type of wines to purchase, where and how to purchase them (Mitchell & Hall, 2001; Dodd, Laverie, Wilcox, & Duhan, 2005; Famularo, Bruwer, & Li, 2010; Barth & Salazar, 2010; Jaeger, Danaher, & Brodie, 2010).

Furthermore, some research has also indicated that the cultural backgrounds or their cultural perceptions, influences consumers with their wine purchasing choices (Choi, 2016; Yang & Paladino, 2015; Yao, Baumann & Tan, 2015). For example, when Chinese look at purchasing wine for gift-giving, they are mainly reliant on their family and friends' recommendations of best wine brands/ country of origins because they have limited knowledge around wine (Yang & Paladino, 2015; Yao, et al., 2015). On the other hand, Koreans would mainly search for discounted wines because they are influenced by their humility (Yao et al., 2015). Rodrigues and Parr (2019) indicates that there is little evidence that suggests differences in 'cultural preferences of food/beverages qualities and basic tastes' such as sweetness or sour (p 1). The majority of literature on cross-culture has been categorised by Asian and Non-Asian consumer research either through familiarity or liking of wine. Nguyen et al.,(2019) research investigated the acceptance of wine that includes a Chinese medicine *Ganoderma lucidum* (a woody mushroom) in preventing diseases and promoting longevity having a close proximity with

Asian markets. Nguyen et al. (2019) suggests that Vietnamese consumers rated a higher acceptance of wine that includes *Ganoderma lucidum*, because it provided health benefits compared to those from Australia and Chinese. However, other research claims that Chinese place a higher importance on the health benefits of wine than any other country which is also one of their main motives when deciding to purchase wine (Somogyi, Elton, Johnson, Bruwer, & Bastin, 2007; Lu, Chi, & Zou, 2019; García-Cortijo et al., 2019).

2.6 Chapter Summary

The literature review has revealed various factors that motivate and influence wine purchases at restaurants. However, little understanding is known within the segments of restaurants in non-wine producing regions in small developing countries. The majority of research conducted with respect to the restaurant context is either in wine-producing regions or within wine routes. Others have argued that local food and culture also attracts wine tourists. The literature also proposes the significance of understanding the consumers perspectives in marketing strategies. Indeed, researchers have also proposed various strategies that restaurants can implement to target risk reductions for wine consumers in the decision-making process. Risk reduction strategies for consumers buying wine are suggested that they purchase one brand, seek advice from retail assistants, make use of recommendations from social groups, rely on pricing, the knowledge gained through wine education, and of course reliance on well-presented packaging and bottle labelling. Other researchers have recommended wine consumers to try wines they are familiar with or purchase wine by the glass to allow them to try new varieties and expensive wines (Lacey, Bruwer, & Li, 2009; Bruwer, Arias, & Cohen, 2017). Furthermore, recent research has acknowledged that wine consumption information is crucial in the process of wine purchases since the basis of wine knowledge plays a vital role in decision-making processes.

CHAPTER 3: METHODS

3.1 Introduction

After carefully examining the previous literature, this research has considered the following methods to achieve its main objective of identifying the main motivational factors influencing restaurants in Fiji, Samoa and Tahiti to offer wine. Furthermore, this study also seeks to understand the perceptions of wine consumer motivations in purchasing wine at restaurants from the restaurant's perspective. The literature review indicates that there is limited understanding around motives influencing wine purchases in tropical climatic conditions and non-wine producing regions. In addition, the majority of wine study has been done in temperate climates and developed countries such as New Zealand, Australia, UK and USA. Given this research gap, this study has a mixed method sequential design, where initially the data collection and analysis process goes through the first phase of this quantitative study of which a survey was undertaken followed by a second phase using content analysis and quantifying the findings for analysis in IBM SPSS software. This chapter details the methodological approach within those two phases.

A post-positivist paradigm is adopted to test the relationships between factors identified from the literature review first (Chua, 1986; Ryan, Scapens, & Theobald, 2002), followed by a more qualitative exploration of some of the findings from the quantitative study. The first stage of the research adopts a positivist perspective, which indicates that there is a single reality external to the researcher, where in this phase of the research the review of literature has determined previous variables within the context of temperate and developed countries that haven't been tested in tropical and developing economies. These variables are then included in the survey questions for quantitative data collection. However, the paradigm will then shift to a more pragmatism view to support the quantitative research results by using a qualitative method of analysis, i.e. content analysis of websites. The post-positivist paradigm focuses on what is practical despite knowledge and theory about reality (Pierce, 1878; Paul, 2005) which in this study means adopting a content analysis of websites to determine how restaurants market their wines online which may give an indication of the important factors that influences their motives to offer and purchase wine in the second stage of the research. On that note, other studies have also utilized mixed method approaches in their studies, for example, mixed methods were

implemented by Razak, Hall and Prayag's (2019) research of collecting qualitative data followed by quantitative data using content analysis of websites. Razzaq, Hall and Prayag's (2016) study also applied content analysis to accommodation provider websites to identify halal accommodation attributes available in New Zealand this is similar to the objectives of this current research where content analysis is applied to provide a systematic review of information on restaurant websites to support the finding of survey.

3.2 Survey

This section focuses on the quantitative approach detailing firstly its sampling design that includes target population for the survey, methodological approaches used followed by procedure of data collections. In addition, ethical considerations of this study are also discussed before it details the survey design at the end of this section. A survey approach was used in the study to identify factors behind small pacific restaurants to offer and purchase wine for their restaurants. The survey was implemented during the COVID-19 pandemic in which countries were going in and coming out of lockdowns and which has had an impact on the numbers of restaurants that the researcher was able to access.

3.2.1 Sampling Design

3.2.1.1 Target Population and Sampling Frame

This research aims to target restaurants within the small Pacific Island countries of Samoa, Fiji and Tahiti. The survey targets restaurant managers, i.e., single respondents from individual restaurants. The logic behind this decision is mainly because the restaurant managers role of having a full view of overseeing the whole restaurant operations as well as managing it, giving a better chance of answering all questions included in the survey of other aspects of the restaurants compared to the perspective of a food and beverages managers or sommeliers. Furthermore, these small developing countries have restaurants that may not be able to afford to hire a sommelier or a food and beverage manager and these responsibilities are both supervised by or undertaken by the restaurant manager themselves.

The main participating restaurants chosen for the survey are those from family restaurants, upscale restaurants and fine dining restaurants such as hotel and resorts restaurants. Family restaurants mainly target families with children and therefore offer kids menus and offer either table services or self-service (Oh, Lee, Kim, & Shin, 2015). Upscale restaurants are differentiated from fine dining restaurants based on service attributes such as staff qualifications, skills and knowledge also including the ambience attributes such as size, luxury facilities and decorations of the restaurants (Berenguer, Gil, & Ruiz, 2009). While fine dining restaurants are differentiated mainly on time services, customer interactions, high prices and size of operation (Harrington, Ottenbacher, & Kendall, 2011). The reason for choosing these categories of restaurants is because the majority of the literature on wine purchases at restaurants has been undertaken in these categories and the ability to compare some of the findings from this study and generalize its findings is crucial.

3.2.1.2 Sampling Technique

To achieve as many participants as possible, this study takes a systematic sampling approach due to some restaurants not listed on the Internet. Participation in the survey also depends on restaurant availability from different countries to participate during COVID-19 situation since many restaurants were either permanently or temporarily closed. In addition, even if open, the stress of the pandemic may lead to some restaurant managers not being willing to participate. Due to the unavailability of pre-existing regional data on restaurants a list was compiled relying on restaurants websites and registry on google sites/place as well as TripAdvisor website "<https://www.tripadvisor.com>" has been the main source for deriving the numbers of potential participating restaurants in each country. The initial search for restaurants via google place and sites were checked and validated against TripAdvisor websites. Restaurants that were not found on google sites and place but are registered with TripAdvisor were added towards the list of sampled population. As a result, Fiji has approximately 198 restaurants registered online, Samoa 125 restaurants and Tahiti 228 restaurants therefore bringing the total number of restaurants to approach at 551. Thus, this list forms the sampling frame of the study. Fast food restaurants such as McDonalds, Burgerfuel and KFC were excluded from the sample and are not included in the survey since alcohol is not one of their product offerings. However, the sample includes cafes and casual restaurants that may or may not serve alcohol and narrowing down which ones provide wines as their beverages will only be known when the survey has

been completed, especially when limited information is available online. The main keywords to search for these restaurants via google and tripadvisor were ‘Fiji/Samoa/Tahiti restaurants’.

3.2.1.3 Data Collection

The three month data collection period ran from mid-January through to mid-April 2021. Initially, invitations to participate in the survey were sent out to restaurants however, for restaurants that did not have emails registered online, they were telephoned to obtain their emails. A follow up telephone was made during the week of the email blast to check that restaurants had received the email. From the 551 restaurants approached, the researcher was able to send out invitations to participate to 72 Fiji restaurants, 42 Samoa restaurants and 111 Tahiti restaurants via active email accounts bringing the total number of restaurants approached at 225. Although invitations were sent out online responses were limited, therefore invitations to participate in the survey through provision of hardcopies and/or telephone was undertaken.

Due to good access it was possible in Samoa to distribute invitations and surveys directly in hardcopy. This was also an opportunity to distribute to restaurants that had not been registered online or restaurants that had no email accounts bringing a grand total of restaurants approached at 267 restaurants. For Fiji and Tahiti it was not possible to reliably distribute hardcopies, however phone calls were made to restaurants regarding the survey. In this case, the researcher made direct phone calls to Fiji in English language while a French language teacher based in Christchurch made calls to Tahiti. Due to Cyclone Ana that affected Fiji in January and the COVID-19 situation in French Polynesia and Fiji it proved very difficult to get restaurant managers/owners to participate in the survey. Overall, a sample of 80 restaurants participated in the survey representing 29.96 percent of the overall sample and a response rate of 25.88 percent (see Table 3.1).

Table 3.1 Response rate per country

Countries	Email			Hardcopy		
	Approached	Response	Response rate %	Approached	Response	Response rate %
Fiji	72	15	20.83	0	0	0
Samoa	42	23	54.76	84	37	44.05
Tahiti	111	5	4.50	0	0	0
Total	225	43	19.11	84	37	44.05

3.2.2 Ethical Considerations

The survey followed ethical procedures and standards implemented by the University of Canterbury Human Ethics Committee (Appendix A). There were three things to consider during the data collection process and to ensure that Ethical standards were followed. First, With the distribution of the survey, participants were required to read over the Participation Information Sheet and give consent to participate by signing the Consent Forms before the survey links or forms were released to them. Participants were assured that the survey was anonymous where there was no way for the researcher to identify responses in relation to their restaurants. Second, with respect to the French translation process of Participation Information Sheets (PIS), Consent Forms (CF), surveys and emails between the researcher and the participants, the translator was required to sign a confidentiality agreement to keep all and any information in regards to the project especially with the translations of communications and results of the survey to remain confidential in accordance to the agreement signed (Appendix B). Lastly, in the data collection process the people who distributed and collected hardcopies of the survey were also asked to sign confidentiality agreements to ensure that data collected was not disclosed to a third party.

3.2.3 Survey Design

The survey used a structured questionnaire which was available to view in English language Samoan and French language. The Samoan language was translated by the researcher and was cross-checked by a well-qualified lecturer who teaches Samoan language at the National University of Samoa (NUS). The French survey was translated with the help of a professional well qualified French teacher as mentioned in Appendix A. To ensure that questions being asked are consistent, the English version of the survey was used to translate the questions into both Samoan and French languages which was cross-checked by fluent language speakers. The survey features four sections of 43 questions that were used in the survey. First, the survey asked 10 demographic questions from participants. These were multiple questions to determine the identity in general of the sampled group, however, any questions relating to identifying the individuals were not included in the survey. Multiple questions were used to determine the location and revenue of the restaurant, the types of restaurants participated, and the

characteristics of people participating in the study. This included questions on participants' occupations, time period of those occupations, their gender, nationality, age, highest education and their level of personal wine knowledge and experience.

The second part of the survey was concerned with restaurant characteristics. There were five questions asked in this section, two of which used Likert point scale of 1 to 7 to measure the importance of variables (i.e. *1=not at all important to 7=very important*) and three of multiple questions. The scaled questions measured the importance of the restaurant atmosphere ambience and the various characteristics of the restaurant which includes travel distances to the restaurant, their food and beverages menu, the atmosphere as well as other complementary products and services that potentially attracts consumers to the restaurant. On the other hand, multiple questions included were to determine who their non-local consumers were, the restaurant setup and a screening question of whether restaurants offered wine.

This section of the questionnaire then separated into two different categories to address restaurants that offer wine (questions 16 through to 30) and those that do not (questions 31 to 43) (Appendix A). Restaurants that offered wine answered 15 questions which were a mix of multiple choice and Likert scale questions. These questions mainly focused on both wine motives of consumption and purchases by restaurants. Firstly, two questions asked the respondents about their personal preferences in learning about wine (through the use of a 7-point Likert scale, i.e. *1=not at all important to 7=very important*) and a multiple choice question about their favourite type of wine. Secondly, respondents were asked six questions in relation to wine purchases using three multiple choices to indicate wine and other beverages offered at their restaurants and from which countries their wine purchases are normally conducted. In addition, three 7-point Likert scale questions were used to initially measure the importance of the qualities of wine for restaurants to purchase wine (i.e., *1=not at all important to 7=very important*). Another 7-point Likert scale questions included was to indicate the most sold type of wine to consumers (i.e., *1=not bought at all, 2= least bought, 3 =fewer bought, 4=neutral, 5=bought, 6=mostly bought, 7=only ones bought*). The last question on wine purchases was how often consumers asked about the qualities of wine to indicate factors that may influence wine purchases for both consumers and restaurants. This used a 7-point Likert scale of (*1=everyday; 2=2 to 3 times a week; 3= every 2 weeks; 4=once a month; 5=once every year 6=occasionally; 7=Never*).

Furthermore, two questions on a 7-point Likert scale were included concerning motivations for restaurants to offer wine, the first was to measure the importance of motives to offer wine at restaurants (i.e. *1=not at all important to 7=very important*) and the second was to measure statements of motives to offer wine at restaurants that indicated how wine influences and is influenced by certain variables through the use of a 7-point Likert scale (*1=Strongly disagree to 7= Strongly agree*). Lastly, five questions were asked about marketing strategies towards wine at the restaurants. These questions included four multiple choice questions of how wine is sold to customers, how wine is promoted within the restaurant, how often wait-staff are trained about wine and how often consumers ask about food and wine pairing recommendations. The last question concerning wine marketing strategies implemented was to do with other motives of wine purchases found to be important to wine consumers which used a 7-point Likert scale on how likely restaurants marketed wine on the basis of those motivations (*1= not at all likely to 7= extremely likely*). The second section of the questionnaire asked similar questions but in regards to alcohol in general. This provides an opportunity to comment on why some restaurants do not offer wine and to comment on alcohol consumption, purchases and marketing strategies in general however provided very limited results.

3.3 Content Analysis

The content analysis was used to identify how the restaurants utilize websites for marketing and presenting wines online as well as how they present their restaurants online to attract wine consumers. The majority of restaurants use Facebook instead of websites as a main point of contact and advertisements. In addition, due to the small size of the countries and their population restaurants they mainly resort to means that are more direct in communicating to their audiences. Creating and maintaining a website as well as marketing efforts is relatively costly within these small Pacific Islands which could explain why the majority of restaurants use Facebook for online communication.

3.3.1 Sample Design

A list of restaurants within Samoa, Fiji and Tahiti was compiled through the use of google sites using the following keywords “Samoa/Fiji/Tahiti restaurants” and Tripadvisor sites on restaurants that can be accessed through the following links

“<https://www.tripadvisor.co.nz/Restaurants-g294137-Samoa.html>”,
 “<https://www.tripadvisor.com/Restaurants-g294331-Fiji.html>”,
 “https://www.tripadvisor.com/Restaurants-g309679-Tahiti_Society_Islands.html”. As a result, Samoa’s total number of active restaurant websites came to be 18 while Fiji had 69 restaurants with active websites and Tahiti 48 restaurants.

3.3.2 Procedure for conducting Content Analysis

A content analysis was applied to this research as it was the most appropriate method for identifying and analysing both texts and images on websites, in addition other studies have also utilized the same method for analysing wine marketing online (Kim, Yuan, Goh, & Antun; 2009; Brochado, Troilo, Rodrigues, & Oliveira-Brochado, 2019; Atkinson, Sumnall & Meadows, 2021). From the literature review along with the survey questions 12 categories were selected for the content analysis and these attributes are identified in Table 3.2. These attributes were then assigned a code from the coding criteria and recorded. Once the coding process was completed the data was then analysed in SPSS. Descriptive Statistics was used to analyse counts and report on frequencies of the attributes and Chi-square tests were utilized to identify any associations between the categorical variables. A series of tables to report these results were created and are reported under Chapter 4 results for Content Analysis.

Table 3.2 Content Analysis: Coding

	Attributes	Code	Ref
Location			
	Samoa		
	Fiji		
	Tahiti		
Types of Restaurant			
	Family restaurant		
	Fine Dinning restaurat		
	Other restaurant		
How long has restaurants been operated?			
	Less than 1 year		
	1 to 5 years		
	6 to 10 years		
	more than 10 years		

Restaurant setup			Gifford & Gallager, 1985; Wardono, Hibino, & Koyama, 2012; Choi, Yang, & Tabari, 2020.
	outdoor dining area		
	private dining rooms		
	closely clustered internal dining areas		
	spaced out internal dining areas		
	separate social lounge area		
	bar social area		
	waiting areas		
	Other areas (please specify)		
Restaurant ambience			Kotler, 1973; Auty 1992; Spark, Wildman, & Bowen 2001; Berenguer, Gil, & Ruiz, 2009; Choi & Silkes, 2010; Liu, & Tse, 2018.
	light quality		
	colour scheme of the restaurant		
	noise level		
	dinning personal space (e.g private dining rooms)		
	dining in a social space (e.g open dining space)		
	visual texture of restaurant (granite, leather, wooden etc look)		
	smell		
Categories of wines offered			Durham, Pardoe & Vega-h, 2004; Lacey, Bruwer, & Li, 2009; Bruwer, Arias, & Cohen, 2017
	White wine		
	Red wine		
	Rose wine		
	Champagne/Sparkline wine		
	Dessert wine		
Type of wines offered			
	Sauvignon Blanc		
	Pinot Noir		
	Chardonnay		
	Pinot Gris		
	Merlot		
	Riesling		
	Syrah		
	Cabernet Sauvignon		
	Other varieties (please indicate)		
Qualities of Wine			Charters & Pettigrew 2007
	Prices of wine		
	Country of origin (where the wine is made)		
	Image of wine in customers mind		
	Image of winery		

	Awards won by the winery		
	Awards won by the wine		
	Taste of wine		
	Aroma of wine		
	Vintage		
	Presentation wine bottle		
	Packaging of the wine		
	Labelling of wine		
	Aging ability of wine		
Any mention of location of wine purchases?			
	America		
	Australia		
	New Zealand		
	Tahiti		
	U.K		
	France		
	other countries (please specify)		
Other alcohol beverages offered			
	Beer		
	Spirits		
	Liqueurs		
	Cider		
	Cocktail		
	Alcopops		
	Other types (please specify)		
	No other type of alcohol		
Marketing strategies indicated?			Dodd, 1997; Yang & Lynn, 2009; Sirieix & Remaud, 2010; Davis & Charters, 2006; Taylor, 2009.
	Suggestive selling by wait staff (or suggestions online)		
	Wine and food pairing		
	promotional events (sales promotion on wine)		
	Menu download (pamphlets and handouts)		
	Wine tasting		
	Others		
	Wine education		
Any mention of staff training about wine?			Morrison, 1987; Granucci, Huffman, & Couch, 1994; Dewald, 2008; Brain, 2019.

Any images of the following?			
	Is there an image of the wine bottles?		
	Is there an image of the wine glass?		
How is wine sold?			Lacey, Bruwer, & Li, 2009; Bruwer, Arias, & Cohen, 2017
	by the bottle		
	by the glass		
	Only with meal as a deal		
	don't sell alcohol		
Is wine offered as the following?			Hatak & Stoeckl, 2008; Yang & Paladino, 2015; Boncinelli, Dominici, Gerini, & Marone, 2019.
	Souvenirs		
	Special occasions (e.g wedding, birthdays, anniversary)		
	Cultural events and festivals		
	Gifts		
	Collection		
	Home consumptions		
	Health reasons		

3.3.3 Coding Criteria

Coding criteria were developed to define how the restaurant presents itself online to attract wine consumers to their restaurants and how they market and present wine on their websites. The 12 categories of attributes in Table 3.2 was assigned the following coding if any of these attributes were mentioned on individual websites. The code “1” was assigned a label “yes” if the attribute was mentioned on the website, code “2” was assigned a label “maybe” if the attribute gave an indirect hint for example if beverages menu was not included online however there are images of wine bottles present than this code would be used. Finally, code “3” was assigned a label “no” if the attribute was not mentioned on the website. Razzaq (2016) also utilizes a similar coding criteria for the content analysis of accommodation providers websites.

3.4 Chapter Summary

The aim of this chapter was to outline the mix-method approach implemented in the study. With the discussion of the survey in terms of the sampling design and technique of restaurant respondents from the Pacific. The survey data collection process was explained followed by

ethical issues considered. A detailed discussion of the survey questions was included followed by a discussion of the procedure of applying the content analysis and its coding criteria for restaurant websites.

CHAPTER 4: RESULTS

4.1. Introduction

This chapter is divided into two sections. The first section discusses the Survey results followed by the results of the Content Analysis. The first section begins with the description of the sample i.e the use of demographic variables. The next section then discusses results of restaurants offering wine, also giving an overview of demographics before diving into the findings from the factor analysis on motivations to offer wine. The second section of the results involves the content analysis of restaurant websites which starts with description of the sample followed by discussing the findings of wine marketing attributes presented online.

4.2 Survey

4.2.1 General Results

Due to small sample size, it is expected that there would be issues with normality and therefore bootstrapped the results before running any analysis with SPSS. Also, the demographic variables were recoded to create larger categories to allow for more meaningful analysis. Several techniques such as Descriptive Statistics, Chi-square tests, T-tests, Factor Analysis and ANOVA analysis and regression analysis were used (Pallant 2013).

4.2.1.1 Recoded Demographic Variables

From the nine demographic variables, only four variables were recoded. Restaurant type was recoded into three categories: family restaurant, fine dining restaurant and Other restaurant (including Casual and Cafe restaurants). Nationality variable was recoded into five categories: French, New Zealander, Samoa, Fiji and Others. Educational Level was recoded into two categories: Secondary Certificate and Tertiary Degree. Restaurant annual revenue after tax (NZD) was recoded into two categories: less than \$60,000 and greater than \$60,000.

4.2.1.2 Demographic Characteristics

Table 4.1 summarizes descriptive statistics of the sample. The total sample size was at 80 responses. The majority of restaurants participating in the study were located in Samoa (75 percent). Family restaurants (53.8 percent) were amongst the largest group of restaurants that

participated in the survey followed by casual and cafe restaurants. In terms of restaurant annual revenues, 46.3 percent of the sample were earning less than \$60,000 NZD after tax while the majority of the restaurants were earning more than \$60,000 NZD annually at 52.5 percent.

Table 4.1 Demographic Characteristics

Demographic Characteristics			
		n	%
<i>Restaurant Location</i>			
	Fiji	15	(18.8)
	Samoa	60	(75)
	Tahiti	5	(6.3)
<i>Restaurant Type</i>			
	Family Restaurant	43	(53.8)
	Fine Dining	13	(16.3)
	Other Restaurants (incl. Casual & café restaurants)	24	(30)
<i>Respondents Current Position</i>			
	Restaurant Owner	25	(31.3)
	Restaurant Manager	32	(40)
	Restaurant Owner and Manager	13	(16.3)
	Other (please identify)	10	(12.5)
<i>Ownership/Employment Period at Restaurant</i>			
	Less than 1 Year	10	(12.5)
	1 to 5 years	28	(35)
	6 to 10 years	20	(25)
	More than 10 years	22	(27.5)
<i>Gender</i>			
	Male	33	(41.3)
	Female	47	(58.8)
<i>Age</i>			
	18 to 29	15	(18.8)
	30 to 39	25	(31.3)
	40 to 49	24	(30)
	50 years and older	16	(20)
<i>Nationality</i>			
	French	5	(6.3)
	New Zealander	10	(12.5)
	Samoan	41	(51.2)
	Fiji	8	(10)
	Others	16	(20)
<i>Highest Educational Level</i>			

	Secondary Certificate	34	(42.5)
	Tertiary Degree	46	(57.5)
<i>Restaurant Annual Revenue</i>			
	Less than \$60,000	37	(46.3)
	Greater than \$60,000	42	(52.5)
<i>Level of Knowledge and Experience with Wine</i>			
	I have high level of experience and knowledge about wine	11	(13.8)
	I have some level of experience and knowledge about wine	49	(61.3)
	I have no experience and knowledge about wine	17	(21.3)

The majority of those who responded were restaurant managers (40.5 percent), followed by restaurant owners at 31.6 percent. The sample consisted of more female respondents (58.8 percent) than males (41.3 percent) and there are more respondents who were within the age group of 30 years to 39 years (31.3 percent) with the smallest age group of respondents being between 18 and 29 years (18.8 percent).

Most respondents have owned the restaurant or have been employed by the restaurant within 1 to 5 years (35 percent). Furthermore, the majority of respondents were well educated holding a Tertiary degree (57.5 percent) and with some level of knowledge and experience about wine (61.3 percent).

4.2.1.2.1 Association between Demographic Variables

Due to the different nationalities, cultural and educational backgrounds that may have an impact on participants' perceptions of wine purchase including their motives in offering wine, Chi-Square tests are appropriate to test whether there are any significant relationships amongst the demographic variables. The demographic variables discussed in section 4.2 including those variables that have been recoded are: restaurant location; restaurant type; respondents current position; ownership and/or employment period at restaurant; gender; age; nationality; highest educational level and restaurant annual revenue and level of knowledge and experience with wine.

Before running crosstabulation, there were less than 5 counts in both variables of nationality and educational level which were recorded to meet the assumptions of test counts below 5

before running crosstabulation tables (Field, 2013). From the Chi-Square tests there are four significant relationships identified amongst the demographic variables and they are reported as follows:

The first group of demographic variables (i.e., restaurant categories; position at restaurant; period of ownership or employment; gender; age; nationality; educational level and restaurant revenue) were measured against location. Using 1000 bootstrap samples, the results indicated an association between location and gender. This association was statistically significant at $X^2 (2) = 9.394$, $p=0.009$. This represented a marginal association between the two variables (Cramer's $V=0.342$ of 95 percent C.I. (0.166,0.561). This relationship indicates that 73.3 percent of male respondents were located in Fiji compared to 31.70 percent of males respondents in Samoa and 60 percent in Tahiti (see Table 4.2). This association also shows that overall there were more male respondents located in Fiji and Tahiti compared to Samoa.

Table 4.2 Association between Location vs Gender and Nationality

Location and Gender						
Gender	Fiji		Samoa		Tahiti	
	n	%	n	%	n	%
Male	11	73.30%	19	31.70%	3	60.00%
Female	4	26.70%	41	68.30%	2	40.00%

Location and Nationality						
Nationality	Fiji		Samoa		Tahiti	
	n	%	n	%	n	%
French	0	0.00%	0	0.00%	5	100.00%
New Zealand	1	6.70%	9	15.00%	0	0.00%
Samoa	0	0.00%	41	68.30%	0	0.00%
Fiji	7	46.70%	1	1.70%	0	0.00%
Others	7	46.70%	9	15.00%	0	0.00%

A significant relationship was also indicated between location and nationality. This association was statistically significant at $X^2 (8) = 78.007$, $p=0.001$. This represented a strong association (Cramer's $V = 0.873$ of 95 percent C.I. (0.812,0.933) confirming that there is a significant relationship between location and nationality. Referring to Table 4.2, the majority of Fiji restaurant respondents were 46.7 percent Fijian nationality. Similarly, all respondents from Tahiti were of French nationality while respondents from restaurants located in Samoa were of

Samoan nationality at 68.3 percent followed by those of New Zealand nationality at 15 percent. This relationship indicates that the majority of respondents from restaurants located within Fiji, Tahiti and Samoa are of local nationality and followed by New Zealander respondents and other nationalities.

The second group of variables (i.e period of ownership or employment; gender; age; nationality; educational level and restaurant revenue) were measured against the position of respondents held at the restaurant which were either Restaurant Managers, Owners, both or others. The third significant association was identified between age and restaurant respondents position. According to Table 4.3, respondents with the age groups ranging from 18 to 29, 30 to 39 and 40 to 49 years mostly held restaurant management positions compared to those in the older age groups of 50 years and above were mainly 44 percent restaurant owners. Therefore, the significant association between age and position indicates that the older respondent groups from 40 years and over are more likely to have ownership of the restaurants than those within the younger group ages of 18 years to 39 years who are mainly employed to run the restaurants. This association was statistically significant at $X^2(9) = 31.579$, $p = 0.001$ representing a marginal association between age and respondent position (Cramer's $V = 0.333$ of 95 percent C.I. (0.291, 0.461)).

Table 4.3 Association between Position and Age

Age	Position and Age							
	Restaurant Owner		Restaurant Manager		Restaurant Owner and Manager		Other (please identify)	
	n	%	n	%	n	%	n	%
18 to 29	2	8.00%	10	31.30%	1	7.70%	2	20.00%
30 to 39	5	20.00%	13	40.60%	2	15.40%	5	50.00%
40 to 49	7	28.00%	9	28.10%	7	53.80%	1	10.00%
50 years and older	11	44.00%	0	0.00%	3	23.10%	2	20.00%

The last group of variables reported significance including age; nationality, educational level and restaurant revenue were measured against gender and the significant relationship was found between gender and nationality. Table 4.4 shows this significant relationship represented that the majority of male respondents were of Samoan nationality at 36.4 percent. For female respondents the highest group of respondents were also of Samoan nationality at 61.7 percent. Overall, there were more Samoan female respondents than Samoan male respondents who

participated in the survey. This association was statistically significant at $X^2(4) = 11.712$, $p = 0.020$. With p -value less than 0.05 this confirms a significant relation representing a marginal association between the two variables (Cramer's $V = 0.375$ of 95 percent C.I. (0.244, 0.585)).

Table 4.4 Associations between Gender Nationality

Nationality	Gender and Nationality			
	Male		Female	
	n	%	n	%
French	3	9.10%	2	4.30%
New Zealand	3	9.10%	7	14.90%
Samoa	12	36.40%	29	61.70%
Fiji	7	21.20%	1	2.10%
Others	8	24.20%	8	17.00%

4.2.1.3 Restaurant Characteristics and Factors Influencing Consumer Visitations

In respect of restaurant characteristics, Table 4.5 indicates a higher number of family restaurants earn more than \$60,000 NZD per annual (29.10 percent) while the majority of fine dining restaurants earns less than \$60,000 NZD per year (8.9 percent) compared to other restaurants earning greater than \$60,000 which includes cafes and casual restaurants. In addition, it is also reported that the majority of non-local customers visiting the restaurants are mainly New Zealanders followed by Australians. For restaurant set up, the survey showed that the majority of the sample have an outdoor dining area followed by spaced out internal dining areas and bar social areas. Furthermore, family restaurants and other restaurants (i.e., cafes and casual restaurants) are reported to have more outdoor dining spaces compared to fine dining restaurants where there are more private dining area set ups. Moreover, restaurants have indicated the importance of the following atmosphere ambience to attracting customers to their restaurants. Restaurant smell (mean=was 6.34, S.D=1.185) has been reported to be the most important quality followed by the noise level (mean=5.59, S.D=1.561) and the colour scheme of the restaurant (mean=5.51, SD=1.528).

Table 4.5 Restaurant Characteristics

Restaurant Characteristics								
	Restaurant Type						Total	
	Family Restaurant		Fine Dining		Other Restaurants		count	%
Restaurant Annual Revenue	count	%	count	%	count	%	count	%
Less than \$60,000	19	24.10%	7	8.90%	11	13.90%	37	46.90%
greater than \$60,000	23	29.10%	6	7.60%	13	16.50%	42	53.20%
Non-local customers								
New Zealand	22	28.20%	5	6.40%	13	16.70%	40	51.30%
Australia	7	9.00%	4	5.10%	5	6.40%	16	20.50%
Pacific Islands	3	3.80%	1	1.30%	3	3.80%	7	8.90%
Other (please specify)	5	6.40%	1	1.30%	1	1.30%	7	9.00%
Asian (Japan, China, India)	2	2.60%	1	1.30%	1	1.30%	4	5.20%
Europe	3	3.80%	0	0.00%	1	1.30%	4	5.10%
Restaurant Setup								
Outdoor dining area	29	64.40%	5	11.10%	11	24.40%	45	99.90%
Spaced out internal dining areas	21	56.80%	6	16.20%	10	27.00%	37	100.00%
Bar social area	15	60.00%	6	24.00%	4	16.00%	25	100.00%
Closely clustered internal dining areas	9	45.00%	2	10.00%	9	45.00%	20	100.00%
Private dining rooms	9	27.80%	8	33.30%	1	11.10%	18	72.20%
Separate social lounge area	7	53.80%	3	23.10%	3	23.10%	13	100.00%
waiting areas	7	63.60%	2	18.20%	2	18.20%	11	100.00%
Other areas	2	28.60%	1	14.30%	4	57.10%	7	100.00%
Atmosphere Ambience								
	mean	Std.d						
smell	6.34	1.185						
noise level	5.59	1.561						
Colour scheme of the restaurant	5.51	1.528						
Light quality	5.45	1.648						
dinning in social space (e.g open dining rooms)	5.42	1.499						
visual texture of restaurant (granite, leather, wooden etc look)	5.15	1.619						
dinning personal space (e.g private dining rooms)	4.53	1.939						

Secondly, a Factor analysis was applied to question 14, identifying various factors of the restaurants that were crucial in attracting consumers thus indicating further restaurant characteristics. Initially, when factor analysis was applied, there were six factors reported in the analysis however before the finalized results were extracted in regards to question 14, items “has non-alcoholic drinks available”, “has a children's playground” and “provides entertainment” were removed from the analysis because they were identified to have low

communalities below 0.5. Items, “can host different events, e.g. weddings, anniversaries, birthdays etc”, “is less than a 30 minute drive to other tourists attractions”, “provides full service to customers” “offers wine which complements traditional pacific island food” and “offers alcohol which complements traditional pacific island food” were also removed due to cross loadings. Item “offers free giveaways and discounts on wine” was also removed because it presented no association values under any of the factors. Lastly, item “provides high quality meals” was removed due to being a standalone factor with no other variables associated with it. Kaiser-Meyer-Olkin (KMO) test of sampling adequacy (0.773) and Barlett’s test of sphericity ($X^2 = 1612.834$, $p < 0.001$) confirms that factor analysis is appropriate for this data and as a result five factors were reported. Therefore, the five main factors reported are shown in Table 4.6 with eigenvalues greater than 1 explaining 80.14 percent of the total variance that is above the 60 percent threshold (Kaiser, 1960). All factors were reliable with a Cronbach alpha greater than 0.7 except for factor five which met a lower requirement of 0.6 and above.

The five reported factors were labelled: factor one (A1) labelled “Beverages selection”, factor two (A2) labelled “Restaurant atmosphere quality”, factor three (A3) labelled “complementary offerings”, factor four (A4) labelled “travelling distant” and factor five (A5) labelled “Food selection”. From the findings of the analysis, restaurants considers that the main important drivers for consumers to visit is due to beverages selection, which includes alcohol and wine qualities, varieties, services and that in which complements meals. The second most important factor to visit the restaurants is the atmosphere quality in which it hosts consumers which includes an atmosphere that provides for socialising, privacy and to create new experiences and memories. The third factor that has also been indicated as attracting consumers to visit the restaurants is when complementary offerings are provided such as alcohol and wine tastings and souvenirs suggesting visitors appreciate free giveaways. In addition, travelling distance to the restaurant as the fourth factor is also an important factor allowing consumers accessibility to the restaurant. Lastly the food selection factor where a variety of food including traditional Pacific Island food is offered to consumers is the least driver for attracting visitors.

Table 4.6 Factors Influencing Consumer Visitation at Restaurants

Items of influencing consumer visitation	A1	A2	A3	A4	A5	Communalities	Mean (M)	Standard Deviations (SD)
offers quality alcohol	0.905					0.891	4.53	2.348
offers a variety of alcohol	0.903					0.897	4.3	2.256
offers wine that complements any type of meal	0.886					0.898	4.38	2.256
offers quality wines	0.862					0.871	4.38	2.219
offers a variety of wines	0.852					0.86	4.05	2.189
offers full wine services	0.808					0.824	4.36	2.243
offers full alcohol services	0.807					0.786	4.66	2.241
offers alcohol that complements any type of meal	0.802				0.477	0.906	4.3	2.28
provides a quality atmosphere		0.857				0.847	6.15	1.43
offers atmosphere for socialising and relaxation		0.803				0.795	6.03	1.479
offers atmosphere that provides privacy		0.789				0.709	5.03	1.808
provides new experiences and memories		0.673				0.616	5.47	2.029
offers wine souvenirs			0.831			0.839	2.24	1.797
offers alcohol souvenirs			0.795			0.842	2.46	1.859
offers wine tasting			0.77			0.815	2.73	2.043
offers alcohol tasting			0.746			0.787	2.58	1.979
is less than a 10 minute walk to public transport stops				0.867		0.804	4.53	1.968
is less than a 20 minute drive to motel/hotel				0.865		0.803	4.56	1.912
is less than a 10 minute walk to other restaurants				0.839		0.786	4.19	2.129
is less than a 30 minute drive to the airport				0.599		0.569	3.39	2.155
provides variety of food					0.858	0.781	6.16	1.327
offers traditional Pacific Island food					0.737	0.703	4.96	1.976
Variance Explained	42.67	13.402	10.141	8.703	5.222			
Eigenvalues	9.387	2.948	2.231	1.915	1.149			
Cronbach's Alpha	0.968	0.833	0.883	0.854	0.633			

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a Rotation converged in 6 iterations.

4.2.1.3.1 Association between Factors influencing consumer visitations and Demographics

There were no statistically significant differences reported between the five factors that influence consumer visitations to the restaurant and location, ownership/employment period, age, gender and highest level of education. However, One Way-ANOVA analysis was performed and reported statistical significance differences between restaurant types and beverages selections $F(2, 71) = 11.217, p = 0.001$. The difference was found between family restaurants and fine dining restaurants as well as between family restaurants and other restaurants. This indicates that beverage selections at fine restaurants ($M = 6.26, SD = 0.57$) found to be more important to attract visitors to the restaurant compared to beverage selections at family restaurants ($M = 4.45, SD = 1.90$) and other restaurants ($M = 3.23, SD = 2.00$). Another difference reported was found between restaurant types and complementary offering, $F(2, 71) = 7.108, p = 0.002$. These statistically significant differences were identified between family restaurants and fine dining as well as between fine dining and other restaurants. The differences found that complementary offerings at fine dining restaurants was also more important ($M = 3.97, SD = 2.17$) compared to family restaurants ($M = 2.35, SD = 1.39$) and other restaurants ($M = 1.97, SD = 1.35$).

Furthermore, overall significance was also found between respondents' current position and complementary offering $F(3, 70) = 3.776, p = 0.014$. The statistically significant results were identified between “restaurant owners” and “other positions” (such as the employees of the restaurants). Those who also held both restaurant “ownership and management” titles were also reported to have statistically significant differences with “other positions”. Surprisingly, these differences show that those in “other positions” ($M = 3.75, SD = 2.21$) considers complimentary offerings more important to attract visitors than “restaurant owners” ($M = 2.11, SD = 1.45$) and those who are both “restaurant owners and managers” ($M = 1.68, SD = 1.18$). These complimentary offerings include offering wine and/or alcohol tastings, and as souvenirs to consumers. Lastly, significant differences were also found between traveling distant $F(3, 71) = 3.483, p = 0.020$ and current position. The statistical significance reported between “restaurant owner” and “restaurant managers” show that “restaurant managers” ($M = 4.85, SD = 1.58$) consider restaurant traveling distance to be extremely important in attracting visitors to the restaurant as opposed to “restaurant owners” ($M = 3.46, SD = 1.57$).

Moreover, ANOVA analysis also indicated significant differences between nationality and complementary offerings $F(4, 69)=3.052, p=0.022$. Statistically significant differences were found between New Zealanders and Fijians implying that New Zealander respondents ($M=1.55, SD=0.94$) considers complementary offerings at restaurants less important to attract visitors compared to Fijian respondents ($M=3.96, SD=1.78$). Another significant difference was also found between nationality and restaurant traveling distance $F(4, 70)=8.825, p<0.005$. Four statistically significant associations were reported between French respondents and Fijians, New Zealanders and Fijians, Samoans and other nationalities and Fijians and other nationalities. Results suggest that on average, Fijians ($M=6.12, SD=0.61$) consider travelling distances to the restaurant to be more important to attract visitors compared to Samoan ($M=4.60, SD=1.49$), New Zealander ($M=3.33, SD=1.66$), French ($M=2.90, SD=1.15$) and other nationalities ($M=3.04, SD=1.46$). In addition, a significant difference was also found between nationality and food selection $F(4, 71)=3.637, p=0.009$. A statistically significant difference was reported between Samoans and other nationalities which showed that Samoans are more concerned with food selection in attracting visitors to their restaurants as opposed to other nationalities.

Other differences were found between the level of wine experiences and knowledge (WEK) and beverages selection $F(2, 70)=6.26, p=0.003$. Statistically significant differences were found between those that have a high level of wine experiences and knowledge and those with no level of wine experiences and knowledge as well as between respondents that have some level and no level of wine experiences and knowledge. This statistical significance showed that respondents with a high level of wine experiences and knowledge ($M=5.48, SD=1.22$) are more concerned with beverage selection in attracting visitors to their restaurants compared to those with no wine experiences and knowledge ($M=3.09, SD=2.24$). Indeed, those with some level of WEK were also more concerned about beverages than those with no level of WEK. Further differences were also identified between WKE and food selection $F(2, 70)=3.302, p=0.043$. The difference was reported between respondents that have some level of WEK and respondents that have no level of WKE. This also showed that those with no level of WEK ($M=4.79, SD=1.62$) were less concerned about food selection attracting visitors compared to those that had some level of WKE ($M=5.80, SD=1.20$).

With t-test analysis, it was found that there were more restaurants earning less than \$60,000 ($M=4.8106, SE=0.31851$) that considered travelling distance important to attract customers to

the restaurant compared to those earning greater than \$60,000 ($M=3.6607$, $SE=0.21985$). The difference of 1.14989 was statistically significant $t(73)=3.061$, $p=0.003$.

4.2.2 Restaurants Offering Wine

This section details the results of restaurants that offer wine at their restaurants. Initially, descriptive statistics was applied to report on the sample of restaurants offering wine. Secondly, discusses results from the factor analysis for the motives to offer which is followed by results of any associations between demographics and the motives to offer wine. The next section then discusses results from the factor analysis of restaurant motives to purchase wine which then also looks to determine any associations between motives to purchase wine and demographics.

4.2.2.1 Descriptive Statistics

Table 4.7 shows that 65.10 percent of restaurants report offering both alcoholic beverages and wine compared to only 10 percent of restaurants that do not offer wine but sell other alcoholic beverages. It is noted that no restaurant offered only wine however 25 percent of the sample are restaurants that do not offer or serve any form of alcohol. In respect to wine offerings at restaurants, the most common selections reported by 57.5 percent of the sample were Sauvignon Blanc, followed by 52.5 percent of restaurants offering Chardonnay and Merlot. Indeed, 52.5 percent of the sampled restaurants have indicated they mostly purchase New Zealand wine followed by Australian wine at 45 percent. The most sold wines at restaurants are red wines with a mean=5.66 and $SD=1.154$ followed by white wines of with a mean=5.46 and $SD=1.249$. It is also reported that 43.8 percent of restaurants use suggestive selling by wait staff to market wine within the restaurants. However, only 28 percent of restaurants train their wait staff about wine once a year while 38 percent of them almost never train staff about wine. In addition, the sample reports 61.3 percent of restaurants sell wine by the glass and bottle at 57.5 percent. However, only 1.3 percent would sell wine with meals as a package deal. Indeed, 54.9 percent of the sample indicated that customers occasionally ask about food and wine pairing. Other alcoholic beverages served at restaurants besides wine included beer at 63.7 percent, followed by 57.5 percent of the sample offering spirits and cocktails at 52.5 percent.

Table 4.7 Restaurants offering Wine

Wine and/or Alcohol offered	count	%
... offers both other alcoholic beverages and wine	52	65.10%
... offers no form of alcohol	20	25.00%
... offers alcohol beverages but not wine	8	10.00%
<i>Restaurants offering Wine</i>		
Types of Wine offered		
Sauvignon Blanc	46	57.50%
Chardonnay	42	52.50%
Merlot	42	52.50%
Pinot Noir	36	45.00%
Cabernet Sauvignon	34	42.50%
Pinot Gris	26	32.50%
Riesling	16	20.00%
Syrah	12	15.00%
other varieties (please specify)	10	12.50%
Location of wine purchases		
New Zealand	42	52.50%
Australia	36	45.00%
other countries	12	15.00%
France	9	11.30%
America	8	10.00%
Tahiti	2	2.50%
U.K	2	2.50%
Other Alcohol Beverages offered		
Beer	51	63.70%
Spirits	46	57.50%
Cocktail	42	52.50%
Liqueurs	38	47.50%
Cider	13	16.30%
Alcopops	3	3.80%
Wine marketing strategies within restaurants		
Suggestive selling by wait staff	35	43.80%
Wine and food pairing menu	16	20.00%
Promotional events	16	20.00%
Pamphlets and handouts	14	17.50%
Wine tasting	6	7.50%
Others	5	6.30%
Wine education	1	1.30%

Staff trained per year about wine	n	%
Almost Never	17	34.00%
Once a year	14	28.00%
More than three times a year	10	12.00%
Twice a year	6	6.00%
Three times a year	3	20.00%
Wine sold		
by the glass	49	61.30%
by the bottle	46	57.50%
Only with meal as a deal	1	1.30%
Customers asking about food & wine pairing		
Occasionally	24	54.90%
Never	7	19.60%
2 to 3 times a week	6	11.80%
Once a day	3	7.80%
Every 2 weeks	3	5.90%
Most purchased wine by customers		
	mean	Std.d
Red Wine	5.66	1.154
White Wine	5.46	1.249
Champagne/Sparkling Wine	3.37	1.704
Rose Wine	3.14	1.803
Dessert Wine	1.92	1.351

In contrast, Appendix C reports the results of restaurants that do not offer wine suggesting that restaurants ranked increasing profits mean=4.87 and SD=2.32 the second highest however majority of them indicated motives towards offering wine to complement meals mean=5.12 and SD=2.19. Participants indicated they would likely drink red wine mean=5.55 and SD=1.71 followed by white wine mean=4.82 and SD=2.19. Results also implies that participants are also likely to offer red wines mean=3.64 and SD=2.46 and white wines mean=3.64 and SD=2.46 at their restaurants of which they are likely to purchase these wines from New Zealand and Australia compared to other countries. In addition, restaurant indicated that they are likely to consume more of beer mean=4.75 and SD=2.23 than wine mean=4.58 and SD=1.69. Alcohol was mainly sold by bottle rather than glass at restaurants of which they also utilize suggestive selling, however, majority of restaurants almost never provide alcohol training to their staff. Offering alcohol for special occasions mean=4.36 and SD=2.37 such as wedding, birthdays, anniversary was the most important reason to market alcohol followed by cultural events and festivals mean=3.64 and SD=2.73. Lastly, restaurant participants point out that types of a meals offered and of consumers feedback both affects alcohol selection offering.

4.2.2.2 Restaurants Motivation to Offer and Purchase Wine

The results in this section are separated into two subsections, (4.4.1) seeks to understand the motivations behind small pacific island restaurants to offer wine and (4.4.2) distinguishes factors influencing their wine purchases. This section uses factor analysis to identify motives and influencing factors in which composite scores were created that was then used in Independent t-test and ANOVA analysis to identify any significant differences amongst demographic variables. For variables with less than two groups Independent t-test was applied while ANOVA was used for variables with more than two groups (Field, 2013). There are a few key assumptions noted when Factor analysis was performed on each scaled questions i.e factor analysis is appropriate due to Kaiser-Meyer-Olkin (KMO) test of sampling adequacy is greater than 0.05 and Bartlett's test of sphericity where p-value is greater than 0.05 indicating significance (Pallant, 2013). Before final results were extracted using the principal component extraction method with small coefficient suppressed to 0.04, certain decisions were made during the factor loading process such as removing factors due to either or the following assumptions. Commonalities at Sig. $p \geq 0.5$ indicating how strongly correlated each item is with each other were kept and the rest removed individually from the factor loading. Secondly, factors from the Rotated Components Matrix results starting from the weakest factors where variables were removed based on variables without any associated values presented, factors with only one variable, also variables with cross loadings where values are too close (REF). Lastly when factor loading is rerun using reliability testing and Cronbach's alpha is not reliable at ≤ 0.7 these variables are also removed from the factor loading before extracting the final results for the factor analysis (ref)

4.2.2.2.1 Small Pacific Island Restaurants Motives to Offer Wine

A Factor analysis was applied to the responses to questions 21, 25 and 31 to identify restaurant motives to offer wine. Results from factor analysis on restaurants motivations to offer wine (question 21), showed that Kaiser-Meyer-Olkin (KMO) test of sampling adequacy (0.608) and Barlett's test of sphericity ($X^2= 102.065$, $p < 0.001$), confirms the suitability of the data for factorization. Due to all commonality scores above 0.5 and factor values, no items were removed. There were only two factors reported to have eigenvalues greater than 1 explaining 69 percent of the total variance as shown in Table 4.8. As reported, factor one (B1) labelled "Economic motives" and factor two (B2) labelled "Social motives". Economic motives

concern the restaurant's profitability, quality impression, product offering and expectations suggesting that these motives directly affect the monetary value of the business while, on the other hand, social motives with items concerning stakeholders' suggestions and other restaurants offering wine. Factor one (B1) of Economic motives shows reliability with Cronbach's alpha of 0.78 above the threshold of 0.7 however Intellectual motives met the lower requirement of the reliability testing of a threshold of 0.6 where Cronbach's alpha is 0.67.

Table 4.8 Restaurant motivations to offer wine

Items of restaurant motivations to offer wine	B1	B2	Communalities	Mean (M)	Standard Deviations (SD)
...increases profits for the restaurants	0.824	0.202	0.72	5.96	1.414
...gives a quality impression of the restaurant to consumers	0.652	0.578	0.758	5.65	1.535
...complements meals	0.647	0.388	0.569	5.88	1.235
...consumers expects it	0.819	-0.238	0.727	6.04	1.098
...other restaurants offer them	0.2	0.756	0.612	4.94	1.875
...business stakeholders have suggested it	-0.046	0.874	0.766	3.84	1.929
Variance Explained	46.724	22.478			
Eigenvalues	2.803	1.349			
Cronbach's Alpha	0.78	0.67			

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a Rotation converged in 3 iterations.

Results from the factor analysis of question 25 indicated that the types of wines offered at restaurants are dependent on consumer demand which also affects restaurants supply of meals. Kaiser-Meyer-Olkin (KMO) test of sampling adequacy (0.752) and Barlett's test of sphericity ($X^2 = 135.9$, $p < 0.001$), confirms the suitability of the data for factorization. Communality scores were all greater than 0.5 therefore no items were removed from the factor loading. Table 4.9 shows the two factors with eigenvalues greater than 1 explaining 74.68 percent of the total variance. Factor one (C1) labelled "Consumer demand" and factor two (C2) labelled "Restaurant supply". As discussed earlier with economic motives, profitability was one of the highest concerns to offer wine, which makes sense to offer only the wine that are demanded by consumers and tying this back to the literature review of wine supplied based on brand recognition by customers (ref). The second factor reported focuses on the restaurant's supply

indicating that prices and types of meals are mutually exclusive and dependent on the types of wine and prices offered. With both factors reported, reliability testing indicated that both factors are reliable with cronbach alpha greater than the requirement of 0.7 where factor 1 (C1) reported a Cronbach's alpha of 0.896 and factor 2 (C2) reported a Cronbach's alpha of 0.76.

Table 4.9 Influences of Offering Wine

Influences of Offering Wine	C1	C2	Communalities	Mean (M)	Standard Deviations (SD)
Wine prices influences meal prices at the restaurant	0.263	0.671	0.52	3.86	1.83
Type of wines influences the type of meals offered at the restaurant	0.184	0.855	0.765	3.68	1.834
Type of meals influences the type of wine offered at the restaurant	0.163	0.823	0.703	4.48	1.93
Wine profits influences the type of wine offered	0.932	0.139	0.888	4.98	1.774
Types of wines offered are affected by consumer purchase	0.852	0.276	0.801	5.14	1.683
Types of wines offered are based on consumer feedback	0.853	0.277	0.804	5.14	1.732
Variance Explained	55.5	19.18			
Eigenvalues	3.33	1.151			
Cronbach's Alpha	0.896	0.76			

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a Rotation converged in 3 iterations.

Nevertheless, question 31 was also factor analysed to determine factors behind restaurants not offering wine. The final results extracted shows Kaiser-Meyer-Olkin (KMO) test of sampling adequacy (0.531) and Barlett's test of sphericity ($X^2 = 198.627$, $p < 0.001$), confirms the suitability of the data for factorization. Initially the factor analysis reported four factors with eigenvalues greater than 1 explaining 87.33 percent of the total variance. However, the third and fourth factors had Cronbach's alpha values below 0.6, therefore working with the weakest factor, item 8 "of religion belief" was removed from the factor loading before rerunning the factor analysis. As a result, KMO was improved from 0.522 to 0.531 but factor three still remained unreliable after running reliability testing with a Cronbach's alpha value of 0.482. These items included "wine is costly ", "wine does not suit the type of business we are in ", and

“just not interested in offering wine, therefore these items were removed from the factor loading before running the factor analysis again.

Table 4.10 reports the results of the two reliable factors from factorization. Factor one (D1) labelled “Discontinued wine due to sales” and factor two (D2) labelled “Lack of wine knowledge and experience”. Again, the factor of wine not being offered due to economic motives is reiterated in this section of less wine purchases and profits made from wine. The lack of wine knowledge and experience was driving restaurants not to offer wine. This ties back to the intellectual motivations as discussed under Table 4.6.

Table 4.10 Restaurant reasons not to offer wine

Restaurants not offering wine	D1	D2	Communalities	Mean (M)	Standard Deviations (SD)
I do not have enough experience and knowledge about wine	0.993		0.998	3.65	2.442
Our staff members do not have enough experience and knowledge about wine	0.993		0.998	3.7	2.401
offered wine before but have discontinued it due to less profits made		0.993	0.998	2.43	2.107
offered wine before but have discontinued it due to less customers purchasing wine		0.993	0.998	2.48	2.192
Variance Explained	60.786	39.027			
Eigenvalues	2.431	1.561			
Cronbach's Alpha	0.998	0.998			

Extraction Method: Principal Component Analysis.
 Rotation Method: Varimax with Kaiser Normalization.
 a Rotation converged in 3 iterations.

4.2.2.2.1.1 Associations between restaurant motives to offer wine and Demographics (ANOVA & T-tests)

Composite scores were created from the factor analysis and used for ANOVA analysis and independent t-test to see whether there are any differences amongst demographic variables. The following demographic variables used One Way-ANOVA analysis, i.e., restaurant

location, restaurant type, respondent's current position, ownership/employment period, age, nationality and level of knowledge and experience with wine. However, demographic variables: gender, highest educational level and restaurant annual revenue used independent t-test analysis.

ANOVA and t-test analysis found no statistically significant differences between demographics and the factors of motivations to offer wine (from question 21) except for nationality. The significance difference was found between nationality and social motivations to offer wine $F(4, 44)=2.722, p=0.04$. The statistical significance difference was found between Fijians and other nationalities which showed that Fijians ($M=6, SD=0.92$) considered social motives to offer wine more important than other nationalities ($M=3.88, SD=1.9$). In addition, significant differences were also reported between current positions and restaurant supply ($F(3, 46)=2.962, p=0.042$). Statistically significant differences were shown between restaurant managers and other positions. Overall, restaurant managers ($M=3.65, SD=1.64$) were less concerned about restaurant supply to offer wine than respondents who held other positions ($M=5.2, SD=0.90$). Lastly, the t-test analysis of question 31 showed that there were more male respondents who discontinued wine due to less sales ($M=4, SE=0.02353$) compared to females ($M=1.7813, SE=0.37352$). The difference of 2.11161 was statistically significant at $t(21)=2.063, p=0.052$.

4.2.2.2.2 Small Pacific Island Restaurants Influential Factors in Wine Purchases

This section reports on influential factors contributing towards restaurants' wine purchasing decisions. This is examined through the use of the following questions where ANOVA and t-test was also used.

The final results from question 16 factor analysis reported Kaiser-Meyer-Olkin (KMO) test of sampling adequacy (0.786) and Barlett's test of sphericity ($X^2=159.69, p < 0.001$), confirms the suitability of the data for factorization. As a result, the factor analysis reported two factors with eigenvalues greater than 1 explaining 71.51 percent of the total variance. Both factors met the requirement of 0.7 for Cronbach's alpha value indicating a strong association amongst the variables within each group. While working on the factor analysis before final results were extracted, items 1 "wine reviews", item 5 "instore tasting" and item 7 "personal knowledge from wine courses" were removed from the factor loading. As indicated in Table 4.11 the two

reliable factors from factorization are factor one (E1) labelled “direct sources of wine information” and factor two (E2) labelled “indirect sources of wine information”.

Table 4.11 Factors in learning about wine

Items in learning about wine	E1	E2	Communalities	Mean (M)	Standard Deviations (SD)
Food and wine magazines	0.774		0.657	4.16	2.004
Visit to cellar door	0.927		0.874	3.28	1.852
Wine clubs	0.896		0.833	3.26	1.978
Word of mouth from Family and Friends		0.819	0.693	5.28	1.738
Wine tours	0.626	0.508	0.649	3.48	2.043
Promotional campaigns		0.83	0.718	4.5	2.073
Other		0.732	0.583	3.16	2.502
Variance Explained	53.116	18.391			
Eigenvalues	3.718	1.287			
Cronbach's Alpha	0.873	0.749			

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a Rotation converged in 3 iterations.

Question 24 was crucial in this analysis because it examines the main factors of wine that are important to restaurants in order to decide on purchases. Kaiser-Meyer-Olkin (KMO) test of sampling adequacy (0.832) and Barlett’s test of sphericity ($X^2 = 233.79$, $p < 0.001$), confirms the suitability of the data for factorization. As a result, the factor analysis reported two factors with eigenvalues greater than 1 explaining 76.97 percent of the total variance. Both factors were reliable with Cronbach’s alpha value above 0.7, however, five items were removed from the factor loading as follows: item 1 “country of origin”; item 8 “Vintage”; item 4 “awards won by the winery”; item 5 “awards won by the wine” and item 2 “image of wine in customers mind”. As per results of Table 4.12 the two final factors reported are factor one (F1) labelled “Extrinsic cues of wine” and factor two (F2) labelled “Intrinsic cues of wine”.

Table 4.12 Factors of Quality Wines

Items of Quality Wines	F1	F2	Communalities	Mean (M)	Standard Deviations (SD)
Labelling of wine	0.934		0.886	5.02	1.762
Packaging of the wine	0.901		0.858	4.94	1.773
Presentation wine bottle	0.825		0.802	5.08	1.754
Image of winery	0.759		0.633	4.31	2.002
Aging ability of wine	0.668		0.577	4.78	2.134
Taste of wine		0.9	0.85	6.12	1.301
Aroma of wine		0.842	0.782	5.45	1.684
Variance Explained	61.745	15.229			
Eigenvalues	4.322	1.066			
Cronbach's Alpha	0.905	0.772			

Extraction Method: Principal

Component Analysis.

Rotation Method: Varimax with Kaiser

Normalization.

a Rotation converged in 3 iterations.

Finally, question 28 was crucial in this analysis since it examines the main factors of wine that are important to consumers when deciding on purchases which is determined from the survey of how often consumers ask about each factor concerning wine. Kaiser-Meyer-Olkin (KMO) test of sampling adequacy (0.757) and Barlett's test of sphericity ($X^2= 703.211$ $p < 0.001$), confirms the suitability of the data for factorization. As a result, the factor analysis reported four factors with eigenvalues greater than 1 explaining 82.18 percent of the total variance. All factors were reliable with Cronbach's alpha value above 0.7, however, only one item was removed from the factor loading which was item 4 "country of origin". As per results of Table 4.13 the four final factors reported are factor one (G1) labelled "Wine bottle", and factor two (G2) labelled "Quality wine", factor three (G3) labelled "Wine image" and factor four (G4) labelled "Price of wine".

Table 4.13 Factors of Consumer Interests towards wine

Items of consumer interest towards wine	G1	G2	G3	G4	Communalities	Mean (M)	Standard Deviations (SD)
Price of bottle of wine				0.918	0.859	3.94	2.226
Price of glass of wine				0.94	0.886	3.6	2.222
Health benefits of wine			0.776		0.652	6.18	1.616
Image of wine in customers mind			0.709		0.712	5.49	1.757
Image of winery			0.869		0.824	5.76	1.521
Awards won by the winery		0.819			0.883	5.92	1.455
Awards won by the wine		0.825			0.91	5.88	1.452
Taste of wine		0.853			0.834	4.92	1.967
Aroma of wine		0.664			0.723	5.29	1.756
Vintage	0.717	0.576			0.849	5.59	1.707
Presentation wine bottle	0.753				0.661	5.8	1.645
Packaging of the wine	0.879				0.945	5.98	1.377
Labelling of wine	0.858		0.409		0.934	5.86	1.555
Aging ability of wine	0.81				0.832	5.96	1.567
Variance Explained	48.649	14.918	10.323	8.29			
Eigenvalues	6.811	2.089	1.445	1.161			
Cronbach's Alpha	0.926	0.897	0.791	0.886			

Extraction Method:

Principal Component Analysis.

Rotation Method:

Varimax with Kaiser

Normalization.

a Rotation converged in 7 iterations.

4.2.2.2.1 Associations of Factors influencing Wine purchases and Demographics (ANOVA & T-test)

The findings from ANOVA and T-test for the factors influencing wine purchases are explained as follows: First, with question 16 on factors in learning about wine, results reported significance with location, restaurant type, gender and revenue. Using ANOVA analysis these statistical significant differences were identified between indirect sources about wine and location of restaurants $F(2, 47)=4.268$ $p=0.02$. The differences were between Fiji and Samoa findings that on average, restaurants located in Fiji ($M=5.38$, $SD=1.57$) are more inclined to learn about wine through their indirect wine sources compared to restaurants located in Samoa ($M=3.85$, $SD=1.65$).

The next statistically significant difference was reported between the types of restaurant and the direct sources about wine $F(2, 47) = 3.538$ $p = 0.037$. This statistical difference was found between fine dining restaurants and other restaurants, with an overall result showing that respondents at fine dining restaurants ($M = 4.54$, $SD = 1.75$) would prefer to learn about wine through direct wine sources of learning compared to other restaurants ($M = 2.75$, $SD = 1.31$). In addition, statistical significant differences was also reported between the types of restaurant and indirect sources about wine $F(2, 47) = 3.663$ $p = 0.033$. This difference was reported between family restaurants and fine dining restaurants, where fine dining restaurants ($M = 2.75$, $SD = 1.31$) also indicated more importance of indirect sources about wine as opposed to family restaurants ($M = 3.87$, $SD = 1.69$).

Furthermore, t-test results showed that there were more male respondents who considered indirect sources of learning about wine more important ($M = 4.8267$, $SE = 0.30558$) which included word of mouth from families and friends as well as promotional campaigns compared to females ($M = 3.8$, $SE = 0.36158$). The difference of 1.02667 was statistically significant at $t(46.702) = 2169$, $p = 0.035$. In addition, t-test results also reported restaurants earning less than \$60,000 were more concerned with direct sources of learning about wine ($M = 4.2619$, $SE = 0.40769$) compared to those restaurants earning more than \$60,000 ($M = 3.0259$, $SE = 0.24639$). The difference of 0.47636 was statistically significant $t(34.034) = 2.595$, $p = 0.014$.

Moreover, question 24 on important factors of wine during purchasing decisions shows that there is an association with the location of restaurants. ANOVA analysis reported the statistical significant difference between restaurants location and intrinsic values of wine (i.e taste of wine and aroma of wine) ($F(2, 46) = 3.063$ $p = 0.056$). The statistically significant differences were reported between Fiji and Samoa, with overall results suggesting that restaurants in Fiji ($M = 6.46$, $SD = 0.63$) place more importance on intrinsic values of wine when making wine purchasing decisions compared to restaurants in Samoa ($M = 5.43$, $SD = 1.56$).

Indeed, ANOVA analysis in regards to question 28 reported statistically significant differences between location and wine bottle $F(2, 46) = 3.884$ $p = 0.028$. These differences were reported between restaurants in Fiji and Samoa with the overall findings of consumers in Samoa ($M = 6.16$, $SD = 1.25$) depending more on wine bottle features to make purchasing decisions at restaurants compared to consumers in Fiji ($M = 5.01$, $SD = 1.57$). Also, statistically significant

differences were also indicated between location and wine quality ($F=4.117$ $p=0.023$). The difference was also found between Fiji and Samoa, with overall results showing that consumers in Samoa ($M=5.91$, $SD=1.16$) ask more often about the quality of wine when making wine purchasing decisions at restaurants as opposed to Fiji ($M=4.64$, $SD=1.83$).

4.3 Content Analysis

4.3.1 Descriptive Statistics

From a sample of 551 total restaurants registered online through google and TripAdvisor, a total number of 88 websites were analysed from the sample. These were websites that were currently active with current restaurants operating. Initially, 134 restaurants displayed website links registered online 1st July 2021, however once the analysis was completed at the end of August only 102 restaurants had accessible and active websites where only 14 of these restaurants had shared websites for example large hotels have several restaurants and bars registered under their main websites. Indeed, this brings the sample size to 88 websites analysed. Table 4.14 shows that of the active restaurants, 24 (27 percent) were family restaurants of which 13 (54.20 percent) were in Fiji, 2 (8.30 percent) were located in Samoa and 9 (37.50 percent) were in Tahiti. As for Fine Dining restaurants there were 20 (22 percent) identified from the websites, of which 11 (60 percent) were located in Fiji, 3 (15 percent) were in Samoa and 5 (25 percent) were in Tahiti. Lastly, 51 percent of the other restaurants category included cafes and casual restaurants of which 22 (48.90 percent) were identified in Fiji, 5 (11.10 percent) in Samoa and 18 (40 percent) in Tahiti.

Table 4.14 Types of restaurant and location

Types of Restaurant	Location							
	Fiji		Samoa		Tahiti		Total	
	n	%	n	%	n	%	n	%
Family Restaurant	13	54.20%	2	8.30%	9	37.50%	24	27%
Fine Dining Restaurant	11	60.00%	3	15.00%	5	25.00%	19	22%
Other Restaurants	22	48.90%	5	11.10%	18	40.00%	45	51%
Total	47	100.00%	10	100.00%	32	100.00%	88	100.00%

Furthermore, from the analysis, 51 (57.3 percent) restaurants indicated that the majority of their setups included having both outdoor dining areas, and closely clustered internal dining areas

which is not surprising given the majority of the sample size were of other restaurants i.e cafes and casual restaurants. In contrast, only 25 (28.1 percent) restaurants were reported to have private dining rooms. Bar social areas were included on 38 websites (42.7 percent) compared to 49 websites (55.1 percent) that did not mention having a Bar social area online. In addition, there was also indication of waiting areas of 36 (40.4 percent) restaurants, followed by spaced out internal dining areas of 34 (38.2 percent) and separate social lounge areas of 30 (33.7 percent).

Websites also indicated that restaurants indeed use restaurant atmosphere ambience to attract visitors to their restaurants. Table 4.15 shows that 71 (79.8 percent) restaurants indicate a dining experience within social spaces followed by 61 (68.5 percent) of them presenting their restaurants online through the use of visual texture of the restaurants which can be indicated through images displayed on their websites. On the other hand, the highest restaurant attribute that was not frequently mentioned online was the use of smell at the restaurants of which was 84.3 percent, followed by personal dining spaces at 69.7 percent and noise level at 59.6 percent which was indicated through the restaurants use of entertainments, music, television and others.

The results of the website analysis also indicated that 60.7 percent of restaurants include their food menus online compared to 37.1 percent of beverage menu of which 35 (39.3 percent) offers both alcoholic and wine beverages. Other restaurants with food menus, shows 50.6 percent offer traditional meals at their restaurants, however only 6.7 percent offers wine that complements traditional meals compared to alcohol of 13.5 percent.

Table 4.15 Restaurant Characteristics

Restaurant Characteristics	Yes		Maybe		No	
	n	%	n	%	n	%
<i>Restaurant Set-Up</i>						
outdoor dining area	51	57.3	0	0	38	42.7
private dining rooms	25	28.1	4	4.5	60	67.4
closely clustered internal dining areas	51	57.3	5	5.6	33	37.1
spaced out internal dining areas	34	38.2	3	3.4	52	58.4
separate social lounge area	30	33.7	1	1.1	58	65.2
bar social area	38	42.7	2	2.2	49	55.1
waiting areas	36	40.4	3	3.4	50	56.2
Other areas (please specify)	27	30.3	3	3.4	59	66.3
<i>Restaurant Atmosphere Ambience</i>						
light quality	42	47.2	10	11.2	36	40.4
colour scheme of the restaurant	54	60.7	3	3.4	31	34.8

Table 4.15 continued

noise level	30	33.7	3	3.4	53	59.6
dining personal space (e.g private dining rooms)	24	27	2	2.2	62	69.7
dining in a social space (e.g open dining space)	71	79.8	0	0	17	19.1
visual texture of restaurant (granite, leather, wooden etc look)	61	68.5	4	4.5	23	25.8
smell	10	11.2	3	3.4	75	84.3
<i>Menu</i>						
Food Menu	54	60.7	1	1.1	33	37.1
Beverages Menu	33	37.1	1	1.1	54	60.7
<i>Product Offering</i>						
... offers wine only	1	1.1	1	1.1	84	94.4
... offers both other alcoholic beverages and wine	35	39.3	5	5.6	47	52.8
... offers alcohol beverages but not wine	9	10.1	0	0	78	87.6
... offers no form of alcohol	5	5.6	1	1.1	81	91
... offers traditional Pacific Island food	45	50.6	4	4.5	38	42.7
... offers alcohol which complements traditional pacific island food	12	13.5	3	3.4	72	80.9
... offers wine which complements traditional pacific island food	6	6.7	4	4.5	77	86.5

4.3.2 Attributes of Wine Marketing

Attributes on wine marketing were analysed using frequency counts and percentages as shown in Table 4.16. Results reports that the majority of restaurants sell wine by the glass (43.48 percent) followed by selling wine by the bottle (41.30 percent) and, as expected, wine sold with a meal deal was least used by restaurants. Given that wine is widely sold by the glass, 26.51 percent of websites had images of wine glasses followed by 17.47 percent images of wine bottles. However, images of wine which includes wine in a wine glass were used only by 14.46 percent of websites. As for wines offered at restaurants, the majority of restaurants offer red wine (28.74 percent), followed by 26.44 percent of them offering white wines compared to 21.84 percent of restaurant websites indicating they offer champagnes/sparkling wine and 20.69 percent of rose wines. Dessert wines however, were the least offered at restaurants. The varieties of wine offered also suggests red wines to be widely offered at restaurants, this is indicated through red wines such as Pinot Noir (14.07 percent), Merlot (10.37 percent), Syrah (7.41 percent) and Cabernet Sauvignon (10.37 percent). In terms of location of wine purchases, results showed that 24.62 percent of restaurants normally import wines from New Zealand and

France. Frequency Table 4.16 suggests that 21.98 percent of restaurants base their wine purchasing decisions around prices and country of origin of wine followed by 19.78 percent of the imagery of winery and 7.69 percent of vintage and aging ability. Surprisingly, the taste and aroma of wine is a quality that is, however, is the least used throughout the sample compared to the literature review where taste and aroma of wine was one of the most important qualities of wine for wine purchases in complementing meals offered at restaurants. Given this, results otherwise suggests that 38.60 percent restaurant websites report wine and food pairing menus to promote wine sales followed by suggestive selling included online.

Results also show that restaurants websites do not give much indication of staff training about wine however, only 6.80 percent of restaurant sites gave indication that their staff are trained about wine with 12.50 percent potential websites that hinted at staff training but it is not clearly stated. In addition, websites displayed information about 48.15 percent of restaurants offering wine and other alcoholic beverages mainly for special occasions such as weddings, anniversaries and birthdays followed by 44.44 percent of restaurants offering wine for cultural events and festival reasons. This confirms that wine can play a huge role within celebrations of countries that are both traditional and cherishes culture.

Table 4.16 Wine marketing online

Wine Marketing Online		
<i>Wine Sold</i>	n	%
by the glass	20	43.48%
by the bottle	19	41.30%
Only with meal as a deal	1	2.17%
don't sell wine	6	13.04%
<i>Images presented online</i>		
Wine	24	14.46%
Wine bottle	29	17.47%
Wine glass	44	26.51%
Platted meals	69	41.57%
<i>Categories of Wine offered</i>		
White wine	23	26.44%
Red wine	25	28.74%
Rose wine	18	20.69%
Champagne/Sparkline wine	19	21.84%
Dessert wine	2	2.30%
<i>Types of Wine offered</i>		
Sauvignon Blanc	20	14.81%
Pinot Noir	19	14.07%
Chardonnay	22	16.30%
Pinot Gris	13	9.63%
Merlot	14	10.37%
Riesling	6	4.44%
Syrah	10	7.41%
Cabernet Sauvignon	14	10.37%
other varieties (please specify)	17	12.59%
<i>Qualities of Wine</i>		
Price of Wine	20	21.98%
Country of origin	20	21.98%
Image of wine in customers mind	5	5.49%
Image of winery	18	19.78%
Awards won by the winery	0	0.00%
Awards won by the wine	0	0.00%
Taste of wine	3	3.30%
Aroma of wine	3	3.30%
Vintage	7	7.69%
Presentation wine bottle	3	3.30%

Table 4.16 continued

Packaging of the wine	1	1.10%
Labelling of wine	4	4.40%
Aging ability of wine	7	7.69%
<i>Location of Wine purchases</i>		
America	6	9.23%
Australia	9	13.85%
New Zealand	16	24.62%
Tahiti	3	4.62%
U.K	1	1.54%
France	16	24.62%
other countries	14	21.54%
<i>Wine marketing strategies</i>		
Pamphlets and handouts	12	21.05%
Suggestive selling by wait staff	13	22.81%
Wine and food pairing menu	22	38.60%
Wine tasting	0	0.00%
Wine education	0	0.00%
Promotional events	6	10.53%
others	4	7.02%
<i>Staff training about wine</i>		
Yes	6	6.80%
Maybe	11	12.50%
No	71	80.70%
<i>Other motives to offer wine</i>		
Souvenirs	1	3.70%
Special occasions (e.g wedding, birthdays, anniversary)	13	48.15%
Cultural events and festivals	12	44.44%
Gifts	1	3.70%
Collection	0	0.00%
Home consumptions	0	0.00%
Health reasons	0	0.00%

4.3.3 Associations between Demographics and Wine marketing attributes

Chi-square tests were used to identify any significant relationships between categorical data collected from the content analysis. Thus, relationships between the wine marketing attributes identified against the restaurant characteristics were identified, i.e location and type of restaurant. The results report significant p-values under the likelihood ratio due to the small sample size used. Results showed that there were no significant differences found between location and the following attributes of wine marketing that includes: wine sold, images presented online, categories of wine offered and types of wine offered. Moreover, there were significant differences found between the types of restaurants and the rest of wine marketing attributes except for categories of wine offered and the types of wine offered. The next section discusses the significant differences identified from the results of Chi-square test.

4.3.3.1 Wine sold

Literature had earlier indicated that restaurants may provide the opportunity for customers to taste wine through the selling of wine by the glass thus encouraging consumption compared to the sale of wine by the bottle. The literature has also reiterated the importance of wine and food pairing that many restaurants use which leads to greater wine sale and profitability. Chi-square test results show that there was a significant association between wine sold and the type of restaurant. This is indicated through statistically significant differences between wine sold by the glass and family restaurants $X^2(2) = 6.862, p = 0.032$. There is a higher proportion of family restaurants that sell wine by the glass 36.80 percent compared to family restaurants that don't at 22.40 percent. With fine dining restaurants only 21.1 percent reports to sell wine by the glass while 42.1 percent of other restaurants adopt the same practice, however these associations are not statistically significant.

4.3.3.2 Images presented online

There were five significant associations reported between images presented on restaurants websites and the type of restaurants. Results showed that there is an association between fine dining restaurant and wine bottle images of which shows a higher number of fine dining restaurants using wine bottle images (46.4 percent) to present wines online followed by 32.1 percent of other restaurants and 21.4 percent of family restaurants. This association was

statistically significant at $X^2 (1) = 14.133$, $p < 0.001$. In addition, the association between wine bottle images and other restaurants was also reported to be statistically significant $X^2 (1) = 6.022$, $p = 0.014$ which implies that other restaurants also make use of wine bottle images to give an impression of wines sold at their restaurants.

Another association was found between fine dining restaurants and wine glass images which showed that fine dining restaurants held 41.9 percent higher use of wine glass images online compared to 34.9 percent of other restaurants and family restaurants at 23.3 percent. This association was statistically significant at $X^2 (1) = 23.759$, $p < 0.001$. Also, the association between wine glass images and other restaurants was reported to be statistically significant at $X^2 (1) = 9.044$, $p = 0.003$. Further association was also indicated between the use of wine images (which includes wine in a wine glass) and fine dining. This association was statistically significant at $X^2 (1) = 5.215$, $p = 0.022$. This association also reports that the use of wine images was the highest amongst fine dining restaurants in comparison to family restaurants at 26.1 percent and other restaurants at 34.80 percent.

4.3.3.3 Qualities of Wine

The literature review discusses how important qualities of wine are towards wine purchasing decisions, this is through the intrinsic and extrinsic cues of wine that consumers tend to use when purchasing wine. Results confirm that there is an association between the presentation of wine bottles and fine dining restaurants as well as other restaurants. The association between presentation of wine bottles and fine dining restaurants shows that 66.7 percent of fine dining uses this quality to present their wines on websites. This association was statistically significant at $X^2 (1) = 6.195$, $p = 0.045$. In contrast, the association between presentation of wine bottles and other restaurants shows that all participating cafes and/or casual restaurants do not use this quality on their website to market their wines. This association was indeed statistically significant at $X^2 (1) = 5.929$, $p = 0.052$.

Furthermore, the aging ability of wine was reported to have an association with fine dining restaurants which was statistically significant at $X^2 (1) = 8.862$, $p = 0.003$ of which shows that 71.40 percent of fine dining restaurants indicated the use of aging abilities on their websites compared to 70.40 percent of family restaurants that mentioned no use of wine aging ability on their websites. The association of aging ability of wine with family restaurants was also

statistically significant at $X^2 (1) = 4.681$, $p=0.03$. The association between labeling of wine and location of restaurants was also reported to have significant differences. This association indicated that restaurants located in Tahiti are the only restaurants including labels of wine online to present their wine offerings compared to Fiji and Samoa. This association was statistically significant at $X^2 (4) = 9.645$, $p=0.047$.

4.3.3.4 Location of Wine Purchase

Results reported a significant association between location of wine purchases and the types of restaurant, specifically the statistical differences $X^2 (1) = 4.408$, $p=0.036$ was identified between other restaurants and wine purchases from Tahiti. It was reported that 52.90 percent of other restaurants do not purchase wine from Tahiti which was highest across all locations of wine purchases and restaurant type categories followed by 25.90 percent of family restaurants and 21.20 percent of fine dining restaurants as indicated in Table 4.17. However, in comparison the highest country for wine purchases in the Pacific indicated that family restaurants (37.50 percent) and other restaurants (37.50 percent) would normally import wines from New Zealand while fine dining restaurants were at 25 percent.

Moreover, Chi-square tests also revealed several associations between the location of wine purchases and the location of restaurants. Referring to Table 4.17, the significant differences was reported between the location of restaurants and wine purchases from Australia which indicated that 88.90 percent of Fiji restaurants imports their wines mainly from Australia as opposed Tahiti to Samoa with only 11.10 percent restaurants doing so and Tahiti with non-imported. This association was statistically significant at $X^2 (2) = 9.079$, $p=0.011$. Another significant association was also indicated between location of restaurants and wine purchases from Tahiti. Indeed, this relationship confirms that only the majority of Tahiti restaurants are purchasing Tahitian wines grown and made locally, however other small Pacific Island countries such as Fiji and Samoa are not importing any wines from the French Polynesian. This association also implies that there is greater focus of small Pacific Islands on importing wines from large countries such as Australia and New Zealand with a well-established wine industry. This is also an opportunity to target wine tourists for the development of wine tourism within the Pacific countries. This association was statistically significant at $X^2 (2) = 6.257$, $p=0.044$. The last significant association reported was between location of restaurants and wine purchases from France. Table 4.15 shows that 56.30 percent Tahiti restaurants import their wines from France which is expected since Tahiti is part of the French Polynesian. However,

results do not suggest that Samoa restaurants import wines from France but only 43.80 percent of Fiji restaurants do. This association was statistically significant at $X^2 (2) = 6.19, p=0.045$

Table 4.17 Types and Location of Restaurants Vs Location of Wine Purchases

Types of Restaurants and Location of Wine Purchase						
Location of wine purchases	Family Restaurants		Fine Dining Restaurants		Other Restaurants	
	Yes	Not mentioned	Yes	Not mentioned	Yes	Not mentioned
	n (%)	n (%)	n (%)	n (%)	n (%)	n (%)
America	3 (50.00%)	21 (25.60%)	2 (33.30%)	17 (20.70%)	1 (16.70%)	44 (53.70%)
Australia	2 (22.20%)	22 (27.80%)	3 (33.30%)	16 (20.30%)	4 (44.40%)	41 (51.90%)
New Zealand	6 (37.50%)	18 (25.00%)	4 (25.00%)	15 (20.80%)	6 (37.50%)	39 (54.20%)
Tahiti	2 (66.70%)	22 (25.90%)	1 (33.30%)	18 (21.20%)	0 (0.00%)	45 (52.90%)
U.K	1 (100.00%)	23 (26.40%)	0 (0.00%)	19 (21.80%)	0 (0.00%)	45 (51.70%)
France	5 (31.30%)	19 (26.40%)	5 (31.30%)	14 (19.40%)	6 (37.50%)	39 (54.20%)
other countries	5 (35.70%)	19 (25.70%)	4 (28.60%)	15 (20.30%)	5 (35.70%)	40 (54.10%)

Location of Restaurant and Location of Wine Purchase						
Location of wine purchases	Fiji		Samoa		Tahiti	
	Yes	Not mentioned	Yes	Not mentioned	Yes	Not mentioned
	n (%)	n (%)	n (%)	n (%)	n (%)	n (%)
America	2 (33.3%)	44 (53.70)	0 (0.00%)	10 (12.20%)	66.70%	28 (34.10%)
Australia	8 (88.90%)	38 (48.10%)	1 (11.10 %)	9 (11.40%)	0 (0.00%)	32 (40.50%)
New Zealand	8 (50%)	38 (52.80%)	2 (12.50%)	8 (11.10%)	6 (37.50%)	26 (36.10%)
Tahiti	0 (0.00%)	46 (54.10%)	0 (0.00%)	10 (11.80%)	3 (100%)	29 (34.10%)
U.K	0 (0.00%)	46 (52.90%)	0 (0.00%)	10 (11.50%)	1 (100%)	31 (35.60%)
France	7 (43.80%)	39 (54.20%)	0 (0.00%)	10 (13.90%)	9 (56.30%)	23 (31.90%)
other countries	8 (57.10%)	38 (51.40%)	0 (0.00%)	10 (13.50%)	6 (42.90%)	26 (35.10%)

4.3.3.5 Wine marketing strategies

Several relations between variables of wine marketing strategies were reported as shown in Table 4.18 to have an association with the types of restaurants. Chi-square test results show that there was a significant association between suggestive selling and the type of restaurants. It was reported that the relationship between suggestive selling and fine dining restaurants was statistically significant at $X^2 (1) = 7.921, p=0.005$. The results show that 53.80 percent of fine dining restaurants use suggestive selling online compared to 23.1 percent of family restaurants. Similarly, an association between 23.10 percent of other restaurants implements suggestive selling online compared to the 56 percent of other restaurants that do not. This association was statistically significant at $X^2 (1) = 5.014, p=0.025$. Location of restaurants also played a role

with suggestive selling which was reported to have significant differences. Results show that suggestive selling was common in Tahiti where 46.20 percent of Tahiti restaurant websites use suggestive selling of wine online followed by 30.80 percent of Samoa restaurants and 23.10 percent of Fiji restaurants. This association was statistically significant at $X^2 (2) = 7.174$, $p=0.028$.

Additionally, wine and food pairing was also indicated to have associations with the type of restaurants, specifically fine dining restaurants. The results show that 66.70 percent of fine dining restaurant sites use wine and food pairing to promote their wines compared to the 17.50 percent of fine diners that don't. This association was statistically significant at $X^2 (2) = 7.209$, $p=0.027$. In contrast, other restaurants were reported to have an association with wine and food pairing, showing that 55 percent of them do not use wine and food pairing online as expected. This association was statistically significant at $X^2 (2) = 9.074$, $p=0.011$. On the other hand, the location of restaurants was reported to have an association with wine and food pairing of which 50 percent of both Samoa and Tahiti restaurants utilizes wine and food pairing online however results suggest that Fiji restaurants do not. This association was statistically significant at $X^2 (4) = 12.149$, $p=0.016$.

Table 4.18 Wine marketing strategies

wine marketing campaigns	Types of Restaurants and Location of Wine Purchase					
	Family Restaurants		Fine Dining Restaurants		Other Restaurants	
	Yes n (%)	Not mentioned n (%)	Yes n (%)	Not mentioned n (%)	Yes n (%)	Not mentioned n (%)
Pamphlets and handouts	3 (25.00%)	21 (27.60%)	2 (16.70%)	17 (22.40%)	7 (58.30%)	38 (50.00%)
Suggestive selling by wait staff	3 (23.10%)	21 (28.00%)	7 (53.80%)	12 (16.00%)	3 (23.10%)	42 (56.00%)
Wine menu	6 (27.30%)	18 (28.60%)	7 (31.80%)	10 (15.90%)	9 (40.90%)	35 (55.60%)
Wine and food pairing menu	2 (33.30%)	22 (27.50%)	4 (66.70%)	14 (17.50%)	0 (0.00%)	44 (55.00%)
Wine tasting	0 (0.00%)	24 (27.30%)	0 (0.00%)	19 (21.60%)	0 (0.00%)	45 (51.10%)
Wine education	0 (0.00%)	24 (27.30%)	0 (0.00%)	19 (21.60%)	0 (0.00%)	45 (51.10%)
Promotional events	2 (50.00%)	22 (26.20%)	0 (0.00%)	19 (22.60%)	2 (50.00%)	43 (51.20%)
others	0 (0.00%)	24 (27.30%)	0 (0.00%)	19 (21.60%)	0 (0.00%)	45 (51.10%)

Table 4.18 continued

Location of Restaurant and Location of Wine Purchase						
wine marketing campaigns	Fiji		Samoa		Tahiti	
	Yes	Not mentioned	Yes	Not mentioned	Yes	Not mentioned
	n (%)	n (%)	n (%)	n (%)	n (%)	n (%)
Pamphlets and handouts	3 (25.00%)	43 (56.60%)	2 (16.70%)	8 (10.50%)	7 (58.30%)	25 (32.90%)
Suggestive selling by wait staff	3 (23.10%)	43 (57.30%)	4 (30.80%)	6 (8.00%)	6 (46.20%)	26 (34.70%)
Wine menu	9 (40.90%)	1 (33.30%)	4 (18.20%)	0 (0.00%)	9 (40.90%)	2 (66.70%)
Wine and food pairing menu	0 (0.00%)	45 (56.30%)	3 (50.00%)	7 (8.80%)	3 (50.00%)	28 (35.00%)
Wine tasting	0 (0.00%)	46 (52.30%)	0 (0.00%)	10 (11.40%)	0 (0.00%)	32 (36.40%)
Wine education	0 (0.00%)	46 (52.30%)	0 (0.00%)	10 (11.40%)	0 (0.00%)	32 (36.40%)
Promotional events	3 (75.00%)	43 (51.20%)	0 (0.00%)	10 (11.40%)	1 (25.00%)	31 (36.90%)
others	0 (0.00%)	46 (52.30%)	0 (0.00%)	10 (11.40%)	0 (0.00%)	32 (36.40%)

4.3.3.6 Staff training about wine

Restaurant types reported associations with staff training about wine via websites. Particularly, the association between fine dining restaurants and staff trained about wine reports that there is an indication that 66.70 percent of fine diners trains their staff about wine with the possibility of another 36.40 percent having some indications of staff training about wine while 15.50 percent have indicated no signs of some sort of staff training about wine indicated their websites. This association was statistically significant at $X^2(2) = 8.532$, $p = 0.014$. An association between the location of restaurants and staff training was also revealed. This association shows that 50 percent of both Samoa and Tahiti restaurants gave an indication of staff training about wine on their websites whereas 36.40 percent of Fiji restaurants had a possible indication of staff wine training. This association was statistically significant at $X^2(4) = 13.835$, $p = 0.008$.

4.3.3.7 Other motives to offer wine

Chi-square test results reported associations between restaurant type and other motives to offer wine. This is determined between the association of other restaurants and motives to offer wine for special occasions such as birthdays, weddings and anniversary events. Results shows that 23.10 percent of other restaurant (i.e., cafes and casual restaurants) websites offer wine for

special occasions compared to 30.8 percent of family restaurants and 46.2 percent of fine diners. This association was statistically significant at $X^2 (2) = 6.673, p = 0.036$. It was also found that there was an association between motives to offer wine for special occasions and location of restaurants. This association showed that the highest ranked restaurants in offering wine for special occasions were 38.50 percent of those located in Samoa followed by both 30.80 percent of restaurants located in Fiji and Tahiti. This association was statistically significant at $X^2 (4) = 9.713, p = 0.046$. Moreover, significant differences were also shown between offering wine for cultural events as well as festivals and the location of restaurants. The relationship shows that 41.70 percent of Samoa restaurant websites indicate offering wine for cultural purposes, followed by 33.30 percent of Tahiti restaurants and 25 percent of Fiji restaurants. This association is statistically significant at $X^2 (4) = 11.095, p = 0.026$.

4.4. Chapter Summary

This chapter focused on the findings from the analysis with the survey results that was discussed initially followed by the results of the content analysis. The survey results were discussed in two separate sections to differentiate motivations of restaurants to offer wine from the motivations of restaurants to purchase wine. Therefore, the findings suggested that economic and social motives were the main factors influencing restaurants to offer wine with more emphasis on economic motives being the most important to Pacific restaurants. Wine purchases were seen to be influenced and controlled by extrinsic and intrinsic characteristics along with other several factors indicated that influenced wine purchases at restaurants. This chapter then discussed the results from the content analysis of active restaurant websites that provided evidence of practical strategies implemented towards wine marketing online. Both survey and content analysis results are discussed in Chapter 5 providing a more holistic view of the analysed findings with comparison and references to the literature review in Chapter 2.

CHAPTER 5: DISCUSSION AND CONCLUSION

5.1 Introduction

This chapter discusses both results from Chapter 4, providing an overview, summary and comparison of both survey and content analysis results with references to the literature review. This chapter is initiated through the discussion of general results before discussing sections on motivations to offer wine and purchase wine followed by the discussion of wine marketing strategies utilized from the content analysis results.

5.2 Discussion

5.2.1 General Results

Pacific Island restaurants indicated that the most selection of wine offered were mainly white wines followed by red wines. White wine selection included Sauvignon Blanc and Chardonnay that were highest in the wine selection offering followed by red wines that included Merlot and Pinot Noir. However, wine consumers mostly bought red wines compared to white wines at restaurants. This could perhaps be insights for restaurants in adjusting their wine selection depending on consumer wine demand. Wine was mostly sold by the glass rather than the bottle. There was also relatively little wine advertised as a meal package for consumers which could be due to wine consumers occasionally ask about food and wine pairing and the fact that waitstaff are almost never trained about wine in the Pacific. However, suggestive selling was the highest marketing strategy within restaurants and this could suggest that the problem is due to the lack of wine knowledge and experience passed on to waitstaff to make effective wine sales techniques through the use of wine and food pairing. Furthermore, restaurants were also importing more wine from New Zealand, followed by Australia compared to other countries suggesting that the selection of fine quality wine is very limited in the Pacific Islands. This could also be an opportunity for Pacific restaurants to target wine tourists from New Zealand and Australia, given the most imported wine are from these countries.

Overall results showed that demographics also had an influence on motives of wine purchases. Findings suggests that there were relatively more male respondents in Fiji and Tahiti as opposed to Samoa which affects results of the analysis due to their different motives of wine

purchases as discussed in the literature review (Hall, 2000; Kuhn & Park, 2005; Taylor, 2009; Chang et al., 2016; Marques and Guia, 2018). In all three countries respondents were mainly local nationalities of which the majority were 50 years and above and owned the restaurants compared to those within less than 50 years who were mainly employees.

Furthermore, restaurant characteristics were identified and suggest that it influenced consumer visitation to the restaurant. From a restaurant perspective, their perception of consumers' perspective indeed categorises restaurant characteristics within five categories. This included beverage selection, restaurant atmosphere quality, complementary offerings, travelling distances and food selection. From the literature review, several papers report findings on what restaurants can influence in consumers' dining decision making process (Berenguer, Gil, & Ruiz, 2009; Choi & Silkes, 2010; Cassar, Caruana, & Konietzny, 2020). Therefore, Pacific restaurant strategies implemented around those five categories is also crucial for wine purchasing decisions. For example, restaurant atmosphere can provide spaces for socialising which influences consumers to stay longer hence increasing spend. In addition, this was also seen most important to highly involved wine consumers, as discussed in the literature review.

5.2.2 Pacific Restaurants Motives to Offer

The sample showed that only 65.10 percent of restaurants report offering wine either due to economic or social motives. Overall results suggest that the economic motives are mainly concerned with the profitability, quality impression, product offering and expectation which all relates to monetary value for the restaurant. Previous studies indicated that restaurants are driven by profitability within the industry due to huge operational costs hence an indication from the survey points out that Pacific restaurants discontinued offering wine due to poor sales (Davis & Charter, 2006; Lockshin et al., 2011; Oliveira-Brochado, da Silva, & Morris, 2014; Velikova, et al., 2019; Knežević, 2020). Wine sales had a negative impact on restaurants profitability in the pacific hence the significant results of restaurant managers who were mainly concerned with consumer demand and less on restaurant supply that was indicated as one of the motives to offer wine. Literature suggests that restaurants mainly offer wine brands that consumers are mainly familiar with and would discontinue any wines that consumers are not familiar with (Gultek et al. 2006). A more recent study by Knežević (2020) also suggests that restaurants should therefore tailor their wine list to include reputational wines.

Literature also indicated that wine lists and suggestive selling play an important role in maximizing profitability. The results from the survey and content analysis agrees with the literature where the survey ranks wine and food pairing menus to be the second most important in marketing wine within restaurants however, results from the content analysis ranked wine lists to be of highest importance which is also observed by Yang and Lynn (2009) and Sirieix and Remaud (2010). Similarly, suggestive selling by waitstaff has the highest importance in the survey results and second highest with the content analysis results. This alignment of both wine lists and suggestive selling depends heavily on wine knowledge and experiences at restaurants that both waitstaff and wine consumers have for wine purchasing decisions. With respect to reasons why the majority of restaurants do not offer wine, restaurant owners and managers with a high level of wine knowledge and experience were more likely concerned about beverages selections to attract consumers as opposed to those that did not have any level of wine knowledge and experiences.

On the other hand, social motives are concerned with business stakeholder suggestions and the influences of other restaurants offering wine. This finding suggests that it lies between social motives and intellectual motives as discussed in the literature review of wine consumer motivations. From a restaurant perspective, this social motivation suggests that Pacific restaurants offer wine because of social influences within their business environment which includes the influences from competition and other stakeholders that may include, but not be limited to, consumers, employees, suppliers and investors. The findings suggest that Fijians were more socially motivated compared to other nationalities indicating a huge impact stakeholders have on Fiji restaurants offering wine. This also seems to align more towards information trust and reliability. For example, from the literature review, family and friends were trustworthy sources of information driving wine purchasing decisions (Yang & Paladino, 2015; Yao, et al., 2015) which is also the case within Fiji restaurants business environment. Several significant differences were identified from the survey in relation to indirect sources of information on wine. Differences were found between Fijian and Samoans implying that Fijians favour indirect sources about wine compared to Samoan respondents. Again, trustworthiness of information seems to be crucial here especially with the differences between the two countries, of which Fijians would consider word of mouth and other promotional campaigns about wine reliable in comparison to Samoans trusting mainly expertise on wine information sources for them to purchase wine. Information reliability is critical in evaluating sources of information that motivates both wine offering at restaurants and wine purchases.

5.2.3 Pacific Restaurants Motives for Wine Purchases

Results from the survey reported that restaurants' motives for wine purchases are controlled by extrinsic and intrinsic wine values. As discussed in the literature review both extrinsic and intrinsic characteristics of wine are sensorial motivations for wine consumers to purchase wine (Charter & Pettigrew, 2007). Similarly, from a restaurant perspective, the extrinsic and intrinsic characteristics of wine is crucial. Results from the survey suggests that extrinsic characteristics of wine that are critical for restaurant wine purchases are concerned mainly with marketing aspects of wine; this includes the labelling and packaging of wine, the presentation of the wine bottle, image of the winery and the aging ability of wine.

Previous literature focused on country of origin driving wine purchase motivations (Davis & Charters, 2006) however, the survey results surprisingly suggest that country of origin is not one of the factors that motivates wine purchases for Pacific restaurants. This may be due to the lack of wine knowledge and experience, discussed in section 5.2.2, which was one of the factors influencing wine offer at restaurants. Indeed, significant results show that Samoa restaurants are concerned mainly with the extrinsic cues of wine such as the wine bottle characteristics of which includes vintage, presentation of wine bottle. packaging, labelling and aging ability of wine. Similarly, content analysis results agree with the survey results indicating that the presentation of wine bottles was critical in influencing wine purchases especially those at fine dining restaurants. In addition, the aging ability of wine was also reported as one of the characteristics frequently mentioned more through fine dining restaurant websites as opposed to family restaurants websites. Further to extrinsic cues of wine, Tahiti was the only country applying labelling of wine within their marketing strategies online compared to Samoa and Fiji. Overall, Samoa and Tahiti were seen to be more influenced by marketing extrinsic cues of wine compared to Fiji. With respect to extrinsic characteristics, wine imagery factors were also reported to have an influence on wine which also shared the same argument as Gultek et al. (2006) suggesting that if wine consumers are not aware of the wine brands offered these wines are usually discontinued from wine offering at restaurants. The last factor that was ranked the least important by restaurant participants was the price of wine per glass and bottle. The findings on prices of wine supports previous research suggesting that prices were important factors that influenced wine consumers (Mueller et al., 2001, Preszler & Schmit, 2009; Ginon, Ares, Issanchou, dos Santos Laboissière, and Ginon, Ares, Issanchou, dos Santos Laboissière and Deliza's, 2014).

Intrinsic characteristics suggested are mainly concerned with the taste and aroma of wine which was significant with Fiji placing more importance on intrinsic cues as opposed to Samoa. However, results from the survey suggest that there are more skewed results towards Samoa concerning more about wine quality than Fiji of which includes taste and aroma of wine as well as awards won by the winery and wine that indicates awarded wines are quality wines. In contrast with the results from the content analysis, there were no significant results in regards to the intrinsic cues of wine since restaurants throughout all three countries were mainly using extrinsic cues on their websites to market and present their wines. Overall, content analysis results agree with the survey results however both conflict with the findings of Charters and Pettigrew (2007), where the emphasis of intrinsic cues were seen most important to wine consumers than extrinsic characteristics of wine. In addition, other factors that influence wine purchases are the sources of information utilized in learning about wine. The research findings suggest that wine purchasing decisions were dependent on direct wine sources of learning which are information sources that directly provide and/or specialize in wine information. These direct sources of wine information were to do with visits to cellar doors, wine tours and wine clubs. On the other hand, indirect sources of wine information were also another factor of wine purchase influence such as word of mouth from families and friends and promotional campaigns. These indirect sources of wine information are mainly concerned with those that are not directly involved with wine. Overall, direct sources of wine information were reported to be more important to Pacific restaurants in deciding on wine purchases compared to those of indirect sources of wine information. This result was also in line with the results of the literature review discussed under intellectual motivations of wine consumers (Taylor, 2009; Yang & Paladino, 2015; Yao, et al., 2015; Yue et al., 2019).

5.2.4 Restaurant Wine Marketing Strategies

A content analysis of websites throughout all three countries utilized the attributes of wine marketing from the survey. Overall there were more active restaurant websites in Fiji followed by Tahiti, with Samoa having relatively few restaurant websites active online. Findings showed that restaurant atmosphere ambience was frequently used to attract visitors to the restaurant. Bardwell et al. (2018) suggests that highly involved wine consumers considered atmosphere ambience the most important to visit a restaurant. Indeed, results showed that dining experience in social spaces were considered the most important restaurant atmosphere attribute followed

by the use of visual texture of the restaurant online. In regards to restaurants beverage menus, results showed that wine sold by the glass was a practice widely used by restaurants offering wine to allow affordability and wine tasting. The literature review suggests that wine sold by the glass offers wine consumers the opportunity to try varieties and expensive wines (Lacey, Bruwer, & Li, 2009; Bruwer, Arias, & Cohen, 2017). This practice was shared by a higher proportion of family restaurants that indicated they offer wine by the glass on their sites. This was also accompanied by results of wine glass, wine bottle and wine images itself suggesting that fine dining restaurants had the highest use of these images on their websites. In addition, these extrinsic cues of wine were significant in the results and were more frequently utilized online. Relating this to earlier discussion of the motivations in wine purchases indicated wine bottles was the most important factor to Pacific restaurants. Restaurants also indicated more of the extrinsic characteristics of quality wines utilized online through the use of beverages menu. The results indicated that country of origin and prices of wine were mentioned frequently. These results can be compared with the survey results discussed earlier under section 5.2.3 that only indicated prices of wine as an important motive to wine purchases, while country of origin was not included as an important motive to wine purchases. Nevertheless, Samoa was importing wines mainly from New Zealand, while Fiji restaurants were importing Australian made wines and wines from France were imported by Tahiti.

Moreover, wine marketing strategies indicated that suggestive selling by wait staff was used largely by fine dining restaurants, however wine menus and pamphlets and handouts were highest amongst the category of “other restaurants”. Furthermore, fine dining restaurants are largely associated with training their staff about wine, particularly in restaurants located in Samoa and Tahiti. Content analysis also reported a higher percentage of fine dining restaurants offer wine for special occasions followed by family restaurants. Samoa also offered wine mainly for special occasions and festival events.

5.3 Potential Academic and Practical Contributions

Since wine has only ever been investigated in traditional wine regions with a temperate climate as well as well developed countries such as New Zealand, Australia, U.K and the U.S.A, this study sought to understand the motivational and other influential factors of wine purchase at restaurants in developing countries that are in tropical non-traditional wine producing regions. This research has provided insights for potential wine markets and business opportunities

within tropical climate countries especially those in the Pacific Islands. As indicated in the discussion, a lack of wine knowledge and experience provides an opportunity for wine businesses to operate within these regions and hence offer wine education and wine tasting events, and perhaps even develop winery businesses to operate, as in Tahiti. Wine tourism is also a potential market that can grow substantially within these tropical countries due to the huge economic impact tourism has on Pacific Island countries.

This research also distinguishes motivations behind restaurants offering wine within non-wine producing regions as opposed to studies implemented within wine producing regions. For example, Lockshin, et al. (2011) stated that restaurants within Western countries are more concerned with offering wine for gastronomic reasons which is to mainly complement meals as opposed to Asian restaurants. The findings from this study suggest that Pacific restaurants are more concerned with economic motives, particularly increasing profitability.

The discontinuation of wine offerings by restaurants within the Pacific due to wine sales and lack of wine knowledge can suggest that developing successful wine marketing strategies are crucial in growing wine markets within the Pacific. Wine marketing is another critical contribution this research provides to both academic and practical knowledge. Adjusting and implementing the correct wine marketing strategies once exploring and understanding wine consumers and their wine purchases could be a turning point for restaurants' wine sales and help increase the overall profitability of businesses. In addition, this study provides an understanding of wine marketing strategies and the perspectives of Pacific restaurants in regards to wine. Furthermore, this research also seeks to fill an information gap where very little previous research has been undertaken on assessing consumers' perceptions from a restaurant's perspective in the Pacific.

5.4 Limitation and Future Research

This research analyses the perception of single respondents from each restaurant but further research can undertake perspectives from multiple respondents such as food and beverage managers, sommeliers and waitstaff. In addition, this study is only implemented from a restaurant's perspective and their perceptions of consumers' motives on wine purchases at restaurants, however further studies will need to be implemented to understand consumers' motives for wine purchases at Pacific Island restaurants. Moreover, this research was

undertaken during the times of COVID-19 therefore the findings from the small sample population cannot be generalised and would require further research of a large sample size to support the findings from this study. In addition, this would also allow for predictions of factors that motivates restaurants to offer wine compared to those that do not which was an issue in this study when applying logistic regression. Further research can also be implemented to expand wine marketing strategies implemented online through social media channels where more interactions and advertisements of Pacific restaurants were found to be active on Facebook compared to the use of websites with limited information presented in terms of wine marketing. The results of this study can also be expanded in a larger comparative setting by looking at other Pacific Island countries as well as potentially making comparisons with other non-winegrowing regions.

5.5 Chapter Summary

This research aimed at identifying Pacific Island restaurants main motivational factors to offer wine. This is especially relevant as these countries are generally categorised under non-wine producing regions while the vast majority of existing wine and wine marketing research, including for restaurants, is based in countries that grow wine. The findings suggest that the importance of economic motives, particularly increasing profitability, were the main concerns in offering wine. Lack of wine knowledge and experience was also one of the variables that influenced wine offering which therefore aligns with the motives to purchase wine, suggesting that Pacific restaurants consider extrinsic cues of wine more important than intrinsic cues which is an observation that is substantially different from those of previous studies. In addition, sources of information were also perceived as critical in wine purchases at restaurants suggesting that direct wine information is more important and influences restaurants to purchase wine. Lastly, gender, nationality and age were demographics that were seen to have an influence on motives for wine purchase. The limitations of this research are indicated along with future research recommendations that could support the findings from this study.

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Appendices

Appendix A: Human Ethics Approval letter, PIS & CF & Survey



HUMAN ETHICS COMMITTEE

Secretary, Rebecca Robinson
Telephone: +64 03 369 4588, Extn 94588
Email: human-ethics@canterbury.ac.nz

Ref: HEC 2020/50/LR

23 October 2020

Catherine Mika-Zahidi
Management, Marketing, and Entrepreneurship
UNIVERSITY OF CANTERBURY

Dear Catherine

Thank you for submitting your low risk application to the Human Ethics Committee for the research proposal titled "What Factors Influence Pacific Island Restaurants to Offer Wine?".

I am pleased to advise that this application has been reviewed and approved.

Please note that this approval is subject to the incorporation of the amendments you have provided in your email of 18th October 2020.

With best wishes for your project.

Yours sincerely

A handwritten signature in black ink, appearing to be 'D. Sutherland'.

Dr Dean Sutherland
Chair, Human Ethics Committee

Participation Information Sheet



Department Management, Marketing and Entrepreneurship

Email: cmi48@uclive.ac.nz

1 February 2021

HEC Ref: 2020/50/LR

Participant Information Sheet

Firm perspective – Restaurant Owner/Manager

Project Title: What factors influence Pacific Island Restaurants to offer Wine?

Primary Supervisor: Professor Michael Hall

Co-Supervisor: Professor Girish Prayag

Researcher: Catherine Mika-Zahidi

Research Introduction

My name is Catherine, and I am a student currently undertaking a Masters of Commerce at the University of Canterbury in Marketing specialization under the supervision of Prof. Michael Hall and Prof. Girish Prayag.

Project description and invitation

I am conducting a study within Fiji, Samoa and Tahiti for 2 months from January to March 2021 to examine the motivation behind wine purchases from restaurants. This research aims, therefore, to identify the main motivations influencing restaurants in Fiji, Samoa and Tahiti to offer wine to their customers and the perceptions by restaurant owners and/or managers of why their consumers buy wine.

Wine purchases at and by restaurants are influenced by various factors which has been examined within the context of developed and temperate countries such as Australia, New Zealand, USA and the UK. Little is known about wine purchase and wine consumption in developing countries especially

those in non-wine producing regions such as the small Pacific developing countries.

As the Restaurant Owner or Manager, I am writing to invite you and your restaurant to participate in this study.

Your restaurant has been approached to take part in this study because it is within the tropical islands in which this study falls into as well as the main categories of restaurants this research focuses on which are family restaurant/upscale restaurants/fine dining restaurants/ café and casual restaurants.

Project procedures and Participation

I would like to invite you to fill out a short survey either you or your employees (mainly restaurant managers) and seek your assurance that their participation is entirely voluntary, that their decision to participate or not will not affect their employment relationship with you, and that they may decline without giving any reason.

Participation in the survey is voluntary and you and your employees have the right to withdraw at any stage without penalty up until the submission of the survey responses. If you (and/or your employees) choose to withdraw, you (and/or your employee) can simply close the survey link without submission/ or let one of the data collectors know you will not be participating and then send through a written email stating you wish to withdraw from the survey and I will remove contact information relating to you (and/ or them). However, once you have submitted your responses, it will become increasingly difficult to remove the influence of your/their data on the results since the survey is anonymous.

Please indicate to the researcher on the consent form and at the end of the survey which provides a separate link to provide your details if you would like to receive a copy of the summary of results of the project.

Risk

During these tough times with COVID-19, participating in this survey may present risks of causing mental stress or emotional distress to restaurant owners and managers who have been or are struggling due to the impact of Covid-19 on their businesses. If you are experiencing mental stress or emotional distress we advise that you do not participate in the survey. However, if you still choose to participate and experience mental stress or emotional distress during or from participation in the survey, we can provide contacts of your health line or health care organizations in your country who may be able to assist on health care matters. In addition, the survey may present inadvertent cultural offence due to the different languages used to distribute the survey to different cultures therefore

the English versions of the surveys are available to choose from.

Data storage/retention/destruction/future use

All consent forms will be stored securely on the University of Canterbury secure server which will be on a password protected computer. The survey responses will also be stored on the University of Canterbury secure server which will also be password protected. The responses will then be used within an SPSS application to run analysis needed for the research. The raw data will be kept for 5 years and may be used to write research papers and articles. For future use of data there may be a possibility of using the results as part of presentations and to write academic journals.

Anonymity and confidentiality

A thesis is a public document and will be available through the UC Library. The results of the project may be published, but I assure you that your restaurant details will not be discussed with anyone else and will not be identified in any reports resulting from this research. I will keep all data confidential, the information you or your employees share with me through the survey will remain confidential to me and my supervisors and you will not be identified in any way unless you give your agreement.

If you have any questions before deciding whether to participate, please contact me on the email addresses below. If you agree to participate in the survey yourself, please email back and I will send through the link to the survey which will take approximately 10 minutes to complete or fill out one of the survey forms distributed to you in person which does not require any of your details. Please note consent forms are kept separate from the survey forms if taking the survey in hard copy form, therefore survey is still remained anonymous this way.

Contact details:

Researcher: Catherine Mika-Zahidi

Phone: 021-081-29179

Email: cmi48@uclive.ac.nz

Primary Supervisor: Professor Michael Hall

Email: michael.hall@canterbury.ac.nz

Co-Supervisor: Professor Girish Prayag

Email: girish.prayag@canterbury.ac.nz

This project has been reviewed and approved by the University of Canterbury Human Ethics Committee, and participants should address any complaints to The Chair, Human Ethics

Committee, University of Canterbury, Private Bag 4800, Christchurch (human-ethics@canterbury.ac.nz).

If you agree to participate in the study, you are asked to complete the consent form and return to Catherine the research via email above or return the hard copy form to one of the data collectors in person.

Département de Management, Marketing et Entreprenariat

Email : cmi48@uclive.ac.nz

1er février 2021

HEC Ref: 2020/50/LR

Fiche d'informations à l'intention des participants

Perspective de l'entreprise – Propriétaire ou manager de restaurant

Titre du projet : Quels facteurs influencent les restaurants des îles du Pacifique à offrir du vin ?

Supervisor principal : Professeur Michael Hall

Co-Superviseur: Professeur Girish Prayag

Chercheur : Catherine Mika-Zahidi

Présentation de la recherche

Mon nom est Catherine et je suis actuellement étudiante en Master de Commerce, spécialité Marketing, à l'Université du Canterbury, sous la supervision de Pr Michael Hall et Pr Girish Prayag.

Description du projet et invitation

Je conduis une étude sur les îles Fidji et Samoa, Tahiti et la Nouvelle Calédonie pendant une durée de 3 mois entre janvier et mars 2021 afin d'examiner les motivations derrière l'achat de vin par les restaurants. Cette recherche a donc pour but d'identifier les principales motivations qui influencent les restaurants fidjiens, samoans, tahitiens et calédoniens à proposer du vin à leur clients, et les points de vue des restaurateurs sur les raisons qui poussent les consommateurs à acheter du vin.

L'achat de vin à et par les restaurants est influencé par de nombreux facteurs, ce qui a été étudié dans le contexte des pays développés et à climat tempéré, tels que l'Australie, la Nouvelle-Zélande, les États-Unis et le Royaume-Uni. En revanche, on en sait peu sur l'achat et la consommation de vin dans les pays en voie de développement, particulièrement ceux qui se trouvent dans des régions

non-viticoles, comme c'est le cas des petites nations en développement dans le Pacifique.

Vous qui êtes le propriétaire ou le manager d'un restaurant, je vous écris pour vous inviter, vous et votre établissement, à participer à cette étude.

Votre restaurant a été approché pour prendre part à cette étude parce qu'il se trouve dans les îles tropicales dans lesquelles cette étude prend place, et qu'il appartient à la principale catégorie de restaurants sur laquelle cette recherche se concentre, c'est-à-dire les restaurants conviviaux adaptés aux familles / les restaurants de standing / les restaurants gastronomiques / les cafés et restaurants à atmosphère décontractée.

Procédures du projet et participation

J'aimerais vous inviter, vous ou vos employés (principalement les managers de votre restaurant), à compléter un court sondage et, le cas échéant, je souhaite votre assurance que leur participation est entièrement volontaire, que leur décision de participer ou non n'affectera pas leur relation professionnelle avec vous, et qu'ils sont dans la possibilité de refuser sans avoir à donner de raison.

La participation au sondage est volontaire, et vous et vos employés avez le droit de vous retirer à tout moment sans aucune pénalité jusqu'à la soumission des réponses à l'enquête. Si vous (et/ou vos employés) choisissez de vous retirer, vous (et/ou vos employés) pouvez simplement fermer le lien du sondage sans soumettre vos réponses, ou bien vous pouvez faire savoir à l'un des collecteurs de données que vous ne participerez pas, et ensuite envoyer un email déclarant que vous souhaitez vous retirer, et j'effacerai les informations qui vous sont liées (à vous et/ou à vos employés). Cependant, une fois vos réponses soumises, il deviendra particulièrement difficile d'effacer l'influence de vos/leurs données sur les résultats puisque le sondage est anonyme.

Je vous prie de bien vouloir indiquer sur le formulaire de consentement ainsi qu'à la fin du sondage - qui contient un lien séparé où vous pourrez entrer vos coordonnées - si vous aimeriez recevoir une copie du résumé des résultats du projet.

Risque

Durant cette difficile période due à la Covid-19, participer à ce sondage peut représenter un risque de stress ou de détresse émotionnelle pour les propriétaires et les managers qui ont été ou sont encore en difficultés à cause des conséquences de la Covid-19 sur leur entreprise. Si vous éprouvez du stress ou de la détresse émotionnelle, il vous est recommandé de ne pas prendre part à ce sondage. Cependant, si vous décidez malgré tout de participer et que vous éprouvez du stress ou de la détresse émotionnelle pendant ou à cause de votre participation au sondage, nous pouvons mettre à votre

disposition les coordonnées des services et des organisations de santé de votre pays qui pourraient vous assister. De plus, il se peut que ce sondage comporte par inadvertance des propos qui seraient perçus comme offensants du fait des différentes langues utilisées pour distribuer ce sondage aux différentes cultures. La version anglaise de ce sondage est donc également mise à votre disposition si vous préférez l'utiliser.

Stockage/sauvegarde/destruction/future utilisation des données

Tous les formulaires de consentement seront conservés en sécurité sur le serveur sécurisé de l'Université du Canterbury qui se trouve sur un ordinateur protégé par un mot de passe. Les réponses au sondage seront également conservées sur le serveur sécurisé de l'Université du Canterbury qui est protégé par un mot de passe. Ces réponses seront alors utilisées dans une application SPSS afin de réaliser l'analyse nécessaire pour cette recherche. Les données brutes seront sauvegardées pendant 5 ans et pourront être utilisées dans la rédaction de dissertations et d'articles de recherche. Dans le cas d'un usage futur des données, il est possible que les résultats soient utilisés dans des exposés ou des revues universitaires.

Anonymat et confidentialité

Une thèse est un document public et sera rendue disponible via la bibliothèque de l'Université du Canterbury. Il se peut que les résultats du projet soient publiés, mais je vous assure que les informations concernant votre restaurant ne seront pas discutées avec qui que ce soit et ne seront pas identifiées dans aucun rapport résultant de cette recherche. Je garderai toutes ces données confidentielles, mes superviseurs et moi-même préserverons la confidentialité des informations que vous ou vos employés partageront avec moi à travers ce sondage, et vous ne serez identifiés d'aucune manière sans votre accord.

Si vous avez des questions avant de décider de participer ou non, n'hésitez pas à me contacter à l'adresse email ci-dessous. Si vous acceptez de prendre part au sondage vous-même, veuillez me répondre par email et je vous enverrai le lien vers le sondage, qui prendra environ 10 minutes à compléter. Vous pouvez également remplir l'un des questionnaires au format papier qui vous sera distribué en personne, et qui ne requiert aucune information personnelle. Notez que les formulaires de consentement sont séparés des questionnaires papier, de cette façon votre anonymat demeure garanti.

Coordonnées :

Chercheur : Catherine Mika-Zahidi

Téléphone : 021-081-29179

Email : cmi48@uclive.ac.nz

Superviseur principal : Professeur Michael Hall

Email : michael.hall@canterbury.ac.nz

Co-Superviseur : Professeur Girish Prayag

Email : girish.prayag@canterbury.ac.nz

Ce projet a été examiné et approuvé par le comité d'Éthique de l'Université du Canterbury, et les participants peuvent adresser toute réclamation au président du comité d'Éthique: The Chair, Human Ethics Committee, University of Canterbury, Private Bag 4800, Christchurch (human-ethics@canterbury.ac.nz).

Si vous acceptez de participer à cette étude, il vous sera demandé de remplir le formulaire de consentement et de le retourner à Catherine, la chercheuse, via son adresse email, ou de rendre en personne la copie papier à l'un des collecteurs de données.

Consent Form Number:



Department Management, Marketing and Entrepreneurship

Email: cmi48@uclive.ac.nz

What factors influence Pacific Island Restaurants to offer Wine?

Consent Form

Firm perspective – Restaurant Owner

Include a statement regarding each of the following:

- I have been given a full explanation of this project and have had the opportunity to ask questions.
- I understand what is required of me if I agree to take part in the research.
- I understand that participation is voluntary and I may withdraw at any time without penalty until the submission of the survey responses. Withdrawal of participation will also include the withdrawal of any information I have provided should this remain practically achievable.
- I understand that any information or opinions I provide will be kept confidential to the researcher and supervisors that any published or reported results will not identify the participants or the company. I understand that a thesis is a public document and will be available through the UC Library.
- I understand that all data collected for the study will be kept in locked and secure facilities and/or in password protected electronic form and will be destroyed after five years.
- I understand that data and results from the survey will be used for future academic journals and presentations.
- I understand that I can contact the researcher Catherine via email cmi48@uclive.ac.nz or supervisors Professor Michael Hall via michael.hall@canterbury.ac.nz and Professor Girish Prayag girish.prayag@canterbury.ac.nz for further information. If I have any complaints, I

can contact the Chair of the University of Canterbury Human Ethics Committee, Private Bag 4800, Christchurch (human-ethics@canterbury.ac.nz)

- I would like a summary of the results of the project.
- By signing below, I agree to participate in this research project.

Restaurant Name:

Name: _____ Signed: _____ Date: _____

Email address (*for report of findings, if applicable*):

Once the consent form has been completed and signed please return it to Catherine the research via email cmi48@uclive.ac.nz or return the hard copy form to one of the data collectors in person.

Consent Form Number:



Département de Management, Marketing et Entreprenariat

Email : cmi48@uclive.ac.nz

Quels facteurs influencent les restaurants des îles du Pacifique à offrir du vin ?

Formulaire de consentement

Perspective de l'entreprise – Propriétaire du restaurant

Include a statement regarding each of the following:

- On m'a expliqué ce projet en détail et j'ai eu l'opportunité de poser des questions.
- Je comprends ce qui est attendu de moi si j'accepte de prendre part à cette recherche.
- Je comprends que ma participation est sur la base du volontariat et qu'il m'est possible de me retirer du projet à tout moment sans aucune pénalité jusqu'à la remise des réponses au sondage. Le retrait de ma participation inclura également le retrait de toute information que j'aurai donnée, dans la mesure du possible.
- Je comprends que toute information ou opinion que je donnerai sera gardée entièrement confidentielle par le chercheur et ses superviseurs, et qu'aucun résultat publié ou rapporté n'identifiera les participants ou l'entreprise. Je comprends qu'une thèse est un document public et qu'elle sera rendue disponible via la bibliothèque de l'Université du Canterbury (University of Canterbury/UC).
- Je comprends que toutes les données collectées pour cette étude seront conservées dans un lieu fermé et sécurisé et/ou dans un document électronique protégé par un mot de passe, et qu'elles seront détruites dans cinq ans.
- Je comprends que les données et résultats issus de ce sondage seront utilisés pour de futurs

publications et exposés académiques.

- Je comprends que je peux contacter le chercheur, Mme Catherine Mika-Zahidi, via email cmi48@uclive.ac.nz, ou ses superviseurs, Pr Michael Hall via michael.hall@canterbury.ac.nz et Pr Girish Prayag via girish.prayag@canterbury.ac.nz pour plus d'informations. En cas de réclamation, je peux m'adresser au président du comité d'Éthique de UC (Chair of the Human Ethics committee, University of Canterbury, Private Bag 4800, Christchurch, or human-ethics@canterbury.ac.nz).
- Je désire recevoir un résumé des résultats de ce projet.
- En signant ci-dessous, je confirme souhaiter participer à ce projet de recherche.

Nom du restaurant :

Nom : _____ Signature : _____ Date : _____

Adresse email (*pour un résumé des résultats, le cas échéant*) :

Une fois ce formulaire complété et signé, veuillez l'envoyer au chercheur, Catherine, par email à cmi48@uclive.ac.nz, ou retournez en personne une copie imprimée à l'un de nos collecteurs de données.

Restaurant Perspective: Wine Purchases

INSTRUCTIONS:

- A thesis is a public document and will be available through the UC Library. The results of the project may be published, but I assure you that your restaurant details will not be discussed with anyone else and will not be identified in any reports resulting from this research. The survey is anonymous which means that data collected from the survey link will not be able to identify its source or company details. All data and information collected from this survey will remain confidential.
- Please indicate your responses by selecting answers underneath the questions. In most instances, this involves clicking on the answer that is most appropriate. In other instances, you are required to select a rating scale that best suits your response (e.g. rating or scale from 1 to 7).
- Please click submit at the end of the survey. Once you click submit you will no longer be able to edit your responses.

Questionnaire: Wine is offered at Restaurant	Response	References
Screening Questions		
1. Please indicate in which country your restaurant is located? (Demographic) 1. Fiji 2. Samoa 3. Tahiti	1. 2. 3.	
2. Which restaurant categories does your restaurant fall into? (Choose one that applies) 1. Family restaurant 2. Fine dining restaurant 3. Up-Scale restaurant 4. Casual restaurant	1. 2. 3. 4. 5.	Muller & Woods, 1994; Oh, Lee, Kim & Shin, 2015; Ezzat, & Ashry, 2017

5. Cafe restaurant 6. Other restaurant type	6.	
3. Please indicate your current position from the following category. (Demographic) 1. Restaurant Owner 2. Restaurant Manager 3. Restaurant Owner and Manager 4. Other (please identify)	1. 2. 3.	
4. How long have you owned the restaurant (or have been working as a restaurant Manager)? 1. Less than 1 Year 2. 1 to 5 years 3. 6 to 10 years 4. More than 10 years	1. 2. 3. 4.	
5. Gender 1. Male 2. Female	1. 2.	Kuhn & Park, 2005; Barber, Almanza, & Donovan, 2006; Marques & Guia, 2018
6. Age (Demographic) 1. 18 to 29 2. 30 to 39 3. 40 to 49 4. 50 years and older	1. 2. 3. 4.	Hall, Binney & O'Mahony, 2004
7. Please indicate your nationality? (Demographic) 1. American 2. French 3. Australian 4. New Zealander 5. Chinese 6. Japanese 7. Indian	1. 2. 3. 4. 5. 6. 7.	

8. Samoan 9. Fijian 10. Tahitian 11. Others (<i>please identify</i>)	8. 9. 10. 11.	
8. Highest Educational Level (Demographic) 1. No Certificate 2. Elementary/Primary Certificate 3. Secondary/High school Certificate 4. Secondary Graduate Certificate 5. Tertiary/Bachelor's Degree 6. Tertiary/Postgraduate Degree	1. 2. 3. 4. 5.	Taylor, 2009; Ezzat, & Ashry, 2017.
9. Please indicate how much revenue on average your restaurant makes per year after tax. (<i>Please indicate in NZD</i>) FIJI \$1.00 = approx. \$0.71 NZD SAT \$1.00 = approx. \$0.58 NZD XPF \$1.00 = approx. \$0.015 NZD 1. Less than \$30,000 NZD 2. \$30,001 to \$60,000 NZD 3. \$60,001 to \$90,000 NZD 4. \$90,001 to \$120,000 NZD 5. More than \$120,001 NZD	1. 2. 3. 4. 5.	
10. Could you please identify from which part of the world are most of your non-local customers that visit your restaurant? 1. Australia 2. New Zealand 3. Pacific Islands 4. Asian (Japan, China, India) 5. North America 6. South America 7. Europe 8. Middle East	1. 2. 3. 4. 5. 6. 7.	Samoa Tourism. 2019; Fijian Bureau of Statics. 2019; The Blue Swan, 2019.

9. Other (please specify)		
<p>11. On a scale of 1 to 7, how important are the following atmosphere ambience for attracting customers to the restaurant? (<i>1=not at all important; 2=not important; 3=low importance; 4= slightly important; 5=moderate important; 6=important; 7=very important</i>).</p> <ol style="list-style-type: none"> 1. light quality 2. colour scheme of the restaurant 3. noise level 4. dinning personal space (e.g private dining rooms) 5. dining in a social space (e.g open dining space) 6. visual texture of restaurant (granite, leather, wooden etc look) 7. smell 	<ol style="list-style-type: none"> 1. 2. 3. 4. 5. 6. 	<p>Kotler, 1973; Auty 1992; Spark, Wildman, & Bowen 2001; Berenguer, Gil, & Ruiz, 2009; Choi & Silkes, 2010; Liu, & Tse, 2018; Gaffar, Hendrayati, & Bahtiar, 2019</p>
<p>12. Please indicate the setup of your restaurant? (<i>you may choose all that applies</i>).</p> <ol style="list-style-type: none"> 1. outdoor dining area 2. private dining rooms 3. closely clustered internal dining areas 4. spaced out internal dining areas 5. separate social lounge area 6. bar social area 7. waiting areas 8. Other areas (please specify) 	<ol style="list-style-type: none"> 1. 2. 3. 4. 5. 6. 7. 8. 	<p>Gifford & Gallager, 1985; Wardono, Hibino, & Koyama, 2012; Gaffar, Hendrayati, & Bahtiar, 2019; Choi, Yang, & Tabari, 2020.</p>
<p>13. Please indicate your level of experience and knowledge about wine. (Demographic)</p> <ol style="list-style-type: none"> 1. I have high level of experience and knowledge about wine 2. I have some level of experience and knowledge about wine 	<ol style="list-style-type: none"> 1. 2. 3. 	

3. I have no experience and knowledge about wine		
<p>14. On a scale of 1 to 7, how important are the following for consumers to visit your restaurant? (<i>1=not at all important; 2=not important; 3=low importance; 4= slightly important; 5=moderate important; 6=important; 7=very important</i>).</p> <p>Restaurant...</p> <ol style="list-style-type: none"> 1. ... is less than a 10 minute walk to other restaurants 2. ... is less than a 20 minute drive to motel/hotel 3. ... is less than a 10 minute walk to public transport stops 4. ... is less than a 30 minute drive to the airport 5. ... is less than a 30 minute drive to other tourists attractions 6. ... has non-alcoholic drinks available 7. ... provides high quality meals 8. ... provides variety of food 9. ... offers traditional Pacific Island food 10. ... offers alcohol which complements traditional pacific island food 11. ... offers wine which complements traditional pacific island food 12. ... offers alcohol that complements any type of meal 13. ... offers wine that complements any type of meal 14. ... offers a variety of alcohol 15. ... offers quality alcohol 16. ... offers alcohol souvenirs 17. ... offers alcohol tasting 18. ... offers a variety of wines 19. ... offers quality wines 20. ... offers wine souvenirs 	<ol style="list-style-type: none"> 1. ____ 2. ____ 3. ____ 4. ____ 5. ____ 6. ____ 7. ____ 8. ____ 9. ____ 10. ____ 11. ____ 12. ____ 13. ____ 14. ____ 15. ____ 16. ____ 17. ____ 18. ____ 19. ____ 20. ____ 21. ____ 22. ____ 	

<p>21. ... offers wine tasting</p> <p>22. ... provides new experiences and memories</p> <p>23. ... provides a quality atmosphere</p> <p>24. ... offers atmosphere for socialising and relaxation</p> <p>25. ... offers atmosphere that provides privacy</p> <p>26. ... has a children's playground</p> <p>27. ... provides entertainment</p> <p>28. ... can host different events, e.g. weddings, anniversaries, birthdays etc.</p> <p>29. ... offers free giveaways and discounts on wine</p> <p>30. ... provides full service to customers</p> <p>31. ... offers full alcohol services</p> <p>32. ... offers full wine services</p>	<p>23. ___</p> <p>24. ___</p> <p>25. ___</p> <p>26. ___</p> <p>27. ___</p> <p>28. ___</p> <p>29. ___</p> <p>30. ___</p> <p>31. ___</p> <p>32. ___</p>	<p>Oh, Lee, Kim & Shin, 2015; Gaffar, Hendrayati, & Bahtiar, 2019; de Albuquerque Meneguel, Mundet, & Aulet, 2019; Gaffar, Hendrayati, & Bahtiar, 2019</p>
<p>15. Please indicate which of the following is offered at your restaurant? (<i>IF response are either 1 or 2 please answer questions 16 to 30, IF response are 3 or 4 please answer question 31 to 43</i>).</p> <p>Restaurant</p> <p>1. ... offers wine only</p> <p>2. ... offers both other alcoholic beverages and wine</p> <p>3. ... offers alcohol beverages but not wine</p> <p>4. ... offers no form of alcohol</p>	<p>1.</p> <p>2.</p> <p>3.</p>	
<p>16. How important are the following for you in learning about wine (<i>1=not at all important; 2=not important; 3=low importance; 4= slightly important; 5=moderate important; 6=important; 7=very important</i>).</p> <p>1. Wine reviews</p> <p>2. Food and wine magazines</p> <p>3. Visit to cellar door</p> <p>4. Wine clubs</p>	<p>1. ___</p> <p>2. ___</p> <p>3. ___</p> <p>4. ___</p> <p>5. ___</p> <p>6. ___</p> <p>7. ___</p>	<p>Davis & Charters, 2006; Taylor, 2009; Yang & Paladino, 2015; Yao, et al., 2015: Yue, Govindasamy, & Kelley, 2019</p>

<ul style="list-style-type: none"> 5. Instore tasting 6. Word of mouth from Family and Friends 7. Personal knowledge from wine courses 8. Wine tours 9. Promotional campaigns 10. Other (Please indicate) 	<ul style="list-style-type: none"> 8. ____ 9. ____ 10. ____ 	
<p>17. Could you please indicate your own favourite type of wine that you drink regularly? (<i>choose only one</i>)</p> <ul style="list-style-type: none"> 1. Sauvignon Blanc 2. Pinot Noir 3. Chardonnay 4. Pinot Gris 5. Merlot 6. Riesling 7. Syrah 8. Cabernet Sauvignon 9. Other varieties (please indicate) 	<ul style="list-style-type: none"> 1. ____ 2. ____ 3. ____ 4. ____ 5. ____ 6. ____ 7. ____ 8. ____ 9. ____ 	
<p>18. Please indicate all the types of wine offered at your restaurant? (<i>Please indicate all that apply</i>)</p> <ul style="list-style-type: none"> 1. Sauvignon Blanc 2. Pinot Noir 3. Chardonnay 4. Pinot Gris 5. Merlot 6. Riesling 7. Syrah 8. Cabernet Sauvignon 9. other varieties (please specify) 	<ul style="list-style-type: none"> 1. 2. 3. 4. 5. 6. 7. 8. 9. 	
<p>19. Which countries do you normally purchase wine from? (choose all that applies)</p>		

<ol style="list-style-type: none"> 1. America 2. Australia 3. New Zealand 4. Tahiti 5. U.K 6. France 7. other countries (please specify) 	<ol style="list-style-type: none"> 1. 2. 3. 4. 5. 6. 7. 	
<p>20. Please indicate other alcohol types offered at the restaurant. <i>(Please indicate all that apply)</i></p> <ol style="list-style-type: none"> 1. Beer 2. Spirits 3. Liqueurs 4. Cider 5. Cocktail 6. Alcopops 7. Other types (please specify) 8. No other type of alcohol 	<ol style="list-style-type: none"> 1. 2. 3. 4. 5. 6. 7. 8. 	
<p>21. On a scale of 1 to 7 indicate how important the following motives are for you to offer wine? <i>(1=not at all important; 2=not important; 3=low importance; 4= slightly important; 5=moderate important; 6=important; 7=very important).</i></p> <p>Wine is offered because it</p> <ol style="list-style-type: none"> 1. ...increases profits for the restaurants 2. ...gives a quality impression of the restaurant to consumers 3. ...complements meals 4. ...consumers expects it 5. ...other restaurants offer them 6. ...business stakeholders have suggested it 	<ol style="list-style-type: none"> 1. ____ 2. ____ 3. ____ 4. ____ 5. ____ 6. ____ 	<p>Davis & Charters, 2006; Lockshin, Cohen, & Zhou, 2011; Terblanche, & Pentz, 2019; Velikova, Canziani, & Williams, 2019; Asenjo, 2007; Ruiz-Molina, Gil-Saura & Berenguer-Contrí, 2010.</p>
<p>22. Please indicate how wine is marketed to consumers within the restaurant? <i>(Please indicate all that apply)</i></p> <ol style="list-style-type: none"> 1. Pamphlets and handouts 	<ol style="list-style-type: none"> 1. 	<p>Dodd, 1997; Yang & Lynn, 2009; Sirieix & Remaud, 2010;</p>

<ol style="list-style-type: none"> 2. Suggestive selling by wait staff 3. Wine and food pairing menu 4. Wine tasting 5. Wine education 6. Promotional events 7. others (Please specify) 	<ol style="list-style-type: none"> 2. 3. 4. 5. 6. 	<p>Davis & Charters, 2006; Taylor, 2009.</p>
<p>23. Please indicate how many times per year wait-staff are trained about wine?</p> <ol style="list-style-type: none"> 1. Almost Never 2. Once a year 3. Twice a year 4. Three times a year 5. More than three times a year 	<ol style="list-style-type: none"> 1. 2. 3. 4. 5. 	<p>Morrison, 1987; Granucci, Huffman, & Couch, 1994; Davis & Charters, 2006; Gultek, Dodd, and Guydosh's 2006; Dewald, 2008; Brain, 2019.</p>
<p>24. On a scale of 1 to 7 indicate how important are the following qualities of wine for you to purchase wine for your restaurant? (<i>1=not at all important; 2=not important; 3=low importance; 4= slightly important; 5=moderate important; 6=important; 7=very important</i>).</p> <ol style="list-style-type: none"> 1. Country of origin (where the wine is made) 2. Image of wine in customers mind 3. Image of winery 4. Awards won by the winery 5. Awards won by the wine 6. Taste of wine 7. Aroma of wine 8. Vintage 9. Presentation wine bottle 10. Packaging of the wine 11. Labelling of wine 12. Aging ability of wine 	<ol style="list-style-type: none"> 1. ____ 2. ____ 3. ____ 4. ____ 5. ____ 6. ____ 7. ____ 8. ____ 9. ____ 10. ____ 11. ____ 	

<p>25. On a scale of 1 to 7 indicate whether you agree or disagree with the following statements. (<i>1=Strongly disagree, 2=Disagree, 3=Somewhat disagree, 4= neither agree nor disagree, 5=Somewhat agree, 6= Agree, 7= Strongly agree</i>).</p> <ol style="list-style-type: none"> 1. Wine prices influences meal prices at the restaurant 2. Type of wines influences the type of meals offered at the restaurant 3. Type of meals influences the type of wine offered at the restaurant 4. Wine profits influences the type of wine offered 5. Types of wines offered are affected by consumer purchase 6. Types of wines offered are based on consumer feedback 	<ol style="list-style-type: none"> 1. ____ 2. ____ 3. ____ 4. ____ 5. ____ 6. ____ 	<p>Arias-Bolzmann, Sak, Musalem, Lodish, Báez, & De, 1989; Spawton, 1991; Mueller, Osidacz, Francis, & Lockshin, 2001; Preszler & Schmit 2009; Lockshin et al., 2011; Ginon, Ares, Issanchou, dos Santos Laboissière & Deliza, 2014.</p>
<p>26. On a scale of 1 to 7, please indicate the most bought wine by your customers at your restaurants? (<i>1=not bought at all, 2= least bought, 3 =fewer bought, 4=neutral, 5=bought, 6=mostly bought, 7=only ones bought</i>)</p> <ol style="list-style-type: none"> 1. White wine 2. Red wine 3. Rose wine 4. Champagne/Sparkline wine 5. Dessert wine 	<ol style="list-style-type: none"> 1. 2. 3. 4. 5. 	<p>Davis & Charters (2006)</p>
<p>27. How do you sell wine to customers?</p> <ol style="list-style-type: none"> 1. by the bottle 2. by the glass 3. Only with meal as a deal 4. don't sell alcohol 	<ol style="list-style-type: none"> 1. 2. 3. 4. 	<p>Lacey, Bruwer, & Li, 2009; Bruwer, Arias, & Cohen, 2017</p>
<p>28. On a scale of 1 to 7, indicate how often consumers ask about the following when ordering wine? (<i>1=everyday; 2=2 to</i></p>		<p>Yang & Paladino, 2015; Yao, Baumann & Tan, 2015</p>

<p>3 times a week; 3= every 2 weeks; 4=once a month; 5=once every year 6=occasionally; 7=Never)</p> <ol style="list-style-type: none"> 1. Price of bottle of wine 2. Price of glass of wine 3. Health benefits of wine 4. Qualities of Wine <ol style="list-style-type: none"> 4.1. Country of origin (where the wine is made) 4.2. Image of wine in customers mind 4.3. Image of winery 4.4. Awards won by the winery 4.5. Taste of wine 4.6. Aroma of wine 4.7. Vintage 4.8. Presentation wine bottle 4.9. Packaging of the wine 4.10. Labelling of wine 4.11. Aging ability of wine 	<ol style="list-style-type: none"> 1. ____ 2. ____ 3. ____ 4. ____ 4.1. ____ 4.2. ____ 4.3. ____ 4.4. ____ 4.5. ____ 4.6. ____ 4.7. ____ 4.8. ____ 4.9. ____ 4.10. ____ 4.11. ____ 	
<p>29. How often do consumers ask about food and wine pairing recommendations when dining at your restaurant?</p> <ol style="list-style-type: none"> 1. Once a day 2. 2 to 3 times a week 3. Every 2 weeks 4. Occasionally 5. Never 	<ol style="list-style-type: none"> 1. ____ 2. ____ 3. ____ 4. ____ 5. ____ 	<p>Dodd, 1997; Terblanche, & Pentz, 2019; Spence, 2020</p>
<p>30. On a scale of 1 to 7, how likely does the restaurant market wine to consumers for the following reasons: (1= not at all likely; 2=very unlikely; 3= unlikely; 4=neutral; 5=likely; 6= very likely; 7= extremely likely).</p> <ol style="list-style-type: none"> 1. Souvenirs 2. Special occasions (e.g wedding, birthdays, anniversary) 	<ol style="list-style-type: none"> 1. ____ 2. ____ 3. ____ 	<p>Hatak & Stoeckl, 2008; Yang & Paladino, 2015; Yao, et al., 2015; Boncinelli, Dominici, Gerini, & Marone, 2019.</p>

<ul style="list-style-type: none"> 3. Cultural events and festivals 4. Gifts 5. Collection 6. Home consumptions 7. Health reasons 	<ul style="list-style-type: none"> 4. ____ 5. ____ 6. ____ 7. ____ 	
<p>31. On a scale of 1 to 7, could you please indicate the reasons behind your restaurant not offering wine? (<i>1=Strongly disagree, 2=Disagree, 3=Somewhat disagree, 4= neither agree nor disagree, 5=Somewhat agree, 6= Agree, 7= Strongly agree</i>).</p> <p>Because</p> <ul style="list-style-type: none"> 1. ...Wine is costly 2. ...Wine does not suit the type of business we are in 3. ...I do not have enough experience and knowledge about wine 4. ...Our staff members do not have enough experience and knowledge about wine 5. ...just not interested to offer wine 6. ...offered wine before but have discontinued it due to less profits made 7. ...offered wine before but have discontinued it due to less customers purchasing wine 8. ...of religion belief 	<ul style="list-style-type: none"> 1. ____ 2. ____ 3. ____ 4. ____ 5. ____ 6. ____ 7. ____ 	
<p>32. Could you please indicate how likely you are to consume the following type of alcohol? (<i>1= not at all likely; 2=very unlikely; 3= unlikely; 4=neutral; 5=likely; 6= very likely; 7= extremely likely</i>).</p> <ul style="list-style-type: none"> 1. Wine 2. Beer 3. Spirits 4. Liqueurs 	<ul style="list-style-type: none"> 1. ____ 2. ____ 3. ____ 4. ____ 5. ____ 	

<ol style="list-style-type: none"> 5. Cider 6. Cocktail 7. Alcopops 8. Other types (please specify) 9. No other type of alcohol 	<ol style="list-style-type: none"> 6. ____ 7. ____ 8. ____ 9. ____ 	
<p>33. IF you consume wine, could you please indicate how likely you are to consume the following types of wine? (<i>1= not at all likely; 2=very unlikely; 3= unlikely; 4=neutral; 5=likely; 6= very likely; 7= extremely likely</i>).</p> <ol style="list-style-type: none"> 1. White wine 2. Red wine 3. Rose wine 4. Champagne/Sparkline wine 5. Dessert wine 	<ol style="list-style-type: none"> 1. ____ 2. ____ 3. ____ 4. ____ 5. ____ 	
<p>34. Please indicate how likely you are to offer the following types of wine at your restaurant? (<i>1= not at all likely; 2=very unlikely; 3= unlikely; 4=neutral; 5=likely; 6= very likely; 7= extremely likely</i>).</p> <ol style="list-style-type: none"> 1. White wine 2. Red wine 3. Rose wine 4. Champagne/Sparkline wine 5. Dessert wine 	<ol style="list-style-type: none"> 1. ____ 2. ____ 3. ____ 4. ____ 5. ____ 	
<p>35. Which country would you likely purchase wine from? (<i>Please select all that applies</i>).</p> <ol style="list-style-type: none"> 1. United States of America 2. Australia 3. New Zealand 4. Chile 5. Argentina 	<ol style="list-style-type: none"> 1. 2. 3. 4. 5. 6. 	

<ul style="list-style-type: none"> 6. Italy 7. Spain 8. Portugal 9. Tahiti 10. U.K 11. France 12. other countries (please identify) 	<ul style="list-style-type: none"> 7. 8. 9. 10. 11. 12. 13. 	
<p>36. On a scale of 1 to 7 indicate how important the following motives are for you to offer wine in the future at your restaurant? (<i>1=not at all important; 2=not important; 3=low importance; 4= slightly important; 5=moderate important; 6=important; 7=very important</i>).</p> <p>Wine could be offered because it</p> <ul style="list-style-type: none"> 1. ...increases profits for the restaurants 2. ...gives a quality impression of the restaurant to consumers 3. ...complements meals 4. ...consumers expect it 5. ...other restaurants offer them 6. ...business stakeholders have suggested it 	<ul style="list-style-type: none"> 1. ___ 2. ___ 3. ___ 4. ___ 5. ___ 6. ___ 	<p>Davis & Charter, 2006; Lockshin, Cohen, & Zhou, 2011; Terblanche, & Pentz, 2019; Velikova, Canziani, & Williams, 2019; Asenjo, 2007; Ruiz-Molina, Gil-Saura & Berenguer-Contrí, 2010</p>
<p>37. Please indicate how alcoholic beverages are marketed to consumers within the restaurant? (<i>Please indicate all that apply</i>)</p> <ul style="list-style-type: none"> 1. Pamphlets and handouts 2. Suggestive selling by wait staff 3. Alcohol and food pairing menu 4. Alcohol tasting 5. Alcohol education 6. Promotional events 7. others (Please specify) 8. no other promotions 	<ul style="list-style-type: none"> 1. 2. 3. 4. 5. 6. 7. 	<p>Johnson & Masotti 1990; Oliveira-Brochado, da Silva, & Morris, 2014; Fuller, Fleming, Szatkowski, & Bains, 2018.</p>

<p>38. Please indicate how many times per year wait-staff are trained about alcohol?</p> <ol style="list-style-type: none"> 1. Almost Never 2. Once a year 3. Twice a year 4. Three times a year 5. More than three times a year 	<ol style="list-style-type: none"> 1. 2. 3. 4. 5. 	<p>Toomey, Kilian, Gehan, Perry, Jones-Webb, & Wagenaar, 1998; Dodd, 1997; Vu, 2020.</p>
<p>39. On a scale of 1 to 7 indicate whether you agree or disagree with the following statements. (<i>1=Strongly disagree, 2=Disagree, 3=Somewhat disagree, 4= neither agree nor disagree, 5=Somewhat agree, 6= Agree, 7= Strongly agree</i>).</p> <ol style="list-style-type: none"> 1. Alcohol prices influence meal prices at the restaurant 2. Type of alcohol influences the type of meals offered at the restaurant 3. Type of meals influences the type of alcohol offered at the restaurant 4. Alcohol profits influence the type of wine offered 5. Types of alcohol offered are affected by consumer purchase 6. Types of alcohol offered are based on consumer feedback 	<ol style="list-style-type: none"> 1. ___ 2. ___ 3. ___ 4. ___ 5. ___ 6. ___ 	<p>Arias-Bolzmann, Sak, Musalem, Lodish, Báez, & De, 1989; Spawton, 1991; Mueller, Osidacz, Francis, & Lockshin 2001; Preszler & Schmit 2009; Lockshin et al. 2011; Ginon, Ares, Issanchou, dos Santos Laboissière & Deliza, 2014.</p>
<p>40. What type(s) of alcohol are mostly bought by your customers? (<i>You may choose more than one</i>)</p> <ol style="list-style-type: none"> 1. Beer 2. Spirits 3. Liqueurs 4. Cider 5. Cocktail Bitters 6. Alcopops 7. other varieties 8. none bought 	<ol style="list-style-type: none"> 1. 2. 3. 4. 5. 6. 7. 	

<p>41. How do you sell alcohol to customers?</p> <ol style="list-style-type: none"> 1. by the bottle 2. by the glass 3. Only with meal as a package 4. don't sell alcohol 	<ol style="list-style-type: none"> 1. 2. 3. 	
<p>42. How often do consumers ask about food and alcohol pairing recommendations when dining at your restaurant?</p> <ol style="list-style-type: none"> 1. Once a day 2. 2 to 3 times a week 3. Every 2 weeks 4. Occasionally 5. Never 	<ol style="list-style-type: none"> 1. 2. 3. 4. 5. 	Johnson, & Masotti, 1990.
<p>43. On a scale of 1 to 7, how likely is it that the restaurant will market alcohol to consumers for the following reasons: (<i>1= not at all likely; 2=very unlikely; 3= unlikely; 4=neutral; 5=likely; 6= very likely; 7= extremely likely</i>).</p> <ol style="list-style-type: none"> 1. Souvenirs 2. Special occasions (e.g wedding, birthdays, anniversary) 3. Cultural events and festivals 4. Gifts 5. Collection 6. Home consumption 7. Health reasons 	<ol style="list-style-type: none"> 1. ____ 2. ____ 3. ____ 4. ____ 5. ____ 6. ____ 7. ____ 	Hatak & Stoeckl, 2008; Yang & Paladino, 2015; Boncinelli, Dominici, Gerini, & Marone, 2019).

Thank you for completing this survey.

The results of individual surveys will remain confidential and anonymous. All results will be aggregated before publication.

If you would like to see the report that results from this survey please click on the following link to redirect you to a different portal to provide your details.

Personal Details

Name:

Phone Number:

Email:

Faleaiga i Samoa

FAATONUGA:

- O le suesuega o lenei pepa o lea avanoa lautele ma o le a avanoa e ala ile UC Library. O fa'aiuga o le poloketi e ono fa'asalalauina ma lolomia, ae ou te ta'utino atu ia te oe o au fa'amatalaga i lau faleaiga ma auiliiliga o le a le talanoaina ma se isi tagata ma o le a le fa'ailoaina i ni lipoti e mafua mai lenei su'esu'ega. O le su'esu'ega e le mailoa o lona uiga o fa'amatalaga e aoina mai le su'esu'ega feso'ota'iga o le a le mafai ona fa'ailoaina po'o le fea o pisinisi e onaina fa'amatalaga. O le a fa'amaumauga ma fa'amatalaga aoina mai lenei su'esu'ega o le a tumau pea le lilo.

- Fa'amolemole fa'aali mai au tali i le filifilia o tali i lalo o fesili. I le tele o taimi, o lenei aofia ai le lioina o le tali e sili ona talafeagai. I isi taimi, e mana'omia le filifilia o le numera i le fua fa'atautu e sili ona fetui ma lau tali (faaitaiga, fa'avasegaina o lau tali i luga o le fua fa'atautu mai le 1 i le 7).

Fesili	Tali
1. Fa'amolemole fa'ailoa mai le fea atunu'u o lo'o tu ai lau fale'aiga? (<i>Lio le tali e sili ona talafeagai</i>). 1. Fiti 2. Samoa 3. Tahiti	1. 2. 3.

<p>2. O fea fale'aiga vasega e pa'u iai lau fale'aiga? (<i>Lio le tali e sili ona talafeagai</i>).</p> <ol style="list-style-type: none"> 1. Faleaiga faleaiga 2. Faleaiga 'ai lelei 3. Faleaiga i luga-fua 4. Faleaiga masani 5. Faleaiga fai ti 6. Isi ituaiga fale'aiga 	<ol style="list-style-type: none"> 1. 2. 3. 4. 5. 6.
<p>3. Fa'amolemole fa'ailoa mai lou tulaga o lo'o i ai nei mai le vaega lea. (<i>Lio le tali e sili ona talafeagai</i>).</p> <ol style="list-style-type: none"> 1. Pule 2. Pule Fa'atonu 3. Pule Sili ma Fa'atonu 4. Isi tulaga (<i>fa'amolemole fa'ailoa</i>) _____ 	<ol style="list-style-type: none"> 1. 2. 3. 4.
<p>4. O le a le umi na e umiaina ai le fale'aiga (pe na e faigaluega ai o se Pule i le faleaiga)? (<i>Lio le tali e sili ona talafeagai</i>).</p> <ol style="list-style-type: none"> 1. I lalo ifo o le 1 Tausaga 2. 1 i le 5 tausaga 3. 6 i le 10 tausaga 4. Sili atu i le 10 tausaga 	<ol style="list-style-type: none"> 1. 2. 3. 4.
<p>5. Itupa (<i>Lio le tali e sili ona talafeagai</i>).</p> <ol style="list-style-type: none"> 1. Fafine 2. Ali'i 3. Itupa tolu 4. E le fia fa'ailoaina 	<ol style="list-style-type: none"> 1. 2. 3. 4.
<p>6. Tausaga (<i>Lio le tali e sili ona talafeagai</i>).</p> <ol style="list-style-type: none"> 1. 18 i le 29 2. 30 i le 39 3. 40 i le 49 4. 50 tausaga pe sili atu 	<ol style="list-style-type: none"> 1. 2. 3. 4.

<p>7. Fa'amolemole fa'ailoa mai lou atunu'u fanau? (<i>Lio le tali e sili ona talafeagai</i>).</p> <ol style="list-style-type: none"> 1. Amerika 2. Falani 3. Ausetalia 4. Niu Sila 5. Saina 6. Iapani 7. Initia 8. Samoa 9. Fiti 10. Tahiti 11. Isi (<i>fa'amolemole fa'ailoa</i>) _____ 	<ol style="list-style-type: none"> 1. 2. 3. 4. 5. 6. 7. 8. 9. 10. 11.
<p>8. Maualuga o ou faailoga A'oaoga (<i>Lio le tali e sili ona talafeagai</i>).</p> <ol style="list-style-type: none"> 1. Leai se Tusipasi 2. Tusi Pasi a le Peraimeri Aoga 3. Tusipasi Kolesi/ Aoga tulagalua 4. Tusipasi Faauuina mai le Kolesi 5. Tusipasi o le Tikeli mai le Univesite (Bachelor) 6. Tusipasi o le Tikeli Maualuga (Postgraduate) 	<ol style="list-style-type: none"> 1. 2. 3. 4. 5. 6.
<p>9. Fa'amolemole ta'u mai pe fia le tupe maua i le averesi e maua e lau fale'aiga ile tausaga pe a uma le lafoga. (<i>Fa'amolemole fa'ailoa mai i le NZD</i>). (<i>Lio le tali e sili ona talafeagai</i>).</p> <p>FIJI \$ 1.00 = tusa. \$ 0.71 NZD SAT \$ 1.00 = tusa \$ 0.58 NZD XPF \$ 1.00 = tusa \$ 0.015 NZD</p> <ol style="list-style-type: none"> 1. Itiiti ifo i le \$ 30, 000 NZD 2. \$30, 001 i le \$ 60, 000 NZD 3. \$60,001 i le \$ 90,000 NZD 4. \$ 90,001 i le \$120, 000 NZD 5. Sili atu ile \$ 120,001 NZD 	<ol style="list-style-type: none"> 1. 2. 3. 4. 5.

<p>10. Fa'amolemole e fa'ailoa mai le fea itu o le lalolagi o le atunu'u e tele ona omai ai tagata asiasi atu i lau fale'aiga? (<i>Lio le tali e sili ona talafeagai</i>).</p> <ol style="list-style-type: none"> 1. Ausetalia 2. Niu Sila 3. Atumotu o le Pasefika 4. Asia (Iapani, Saina, Initia) 5. Amerika i Matu 6. Amerika i Saute 7. Europa 8. Sasa'e Tutotonu 9. Isi (<i>fa'amolemole fa'ailoa</i>) _____ 	<ol style="list-style-type: none"> 1. 2. 3. 4. 5. 6. 7. 8. 9.
<p>11. I le fua fa'atatau o le 1 i le 7, o le a le taua o le siosiomaga o le fale'aiga lea e fa'aosofia mo le faatosina mai o tagata i lau fale'aiga? (<i>1 = le taua tele; 2 = le taua; 3 = maualalo le taua; 4 = fai sina taua; 5 = feololo le taua; 6 = taua; 7 = taua tele</i>).</p> <ol style="list-style-type: none"> 1. malamalama lelei o le faileaga 2. lanu o le fale'aiga 3. leo tulaga i totonu o le faleaiga 4. 'aiga i se avanoa faapitoa (faataitaiga: Potu faapitoa) 5. 'aiga i se avanoa lautele ma isi tagata (faataitaiga: avanoa tuufaatasi) 6. va'aiga totino o fale'aiga (sima, pa'u, laupapa ma isi foliga totino) 7. Manogi o le faleaiga 	<ol style="list-style-type: none"> 1. ____ 2. ____ 3. ____ 4. ____ 5. ____ 6. ____ 7. ____
<p>12. Fa'amolemole fa'ailoa mai le setiina o lau fale'aiga? (<i>Fa'amolemole lio uma tali e talafeagai</i>).</p> <ol style="list-style-type: none"> 1. potu/ nofoaga 'ai i fafo 2. potu 'ai faapitoa i totonu 3. vavalalata o nofoaga i potu'ai i totonu 4. vavatetele o nofoaga i potu ai i totonu 5. tuueseese potu malolo 6. pa nofoaga fa'aagafesootai 	<ol style="list-style-type: none"> 1. 2. 3. 4. 5. 6.

<p>7. nofoaga faatalitali</p> <p>8. Isi vaega (<i>fa'amolemole fa'ailoa</i>) _____</p>	<p>7.</p> <p>8.</p>
<p>13. Fa'amolemole ta'u mai lou tulaga o le poto masani ma lou malamalama'aga e uiga i le uaina. (<i>Lio le tali e sili ona talafeagai</i>).</p> <p>1. E maualuga lo'u poto masani ma lou malamalama'aga e uiga i le uaina</p> <p>2. E i ai sina o'u tulaga o le poto masani ma le malamalama e uiga i le uaina</p> <p>3. E leai so'u poto masani ma se malamalama e uiga i le uaina</p>	<p>1.</p> <p>2.</p> <p>3.</p>

14. **I le fua o le 1 i le 7**, o le a le taua o mea nei mo tagata fa'atau e asiasi i lau fale'aiga? (**1 = le taua tele; 2 = le taua; 3 = maualalo le taua; 4 = fai sina taua; 5 = feololo le taua; 6 = taua; 7 = taua tele**).

Faleaiga...

- | | |
|---|----------|
| 1. ... E i lalo ifo o le 10 minute savali i isi fale'aiga | 1. ____ |
| 2. ... E i lalo ifo o le 20 minute le ti'eti'e i le faletalimalo | 2. ____ |
| 3. ... E i lalo ifo o le 10 minute savali i nofoaga faitete e taofi ai femalagaiga | 3. ____ |
| 4. ... E i lalo ifo o le 30 minute le ti'eti'e atu i le malae va'alele | 4. ____ |
| 5. ... E i lalo ifo o le 30 minute le ti'eti'ega i isi mataaga turisi | 5. ____ |
| 6. ... O lo'ava noa ni vaiinu e le inu ava malosi | 6. ____ |
| 7. ... Maua ai meaai lelei tele | 7. ____ |
| 8. ... Maua ai meaai eseese | 8. ____ |
| 9. ... ofoina ai meaai masani o le atunuu | 9. ____ |
| 10. ... ofaina le 'ava malosi e fa'amalieina ai meaai masani a le atumotu o le Pasefika | 10. ____ |
| 11. ... Ofaina le uaina e fa'amalieina ai meaai masani a le atumotu o le Pasefika | 11. ____ |
| 12. ... Ofaina le 'ava malosi e fa'amalieina ai soo se ituaiga taumafataga | 12. ____ |
| 13. ... Ofaina le uaina e fa'amalieina ai so'o se ituaiga taumafataga | 13. ____ |
| 14. ... Ofaina 'ava malosi eseese | 14. ____ |
| 15. ... Ofaina 'ava malosi lelei | 15. ____ |
| 16. ... Ofaina 'ava malosi suvania/mealofa | 16. ____ |
| 17. ... Ofaina le tofoina o 'ava malosi | 17. ____ |
| 18. ... Ofoina uaina eseese | 18. ____ |
| 19. ... Ofoina uaina lelei | 19. ____ |
| 20. ... Ofaina uaina mo suvania/mealofa | 20. ____ |
| 21. ... Ofaina le tofoina o uaina | 21. ____ |
| 22. ... Maua ai le poto masani fou ma mea e te manatuaina | 22. ____ |
| 23. ... Maua ai se atemosifia lelei | 23. ____ |
| 24. ... E maua ai le atemosifia mo tafaoga ma malologa | 24. ____ |

- | | |
|---|----------|
| 25. ... Ofaina ai se atemosifia/ nofoaga e le faalauaiteleina | 25. ____ |
| 26. ... E iai le malaeta'alo a tamaiti | 26. ____ |
| 27. ... Maua ai fa'afiafiaga | 27. ____ |
| 28. ... Mafai ona talimalo ai i aso faapitoa, faataitaiga: faaipoipoga,
aso fanau. | 28. ____ |
| 29. ... Ofaina ai mea fua ma pa'u i uaina | 29. ____ |
| 30. ... Tu'uina atoa le tautua i tagata fa'atau | 30. ____ |
| 31. ... Ofoina atoa auaunaga 'ava malosi | 31. ____ |
| 32. ... Ofoina atoa auaunaga o uaina | 32. ____ |

<p>15. Fa'amolemole fa'ailoa mai o le fea o mea nei e ofoina i lou fale'aiga? (<i>AFAI o le tali o le 1 pe 2 fa'amolemole tali fesili 16 i le 30, AFAI o le tali 3 pe 4 fa'amolemole tali fesili 31 i le 43.</i>)</p> <p>Faleaiga</p> <ol style="list-style-type: none"> 1. ... Na'o le uaina o lo'o ofaina 2. ... Ofoina uma isi ava malolosi ma le uaina 3. ... Ofaina nao ava malolosi nai leo le uaina 4. ... E leai se ituaiga ava malolosi o ofaina 	<ol style="list-style-type: none"> 1. 2. 3. 4.
<p>16. I le fua fa'ataau o le 1 i le 7, o le a le taua o mea nei mo oe i le faamalamalamaina o oe i le uaina (<i>1 = le taua tele; 2 = le taua; 3 = maualalo le taua; 4 = fai sina taua; 5 = feololo le taua; 6 = taua; 7 = taua tele.</i>)</p> <ol style="list-style-type: none"> 1. Iloiloga tusitusia o uaina 2. Mekasini taumafa ma uaina 3. Asiasiga i le faleuaina 4. Kalapu uaina 5. Tofoina o le uaina i Faleoloa 6. Faamatalaga o uaina mai uo ma aiga 7. Malamalamaaga mai mataupu aoaoina tau uaina 8. Malaga faatosina tau uaina 9. Fa'alauiloa i mea tau uaina 10. Isi 	<ol style="list-style-type: none"> 1. ____ 2. ____ 3. ____ 4. ____ 5. ____ 6. ____ 7. ____ 8. ____ 9. ____ 10. ____

<p>17. Fa'amolemole fa'ailoa mai lau maoui i le ituiga uaina e masani ona e taumafaina? (<i>Fa'amolemole lio uma tali e talafeagai</i>).</p> <ol style="list-style-type: none"> 1. Sauvignon Blanc 2. Pinot Noir 3. Chardonnay 4. Pinot Gris 5. Merlot 6. Riesling 7. Syrah 8. Cabernet Sauvignon 9. Isi ituaiga (<i>fa'amolemole fa'ailoa</i>) _____ 	<ol style="list-style-type: none"> 1. 2. 3. 4. 5. 6. 7. 8. 9.
<p>18. Fa'amolemole fa'ailoa mai uma ituaiga uaina o loo ofoina atu i lau fale'aiga? (<i>Fa'amolemole lio uma tali e talafeagai</i>).</p> <ol style="list-style-type: none"> 1. Sauvignon Blanc 2. Pinot Noir 3. Chardonnay 4. Pinot Gris 5. Merlot 6. Riesling 7. Syrah 8. Cabernet Sauvignon 9. isi ituaiga (<i>fa'amolemole fa'ailoa</i>) _____ 	<ol style="list-style-type: none"> 1. 2. 3. 4. 5. 6. 7. 8. 9.
<p>19. O fea atunu'u e masani ai ona e fa'atauina mai ai le uaina? (<i>Fa'amolemole lio uma tali e talafeagai</i>).</p> <ol style="list-style-type: none"> 1. Amerika 2. Ausetalia 3. Niu Sila 4. Tahiti 5. Peretania 6. Falani 7. Isi atunu'u (<i>fa'amolemole fa'ailoa</i>) _____ 	<ol style="list-style-type: none"> 1. 2. 3. 4. 5. 6. 7.

<p>20. Fa'amolemole fa'ailoa mai isi ituaiga 'ava mālosi o loo ofoina atu i le fale'aiga. (<i>Fa'amolemole lio uma tali e talafeagai</i>).</p> <ol style="list-style-type: none"> 1. Beer 2. Spirits 3. Liqueurs 4. Cider 5. Cocktail 6. Alcopops 7. Isi ituaiga (<i>fa'amolemole fa'ailoa</i>) _____ 8. Leai nisi ituaiga 'ava malolosi o loo ofaina 	<ol style="list-style-type: none"> 1. 2. 3. 4. 5. 6. 7. 8.
<p>21. I le fua fa'atatau o le 1 i le 7, fa'ailoa mai le taua o mafua'aga nei mo oe ete ofaina ai le uaina i lau faleaiga? (<i>1 = le taua tele; 2 = le taua; 3 = maualalo le taua; 4 = fai sina taua; 5 = feololo taua; 6 = taua; 7 = taua tele</i>).</p> <p>O loo ofoina le uaina ona</p> <ol style="list-style-type: none"> 1. ...e fa'ateleina ai le polofiti o le fale'aiga 2. ...e faailoa atu ai i tagata lautele le ituaiga faleaiga lelei 3. ...e faamalieina ai meaa 4. ...o loo mautinoaina e tagata e ofaina le uaina i faleaiga 5. ...o loo ofoina e isi faleaiga 6. ...sa fautuaina e pisinisi paaga 	<ol style="list-style-type: none"> 1. ____ 2. ____ 3. ____ 4. ____ 5. ____ 6. ____
<p>22. Fa'amolemole fa'ailoa mai pe fa'afefea ona maketiina le uaina i tagata i totonu o le fale'aiga? (<i>Fa'amolemole lio uma tali e talafeagai</i>).</p> <ol style="list-style-type: none"> 1. Tusitusiga pepa e tu'uina atu i tagata 2. Fautuaina o uaina e tagata faigaluega 3. Uaina ma mea'ai fa'apaaga 4. Tofoina o uaina 5. A'oa'oga i mea tau uaina 6. Gaioga fa'alauiloina 7. Isi (<i>fa'amolemole fa'ailoa</i>) _____ 	<ol style="list-style-type: none"> 1. 2. 3. 4. 5. 6. 7.

<p>23. Fa'amolemole ta'u mai pe fia taimi i le tausaga e a'oa'oina ai 'aufaigaluega e uiga i le uaina? (<i>Lio le tali e sili ona talafeagai</i>).</p> <ol style="list-style-type: none"> 1. Toeititi lava Leai 2. Fa'atasi i le tausaga 3. Fa'alua ile tausaga 4. Tolu taimi ile tausaga 5. Sili atu i le tolu taimi i le tausaga 	<ol style="list-style-type: none"> 1. 2. 3. 4. 5.
<p>24. I le fua fa'atatau o le 1 i le 7, fa'ailoa mai le taua o le itu e lelei o uaina mo oe ete fa'atauina ai uaina mo lau fale'aiga? (<i>1 = le taua tele; 2 = le taua; 3 = maualalo le taua; 4 = fai sina taua; 5 = feololo taua; 6 = taua; 7 = taua tele</i>).</p> <ol style="list-style-type: none"> 1. Atunu'u na afua mai ai (le mea e fai ai le uaina) 2. Ata o le uaina i le mafaufau o le tagata fa'atau 3. Ata o le fale faiuaina 4. Fa'ailoga na manumalo ai le fale faiuaina 5. Fa'ailoga na manumalo ai le uaina 6. Tofo o le uaina 7. Manogi o le uaina 8. Tausaga na fausia ai le uaina 9. Ata o le fagu uaina 10. Afifiina o le uaina 11. Faailogaina o le uaina 12. Matua agava'a o le uaina 	<ol style="list-style-type: none"> 1. ____ 2. ____ 3. ____ 4. ____ 5. ____ 6. ____ 7. ____ 8. ____ 9. ____ 10. ____ 11. ____ 12. ____

<p>25. I le fua fa'atatau o le 1 i le 7, ta'u mai pe e te malie pe le malie i fa'amatalaga nei. (<i>1 = Matua le malie, 2 = Le malie, 3 = Fai sina le malie, 4 = le fa'aituau, 5 = fai sina malie, 6 = Malilie i ai, 7 = malilie tele iai</i>).</p> <ol style="list-style-type: none"> 1. O tau o uaina e aafia ai tau o taumafataga i le fale'aiga 2. Ituaiga uaina e aafia ai le ituaiga o taumafataga e ofoina atu i le fale'aiga 3. Ituaiga taumafataga e a'afia ai le ituaiga uaina e ofoina i le fale'aiga 4. O polofiti mai le uaina e aafia ai le ituaiga uaina e ofoina i le fale'aiga 5. Ituaiga uaina o loo ofoina e aafia ona o le numera o tagata e fa'ataua 6. Ituaiga o uaina ofoina e fa'avae i luga o manatu o tagata fa'atau 	<ol style="list-style-type: none"> 1. ____ 2. ____ 3. ____ 4. ____ 5. ____ 6. ____
<p>26. I le fua fa'atatau o le 1 i le 7, fa'amolemole fa'ailoa mai le uaina e pitosili ona fa'atauina e tagata/ taulia/ alumia i lau fale'aiga ? (<i>1 = le fa'atauina uma , 2 = le fa'ataua , 3 = to'aaititi fa'ataua, 4 = fa'apaleni, 5 = fa'ataua, 6 = tele na fa'ataua, 7 = na'o le ituaiga lea e fa'ataua</i>).</p> <ol style="list-style-type: none"> 1. Uaina papa'e 2. Uaina mumu 3. Uaina Rose 4. Champagne / Sparkline uaina 5. Uaina Dessert 	<ol style="list-style-type: none"> 1. ____ 2. ____ 3. ____ 4. ____ 5. ____
<p>27. Fa'apefea ona e fa'atau atu le uaina i tagata fa'atau? (<i>Fa'amolemole lio uma tali e talafeagai</i>).</p> <ol style="list-style-type: none"> 1. i le fagu 2. i le ipu uaina 3. Na'o le faiaiga o le uaina ma taumafataga 4. E leo faatauina se ava malosi i le faleaiga 	<ol style="list-style-type: none"> 1. 2. 3. 4.

<p>28. I le fua fa'ataau o le 1 i le 7, faailoa mai pe fa'afia ona fesiligia e tagata fa'atau e uiga i mea nei pe a okaina le uaina? (1 = aso uma; 2 = 2 i le 3 taimi i le vaiaso; 3 = ta'i 2 vaiaso uma; 4 = ta'itasi i le masina; 5 = fa'atasi i tausaga ta'itasi; 6 = i nisi taimi; 7 = Leai se fesiligaina)</p> <ol style="list-style-type: none"> 1. Tau o fagu uaina 2. Tau o le ipu uaina 3. Taua o le uaina mo le soifua maloloina 4. Agava'a o le Uaina <ol style="list-style-type: none"> 4.1. Atunu'u na afua mai ai (le mea e fai ai le uaina) 4.2. Ata o le uaina i le mafaufau o le tagata fa'atau 4.3. Ata o le fale faiuaina 4.4. Fa'ailoga na manumalo ai le fale faiuaina 4.5. Fa'ailoga na manumalo ai le uaina 4.6. Tofo o le uaina 4.7. Manogi o uaina 4.8. Tausaga na fausia ai le uaina 4.9. Ata o le fagu uaina 4.10. Afifiina o le uaina 4.11. Faailogaina o le uaina 4.12. Matua agava'a o le uaina 	<ol style="list-style-type: none"> 1. ____ 2. ____ 3. ____ 4. ____ 4.1. ____ 4.2. ____ 4.3. ____ 4.4. ____ 4.5. ____ 4.6. ____ 4.7. ____ 4.8. ____ 4.9. ____ 4.10. ____ 4.11. ____ 4.12. ____
<p>29. E fa'afia ona fesiligia e tagata fa'atau e uiga i taumafa ma le fai'aiga o uaina i lau fale'aiga? (Lio le tali sili ona talafeagai).</p> <ol style="list-style-type: none"> 1. Fa'atasi i le aso 2. Fa'alua i le fa'atolu i le vaiaso 3. Ta'i 2 i le vaiaso 4. Mai lea taimi i lea taimi 5. Leai lava 	<ol style="list-style-type: none"> 1. ____ 2. ____ 3. ____ 4. ____ 5. ____

<p>30. I le fua fa'atatau o le 1 i le 7, fa'ailoa mai pe ono maketiina e le faleaiga le uaina i tagata fa'atau mo mafua'aga nei: (<i>1 = leai uma lava; 2 = leai lava; 3 = leai; 4 = le faaituau; 5 = ono maketiina ona; 6 = ono maketiina tele ona; 7 = ono maketiina tele lava ona</i>).</p> <ol style="list-style-type: none"> 1. Suvania 2. Aso fa'apitoa (eg fa'aipoipoga, aso fanau, atoaga o se mafutaga) 3. Fa'afiafiaaga fa'aleaganu'u 4. Meaalofa 5. Aoina 6. Taumafataga i le fale 7. Mafua'aga tau soifua maloloina 	<ol style="list-style-type: none"> 1. ____ 2. ____ 3. ____ 4. ____ 5. ____ 6. ____ 7. ____
<p>31. I le fua fa'atatau o le 1 i le 7, fa'amolemole fa'ailoa mai mafua'aga o le le ofaina o le uaina i lau fale'aiga? (<i>1 = Matua le malie, 2 = Le malie, 3 = Fai sina le malie, 4 = le malie pe malie, 5 = fai sina malie, 6 = Malilie i ai, 7 = malilie tele iai</i>).</p> <p>Aua</p> <ol style="list-style-type: none"> 1. ... E taugata le uaina 2. ... E le fetau le uaina ma le ituaiga pisinisi o lo'o matou i ai 3. ... E le lava lo'u poto masani ma lou malamalamaaga e uiga i le uaina 4. ... O a matou tagata faigaluega le lava le poto masani ma le malamalamaaga e uiga i le uaina 5. ... e leo iai sou igitalesi e ofaina ai le uaina 6. ... sa ofoina uaina muamua ae ua le toe fa'aauauina ona o le la'ititi tupe mama/polofiti e maua 7. ... sa ofoina uaina muamua ae ua le toe fa'aauauina ona o le to'aititi o tagata fa'atau uaina 8. ... O talitonuga faalelotu 	<ol style="list-style-type: none"> 1. ____ 2. ____ 3. ____ 4. ____ 5. ____ 6. ____ 7. ____ 8. ____

<p>32. I le fua fa’atatau o le 1 i le 7, fa’amolemole fa’ailoa mai pe ete ono taumafaina le ituaiga 'ava malosi lea? (<i>1 = leai uma lava; 2 = leai lava; 3 = leai; 4 = le faaituau; 5 = ono taumafaina; 6 = ono taumafaina tele; 7 = ono taumafaina tele lava ona</i>).</p> <ol style="list-style-type: none"> 1. Uaina 2. Pia 3. Spirits 4. Liguers 5. Cider 6. Cocktail 7. Alcopops 8. Isi ituaiga (<i>fa’amolemole fa’ailoa</i>) _____ 9. Leai seisi ituaiga 'ava malosi 	<ol style="list-style-type: none"> 1. ____ 2. ____ 3. ____ 4. ____ 5. ____ 6. ____ 7. ____ 8. ____ 9. ____
<p>33. AFAI e te taumafaina le uaina, fa’amolemole fa’ailoa mai ituaiga uaina nei ete ono taumafaina? (<i>1 = leai uma lava; 2 = leai lava; 3 = leai; 4 = le faaituau; 5 = ono taumafaina; 6 = ono taumafaina tele; 7 = ono taumafaina tele lava ona</i>).</p> <ol style="list-style-type: none"> 1. Uaina papa’e 2. Uaina mumu 3. Uaina Rose 4. Champagne / Sparkline uaina 5. Uaina Dessert 	<ol style="list-style-type: none"> 1. ____ 2. ____ 3. ____ 4. ____ 5. ____
<p>34. I le fua fa’atatau o le 1 i le 7, fa’amolemole fa’ailoa mai pe ete ono ofoina atu ituaiga uaina nei i lau fale’aiga? (<i>1 = leai uma lava; 2 = leai lava; 3 = leai; 4 = le faaituau; 5 = ono ofoina atu; 6 = ono ofoina atu tele; 7 = ono tofoina atu tele lava ona</i>).</p> <ol style="list-style-type: none"> 1. Uaina papa’e 2. Uaina mumu 3. Uaina Rose 4. Champagne / Sparkline uaina 	<ol style="list-style-type: none"> 1. ____ 2. ____ 3. ____ 4. ____

<p>5. Uaina Dessert</p>	<p>5. ____</p>
<p>35. Fea le atunu'u e te ono fa'ataua mai ai uaina? (<i>Fa'amolemole lio uma tali e talafeagai</i>).</p> <ol style="list-style-type: none"> 1. Iunaite Setete o Amerika 2. Ausetalia 3. Niu Sila 4. Chile 5. Argentina 6. Italia 7. Spain 8. Portugal 9. Tahiti 10. Peretania 11. Falani 12. Isi atunu'u (<i>fa'amolemole fa'ailoa</i>) _____ 	<ol style="list-style-type: none"> 1. 2. 3. 4. 5. 6. 7. 8. 9. 10. 11. 12.
<p>36. I le fua fa'atatau o le 1 i le 7, fa'ailoa mai le taua o mafuaaga nei e te ono ofoina atu ai le uaina i le lumana'i i lou fale'aiga? (<i>1 = le taua tele; 2 = le taua; 3 = maualalo le taua; 4 = fai sina taua; 5 = feololo taua; 6 = taua; 7 = taua tele</i>).</p> <p>E mafai ona ofaina le uaina aua</p> <ol style="list-style-type: none"> 1. ...e fa'ateleina ai le polofiti o le fale'aiga 2. ...e faailoa atu ai i tagata lautele le ituaiga faleaiga lelei 3. ...e fa'amalieina ai meaai 4. ...o loo mautinoaina e tagata e ofaina le uaina i faleaiga 5. ...o loo ofoina e isi faleaiga 6. ...sa fautuaina e pisinisi paaga 	<ol style="list-style-type: none"> 1. ____ 2. ____ 3. ____ 4. ____ 5. ____ 6. ____

<p>37. Fa'amolemole fa'ailoa mai pe fa'afefea ona faalauailoa/ maketiina 'ava mālosi i tagata fa'atau i totonu o le fale'aiga? (<i>Fa'amolemole lio uma tali e talafeagai</i>).</p> <ol style="list-style-type: none"> 1. Tususiga pepa e tu'uina atu i tagata 2. Fautuaina o uaina e tagata faigaluega 3. Uaina ma mea'ai fa'apaaga 4. Tofoina o uaina 5. A'oa'oga i mea tau uaina 6. Gaioiga fa'alauiloina 7. Isi (<i>fa'amolemole fa'ailoa</i>) _____ 8. leai seisi fa'alauiloa 	<ol style="list-style-type: none"> 1. 2. 3. 4. 5. 6. 7. 8.
<p>38. Fa'amolemole ta'u mai pe fia taimi i le tausaga e a'oa'oina ai 'aufaigaluega e uiga i le 'ava malosi? (<i>Lio le tali e sili ona talafeagai</i>).</p> <ol style="list-style-type: none"> 1. Toeititi lava Leai 2. Fa'atasi i le tausaga 3. Fa'alua ile tausaga 4. Tolu taimi ile tausaga 5. Sili atu i le tolu taimi i le tausaga 	<ol style="list-style-type: none"> 1. 2. 3. 4. 5.
<p>39. I le fua fa'atatau o le 1 i le 7, fa'ailoa mai pe e te malie pe le malie i fa'amatalaga nei. (<i>1 = Matua le malie, 2 = Le malie, 3 = Fai sina le malie, 4 = le fa'aituau, 5 = fai sina malie, 6 = Malilie i ai, 7 = malilie tele iai</i>).</p> <ol style="list-style-type: none"> 1. O tau o 'ava malolosi e aafia ai tau o taumafataga i le fale'aiga 2. Ituaiga 'ava malolosi e aafia ai le ituaiga o taumafataga e ofoina atu i le fale'aiga 3. Ituaiga taumafataga e a'afia ai le ituaiga 'ava malolosi e ofoina i le fale'aiga 4. O polofiti mai i 'ava malolosi e aafia ai le ituaiga 'ava malolosi e ofoina i le fale'aiga 5. Ituaiga 'ava malolosi o loo ofoina e aafia ona o le numera o tagata e fa'ataua 	<ol style="list-style-type: none"> 1. ____ 2. ____ 3. ____ 4. ____ 5. ____

<p>6. Ituaiga o 'ava malolosi ofoina e fa'avae i luga o manatu o tagata fa'atau</p>	<p>6. ____</p>
<p>40. Ole a le ituaiga 'ava malosi e fa'atau tele e tagata fa'atau? (<i>Fa'amolemole lio uma tali e talafeagai</i>).</p> <ol style="list-style-type: none"> 1. Pia 2. Spirits 3. Liguers 4. Cider 5. Cocktail Bitters 6. Alcopops 7. isi ituaiga 8. leai ni 'ava malolosi e fa'ataua 	<ol style="list-style-type: none"> 1. 2. 3. 4. 5. 6. 7. 8.
<p>41. Fa'apefea ona e fa'atau atu le ava malosi i tagata fatau? (<i>Fa'amolemole lio uma tali e talafeagai</i>).</p> <ol style="list-style-type: none"> 1. i le fagu 2. i le ipu 3. Na'o le faiaiga o le 'ava malosi ma taumafataga 4. E leo faatauina se ava malosi i le faleaiga 	<ol style="list-style-type: none"> 1. 2. 3. 4.

<p>42. E fa'afia ona fesiligia e tagata fa'atau e uiga i taumafa ma le fai'aiga o 'ava malosi i lau fale'aiga? (<i>Lio le tali e sili ona talafeagai</i>).</p> <ol style="list-style-type: none"> 1. Fa'atasi i le aso 2. Fa'alua i le fa'atolu i le vaiaso 3. Ta'i lua i le vaiaso 4. Mai lea taimi i lea taimi 5. Leai lava 	<ol style="list-style-type: none"> 1. 2. 3. 4. 5.
<p>43. I le fua fa'atatau o le 1 i le 7, fa'ailoa mai pe ono maketiina e le faleaiga le 'ava malosi i tagata fa'atau mo mafua'aga nei: (<i>1 = leai uma lava; 2 = leai lava; 3 = leai; 4 = le faaituau; 5 = ono maketiina ona; 6 = ono maketiina tele ona; 7 = ono maketiina tele lava ona</i>).</p> <ol style="list-style-type: none"> 1. Suvania 2. Aso fa'apitoa (eg fa'aipoipoga, aso fanau, Atoaga o se mafutaga) 3. Gaioiga fa'aleaganuu ma fesitivi 4. Meaalofa 5. Aoina 6. Taumafataga i le fale 7. Mafua'aga tau soifua maloloina 	<ol style="list-style-type: none"> 1. ____ 2. ____ 3. ____ 4. ____ 5. ____ 6. ____ 7. ____

Fa'afetai mo le fa'amae'aina o leni su'esu'ega.

O i'uga o su'esu'ega ta'itasi o le a tumau ona lilo ma le le iloaina o e sa auai i le su'esu'ega. O fa'aiuga uma o le a tu'u fa'atasia a'o le'i lomia.

Point de Vue du Restaurant: Achats de Vins

INSTRUCTIONS:

- Une thèse est un document public et sera donc disponible via la bibliothèque de University of Canterbury (UC). Les résultats du projet peuvent être publiés, mais je vous assure que les détails de votre restaurant ne seront discutés avec personne d'autre et ne seront identifiés dans aucun rapport résultant de cette recherche. L'enquête est anonyme, ce qui signifie que les données collectées à partir du lien d'enquête ne seront pas en mesure d'identifier sa source ou les détails de l'entreprise. Toutes les données et informations recueillies à partir de cette enquête resteront confidentielles.

- A chaque question, veuillez sélectionner la/les réponses les plus appropriées. Dans la plupart des cas, il vous faudra cocher la réponse choisie. Dans d'autres cas - et cela vous sera indiqué - vous devrez sélectionner une échelle de notation qui convient le mieux à votre réponse (par exemple, une note ou une échelle de 1 à 7).

Questions	Réponses
1. Veuillez indiquer dans quel pays votre restaurant est situé? (Une seule réponse possible). 1. Fidji 2. Samoa 3. Tahiti 4. Nouvelle-Calédonie	1. 2. 3.
2. A quelle catégorie votre restaurant appartient-il? (Une seule réponse possible) 1. Restaurant familial 2. Restaurant gastronomique 3. Restaurant haut de gamme 4. Restaurant convivial 5. Café-restaurant 6. Autre type de restaurant (veuillez spécifier) _____	1. 2. 3. 4. 5. 6.
3. Veuillez indiquer votre poste actuel dans la liste suivante. (Une seule réponse possible).	1. 2.

1. Propriétaire du restaurant 2. Gérant du restaurant 3. Propriétaire et gérant du restaurant 4. Autre (veuillez spécifier) _____	3. 4.
4. Depuis combien de temps êtes-vous propriétaire du restaurant ? Sinon, depuis combien de temps travaillez-vous en tant que gérant de ce restaurant ? (Une seule réponse possible). 1. Moins d'un an 2. 1 à 5 ans 3. 6 à 10 ans 4. Plus de 10 ans	1. 2. 3. 4.
5. Vous êtes... (Une seule réponse possible) 1. Une femme 2. Un homme 3. Une personne non-binaire / du troisième sexe 4. Préfère ne pas dire	1. 2. 3. 4.
6. Votre âge... (Une seule réponse possible) 1. 18 à 29 ans 2. 30 à 39 3. 40 à 49 4. 50 ans et plus	1. 2. 3. 4.
7. Veuillez indiquer votre nationalité? (Sélectionnez la réponse la plus appropriée). 1. Américaine 2. Française 3. Australienne 4. Néo-Zélandaise 5. Chinoise 6. Japonaise 7. Indienne 8. Samoane 9. Fidjienne 10. Polynésienne-Tahitienne 11. Néo-Calédonienne	1. 2. 3. 4. 5. 6. 7. 8. 9. 10. 11. 12.

12. Autres (veuillez spécifier) _____	
8. Quel est votre niveau de scolarité le plus élevé ? (Une seule réponse possible)	1.
1. Aucun certificat	2.
2. Brevet des collèges	3.
3. Baccalauréat général / pro / technologique	4.
4. Licence universitaire / pro / BTS / DUT	5.
5. Master	
6. Doctorat	
9. Veuillez indiquer le chiffre d'affaires net moyen de votre restaurant par an. (Veuillez indiquer en NZD). (Une seule réponse possible)	1.
FIDJI 1.00 \$ = env. 0,71 \$ NZD	2.
SAT \$ 1.00 = env. 0.58 \$ NZD	3.
XPF 1.00 \$ = env. 0.015 \$ NZD	4.
1. Moins de 30 000 NZD	5.
2. De 30 001 à 60 000 dollars NZD	
3. De 60 001 à 90 000 dollars NZD	
4. De 90 001 à 120 000 dollars NZD	
5. Plus de 120 001 \$ NZD	
10. Selon vous, de quelle partie du monde viennent la plupart de vos clients non-locaux ? (Une seule réponse possible)	1.
1. Australie	2.
2. Nouvelle-Zélande	3.
3. Îles du Pacifique	4.
4. Asie (Japon, Chine, Inde)	5.
5. Amérique du Nord	6.
6. Amérique du Sud	7.
7. Europe	8.
8. Moyen-Orient	9.
9. Autre (veuillez spécifier) _____	
11. Dans la liste suivante, notez les éléments qui contribuent à l'ambiance du restaurant selon leur importance (1 = pas du tout important; 2 = pas important; 3 = faible importance; 4 = légèrement important; 5 = moyen important; 6 = important; 7 = très important).	1. ____
	2. ____
	3. ____
	4. ____

<p>1. la qualité de la lumière</p> <p>2. la palette de couleurs du restaurant et de sa décoration</p> <p>3. le niveau de bruit</p> <p>4. l'espace personnel à manger (par exemple, salles à manger privées, distance entre les tables)</p> <p>5. manger dans un espace social (par exemple, un espace de restauration ouvert)</p> <p>6. la texture visuelle du restaurant (granit, cuir, aspect bois, etc.)</p> <p>7. l'odeur / le parfum</p>	<p>5. ___</p> <p>6. ___</p> <p>7. ___</p>
<p>12. Veuillez indiquer la configuration de votre restaurant? (Plusieurs réponses possibles).</p> <p>1. salle à manger extérieure</p> <p>2. salles à manger privées</p> <p>3. salles à manger intérieures étroitement groupées</p> <p>4. espaces de restauration intérieurs espacés</p> <p>5. salon social séparé</p> <p>6. espace social du bar</p> <p>7. zones d'attente</p> <p>8. Autres (veuillez compléter) _____</p>	<p>1.</p> <p>2.</p> <p>3.</p> <p>4.</p> <p>5.</p> <p>6.</p> <p>7.</p> <p>8.</p>
<p>13. Veuillez indiquer votre niveau d'expérience et vos connaissances sur le vin. (Une seule réponse possible)</p> <p>1. J'ai un haut niveau d'expérience et de connaissances sur le vin</p> <p>2. J'ai un certain niveau d'expérience et de connaissances sur le vin</p> <p>3. Je n'ai aucune expérience et connaissance du vin</p>	<p>1.</p> <p>2.</p> <p>3.</p>
<p>14. Voici une liste de critères. Selon vous, quelle importance vos clients donnent-ils à ces critères lorsqu'ils choisissent de venir de restaurer chez vous ?</p> <p>Notez chaque critère sur une échelle de 1 à 7 (1 = pas du tout important; 2 = pas important; 3 = faible importance; 4 = légèrement important; 5 = moyen important; 6 = important; 7 = très important).</p> <p>Le restaurant...</p> <p>1.... est à moins de 10 minutes à pied vers d'autres restaurants</p> <p>2.... est à moins de 20 minutes en voiture de leur motel / hôtel</p> <p>3.... est à moins de 10 minutes à pied des arrêts de transports en commun</p> <p>4.... est à moins de 30 minutes en voiture de l'aéroport / de la gare</p>	<p>1. ___</p> <p>2. ___</p> <p>3. ___</p> <p>4. ___</p> <p>5. ___</p> <p>6. ___</p> <p>7. ___</p> <p>8. ___</p> <p>9. ___</p> <p>10. ___</p>

5.... se trouve à moins de 30 minutes en voiture d'autres attractions touristiques	11. ___
6.... propose des boissons non-alcoolisées	12. ___
7.... fournit des repas de haute qualité	13. ___
8.... offre une variété de plats	14. ___
9.... propose une cuisine traditionnelle des îles du Pacifique	15. ___
10.... propose des alcools qui se marient avec la cuisine traditionnelle des îles du Pacifique	16. ___
11.... propose des vins qui se marient avec la cuisine traditionnelle des îles du Pacifique	17. ___
12.... propose de l'alcool qui complète tout type de repas	18. ___
13.... propose du vin qui complète tout type de repas	19. ___
14.... offre une variété d'alcool	20. ___
15.... propose de l'alcool de qualité	21. ___
16.... offre des souvenirs alcoolisés (par exemple, des mini bouteilles...)	22. ___
17.... propose une dégustation d'alcool	23. ___
18.... propose une variété de vins	24. ___
19.... propose des vins de qualité	25. ___
20.... offre des souvenirs de vin	26. ___
21.... propose une dégustation de vins	27. ___
22.... offre de nouvelles expériences et souvenirs	28. ___
23.... offre une atmosphère de qualité	29. ___
24.... offre une atmosphère de socialisation et de détente	30. ___
25.... offre une atmosphère qui assure l'intimité	31. ___
26.... dispose d'une aire de jeux pour enfants	32. ___
27.... fournit des divertissements	
28.... peut accueillir différents événements (par exemple, les mariages, célébrations, anniversaires, etc.)	
29.... offre des cadeaux gratuits et des réductions sur le vin	
30.... fournit un service complet aux clients	
31.... offre des services d'alcool complets	
32.... offre des services de vins complets	
15. Veuillez indiquer lequel des services suivants est offert dans votre restaurant? (Une seule réponse possible. SI la réponse est 1 ou 2, veuillez répondre aux	1. 2.

<p>questions 16 à 30, SI la réponse est 3, veuillez répondre aux questions 31 à 43, SI la réponse est 4, veuillez répondre aux questions 31 à 36).</p> <p>Le restaurant</p> <p>1.... propose uniquement du vin</p> <p>2.... propose à la fois d'autres boissons alcoolisées et du vin</p> <p>3.... propose des boissons alcoolisées mais pas de vin</p> <p>4.... n'offre aucune forme d'alcool</p>	<p>3.</p> <p>4.</p>
<p>16. Dans quelle mesure les éléments suivants sont-ils importants pour vous dans votre apprentissage du vin ? Attribuez une note sur une échelle de 1 à 7 (1 = pas du tout important; 2 = pas important; 3 = faible importance; 4 = légèrement important; 5 = moyen important; 6 = important; 7 = très important).</p> <p>1. Critiques de vins</p> <p>2. Revues gastronomiques et œnologiques</p> <p>3. Visite bar à vins</p> <p>4. Clubs de vin</p> <p>5. Dégustation en magasin</p> <p>6. Le bouche à oreille de la famille et des amis</p> <p>7. Connaissances personnelles obtenues grâce à des cours d'œnologie</p> <p>8. Visites de vignobles</p> <p>9. Campagnes promotionnelles</p> <p>10. Autres</p>	<p>1. ___</p> <p>2. ___</p> <p>3. ___</p> <p>4. ___</p> <p>5. ___</p> <p>6. ___</p> <p>7. ___</p> <p>8. ___</p> <p>9. ___</p> <p>10. ___</p>
<p>17. Pouvez-vous indiquer le type de vin que vous préférez et que vous buvez régulièrement? (Une seule réponse possible)</p> <p>1. Sauvignon Blanc</p> <p>2. Pinot noir</p> <p>3. Chardonnay</p> <p>4. Pinot Gris</p> <p>5. Merlot</p> <p>6. Riesling</p> <p>7. Syrah</p> <p>8. Cabernet Sauvignon</p> <p>9. Autres variétés (veuillez identifier) _____</p>	<p>1.</p> <p>2.</p> <p>3.</p> <p>4.</p> <p>5.</p> <p>6.</p> <p>7.</p> <p>8.</p> <p>9.</p>

<p>18. Veuillez indiquer tous les types de vins proposés dans votre restaurant? (Plusieurs réponses possibles)</p> <ol style="list-style-type: none"> 1. Sauvignon Blanc 2. Pinot noir 3. Chardonnay 4. Pinot Gris 5. Merlot 6. Riesling 7. Syrah 8. Cabernet Sauvignon 9. autres variétés (veuillez identifier) _____ 	<ol style="list-style-type: none"> 1. 2. 3. 4. 5. 6. 7. 8. 9.
<p>19. Dans quels pays achetez-vous normalement du vin? (Plusieurs réponses possibles)</p> <ol style="list-style-type: none"> 1. Les États-Unis 2. L'Australie 3. La Nouvelle-Zélande 4. Tahiti 5. Le Royaume-Uni 6. La France 7. autres pays (veuillez indiquer) _____ 	<ol style="list-style-type: none"> 1. 2. 3. 4. 5. 6. 7.
<p>20. Veuillez indiquer les autres types d'alcools proposés dans le restaurant. (Plusieurs réponses possibles)</p> <ol style="list-style-type: none"> 1. Bières 2. Spiritueux 3. Liqueurs 4. Cidres 5. Cocktails 6. Alcopops (pré-mix) 7. Autres types (veuillez identifier) _____ 8. Aucun autre type d'alcool 	<ol style="list-style-type: none"> 1. 2. 3. 4. 5. 6. 7. 8.
<p>21. Sur une échelle de 1 à 7, notez les motifs suivants en fonction de leur importance dans votre choix de proposer du vin (1 = pas du tout important; 2 = pas</p>	<ol style="list-style-type: none"> 1. ____ 2. ____ 3. ____

<p>important; 3 = faible importance; 4 = légèrement important; 5 = moyen important; 6 = important; 7 = très important).</p> <p>Le vin est offert parce qu'il ...</p> <ol style="list-style-type: none"> 1. ... augmente les bénéfices des restaurants 2. ... donne une impression de qualité du restaurant aux consommateurs 3. ... complète les repas 4. ... les consommateurs s'attendent à en avoir 5. ... d'autres restaurants en proposent 6. ... les acteurs économiques l'ont suggéré 	<p>4. ____</p> <p>5. ____</p> <p>6. ____</p>
<p>22. Veuillez indiquer comment le vin est commercialisé auprès des consommateurs au sein du restaurant? (Plusieurs réponses possibles)</p> <ol style="list-style-type: none"> 1. Brochures et documents 2. Vente suggestive par les serveurs 3. Menu accordant plats et vins 4. Dégustation de vins 5. Education sur le vin 6. Événements promotionnels 7. autres (veuillez spécifier) _____ 	<p>1.</p> <p>2.</p> <p>3.</p> <p>4.</p> <p>5.</p> <p>6.</p> <p>7.</p>
<p>23. Veuillez indiquer combien de fois par an les serveurs reçoivent une formation sur le vin? (Une seule réponse possible)</p> <ol style="list-style-type: none"> 1. Presque jamais 2. Une fois par an 3. Deux fois par an 4. Trois fois par an 5. Plus de trois fois par an 	<p>1.</p> <p>2.</p> <p>3.</p> <p>4.</p> <p>5.</p>
<p>24. Sur une échelle de 1 à 7, notez les critères selon lesquels vous sélectionnez le vin que vous achetez pour votre restaurant (1 = pas du tout important; 2 = pas important; 3 = faible importance; 4 = légèrement important; 5 = moyen important; 6 = important; 7 = très important).</p> <ol style="list-style-type: none"> 1. Pays d'origine (où le vin est produit) 2. Image du vin dans l'esprit des clients 3. Image du vignoble 4. Prix remportés par la vignoble 	<p>1. ____</p> <p>2. ____</p> <p>3. ____</p> <p>4. ____</p> <p>5. ____</p> <p>6. ____</p> <p>7. ____</p> <p>8. ____</p>

<p>5. Prix remportés par le vin</p> <p>6. Goût du vin</p> <p>7. Arôme de vin</p> <p>8. Millésime</p> <p>9. Bouteille de vin de présentation</p> <p>10. Conditionnement du vin</p> <p>11. Étiquetage du vin</p> <p>12. Capacité de vieillissement du vin</p>	<p>9. ___</p> <p>10. ___</p> <p>11. ___</p> <p>12. ___</p>
<p>25. Sur une échelle de 1 à 7, indiquez si vous êtes d'accord ou non avec les affirmations suivantes (1 = Pas du tout d'accord, 2 = Pas d'accord, 3 = Plutôt pas d'accord, 4 = Ni d'accord ni en désaccord, 5 = Plutôt d'accord, 6 = D'accord, 7 = Tout à fait d'accord) :</p> <p>1. Les prix des vins influencent les prix des repas au restaurant</p> <p>2. Le type de vins influence le type de repas proposé au restaurant</p> <p>3. Le type de repas influence le type de vin proposé au restaurant</p> <p>4. Les bénéfices du vin influencent le type de vin proposé</p> <p>5. Les types de vins proposés sont affectés par les achats des consommateurs</p> <p>6. Les types de vins proposés sont basés sur les commentaires des consommateurs</p>	<p>1. ___</p> <p>2. ___</p> <p>3. ___</p> <p>4. ___</p> <p>5. ___</p> <p>6. ___</p>
<p>26. Sur une échelle de 1 à 7, veuillez indiquer le vin le plus acheté par vos clients dans vos restaurants? (1 = pas acheté du tout, 2 = moins acheté, 3 = moins acheté, 4 = neutre, 5 = acheté, 6 = principalement acheté, 7 = seulement ceux achetés)</p> <p>1. Vin blanc</p> <p>2. Vin rouge</p> <p>3. Vin rosé</p> <p>4. Champagne / vin pétillant</p> <p>5. Vin de dessert</p>	<p>1. ___</p> <p>2. ___</p> <p>3. ___</p> <p>4. ___</p> <p>5. ___</p>
<p>27. Comment vendez-vous du vin aux clients? (Plusieurs réponses possibles).</p> <p>1. à la bouteille</p> <p>2. au verre</p> <p>3. Uniquement avec repas comme accord</p> <p>4. Vous ne vendez pas d'alcool</p>	<p>1.</p> <p>2.</p> <p>3.</p> <p>4.</p>
<p>28. Sur une échelle de 1 à 7, indiquez à quelle fréquence les consommateurs posent des questions sur les éléments suivants lorsqu'ils commandent du vin? (1 =</p>	<p>1. ___</p> <p>2. ___</p>

tous les jours; 2 = 2 à 3 fois par semaine; 3 = toutes les 2 semaines; 4 = une fois par mois; 5 = une fois par an; 6 = occasionnellement; 7 = jamais)	3. ____ 4.
1. Prix de la bouteille de vin	4.1. ____
2. Prix du verre de vin	4.2. ____
3. Bienfaits du vin pour la santé	4.3. ____
4. Qualités du vin	4.4. ____
4.1. Pays d'origine (où le vin est fabriqué)	4.5. ____
4.2. Image du vin dans l'esprit des clients	4.6. ____
4.3. Image du vignoble	4.7. ____
4.4. Prix remportés par le vignoble	4.8. ____
4.5. Prix remportés par le vin	4.9. ____
4.6. Goût du vin	4.10. ____
4.7. Arôme du vin	4.11. ____
4.8. Millésime	4.12. ____
4.9. Présentation bouteille de vin	
4.10. Emballage du vin	
4.11. Étiquetage du vin	
4.12. Capacité de vieillissement du vin	
29. À quelle fréquence les consommateurs demandent-ils des recommandations pour accorder les plats et les vins lorsqu'ils mangent dans votre restaurant? (Une seule réponse possible)	1. 2. 3. 4. 5.
1. Une fois par jour	
2. 2 à 3 fois par semaine	
3. Toutes les 2 semaines	
4. Occasionnellement	
5. Jamais	
30. Sur une échelle de 1 à 7, quelle est la probabilité que le restaurant commercialise du vin auprès des consommateurs pour les raisons suivantes (1 = pas du tout probable ; 2 = très improbable ; 3 = improbable ; 4 = neutre ; 5 = probable ; 6 = très probable ; 7 = extrêmement probable) :	1. ____ 2. ____ 3. ____ 4. ____ 5. ____ 6. ____ 7. ____
1. Souvenirs	
2. Occasions spéciales (par exemple mariage, anniversaires, célébrations)	
3. Événements culturels et festivals	

<p>4. Cadeaux</p> <p>5. Collection</p> <p>6. Consommations à domicile</p> <p>7. Raisons de santé</p>	
<p>31. Sur une échelle de 1 à 7, pourriez-vous indiquer les raisons pour lesquelles votre restaurant n'offre pas de vin? (1 = Pas du tout d'accord, 2 = Pas d'accord, 3 = Plutôt pas d'accord, 4 = Ni d'accord ni en désaccord, 5 = Plutôt d'accord, 6 = D'accord, 7 = Tout à fait d'accord).</p> <p>Parce que....</p> <p>1. ... Le vin coûte cher.</p> <p>2. ... Le vin ne convient pas à notre type d'entreprise.</p> <p>3. ... Je n'ai pas assez d'expérience et de connaissances sur le vin.</p> <p>4. ... Notre personnel n'a pas suffisamment d'expérience et de connaissances sur le vin.</p> <p>5. ... Nous ne sommes simplement pas intéressés à l'idée d'offrir du vin.</p> <p>6. ... Nous offrions du vin auparavant, mais nous avons arrêté en raison d'une baisse dans les profits réalisés.</p> <p>7. ... Nous offrions du vin auparavant, mais nous avons arrêté en raison du nombre moins élevé de clients achetant du vin.</p> <p>8.... nos croyances religieuses ne nous permettent pas de proposer du vin.</p>	<p>1. ___</p> <p>2. ___</p> <p>3. ___</p> <p>4. ___</p> <p>5. ___</p> <p>6. ___</p> <p>7. ___</p> <p>8. ___</p>
<p>32. Pourriez-vous indiquer dans quelle mesure vous êtes susceptible de consommer les types d'alcools suivants ? (1 = pas du tout probable; 2 = très peu probable; 3 = peu probable; 4 = neutre; 5 = probable; 6 = très probable; 7 = extrêmement probable).</p> <p>1. Vins</p> <p>2. Bières</p> <p>3. Spiritueux</p> <p>4. Liqueurs</p> <p>5. Cidres</p> <p>6. Cocktails</p> <p>7. Alcopops (pré-mix)</p> <p>8. Autres types (veuillez préciser) _____</p> <p>9. Aucun autre type d'alcool</p>	<p>1. ___</p> <p>2. ___</p> <p>3. ___</p> <p>4. ___</p> <p>5. ___</p> <p>6. ___</p> <p>7. ___</p> <p>8. ___</p> <p>9. ___</p>

<p>33. Si vous consommez du vin, pourriez-vous indiquer dans quelle mesure vous êtes susceptible de consommer les types de vins suivants? (1 = pas du tout probable; 2 = très peu probable; 3 = peu probable; 4 = neutre; 5 = probable; 6 = très probable; 7 = extrêmement probable).</p> <p>1. Vin blanc 2. Vin rouge 3. Vin rosé 4. Champagne / vin pétillant 5. Vin de dessert</p>	<p>1. ____ 2. ____ 3. ____ 4. ____ 5. ____</p>
<p>34. Veuillez indiquer dans quelle mesure vous êtes susceptible d'offrir les types de vins suivants dans votre restaurant ? (1 = pas du tout probable; 2 = très peu probable; 3 = peu probable; 4 = neutre; 5 = probable; 6 = très probable; 7 = extrêmement probable).</p> <p>1. Vin blanc 2. Vin rouge 3. Vin rosé 4. Champagne / vin pétillant 5. Vin de dessert</p>	<p>1. ____ 2. ____ 3. ____ 4. ____ 5. ____</p>
<p>35. Dans quel pays achèteriez-vous probablement du vin ? (Veuillez sélectionner tout ce qui s'applique).</p> <p>1. Aux États-Unis 2. En Australie 3. En Nouvelle-Zélande 4. Au Chili 5. En Argentine 6. En Italie 7. En Espagne 8. Au Portugal 9. A Tahiti 10. Au Royaume-Uni 11. En France 12. Autres pays (veuillez préciser) _____</p>	<p>1. 2. 3. 4. 5. 6. 7. 8. 9. dix. 11. 12.</p>

<p>36. Sur une échelle de 1 à 7, indiquez à quel point les motifs suivants sont importants pour vous si vous deviez proposer du vin dans votre restaurant à l'avenir ? (1 = pas du tout important; 2 = pas important; 3 = faible importance; 4 = légèrement important; 5 = moyen important; 6 = important; 7 = très important).</p> <p>Le vin pourrait être proposé parce qu'il....</p> <ol style="list-style-type: none"> 1. ... augmente les profits des restaurants 2. ... donne une impression de qualité du restaurant aux consommateurs 3. ... complète les repas 4. ... les consommateurs s'attendent à en avoir 5. ... d'autres restaurants en proposent 6. ... les acteurs économiques l'ont suggéré 	<ol style="list-style-type: none"> 1. ___ 2. ___ 3. ___ 4. ___ 5. ___ 6. ___
<p>37. Veuillez indiquer comment les boissons alcoolisées sont commercialisées auprès des consommateurs au sein du restaurant? (Veuillez indiquer tout ce qui s'applique)</p> <ol style="list-style-type: none"> 1. Brochures et documents 2. Vente suggestive par les serveurs 3. Menu d'accords plats et alcools 4. Dégustation d'alcool 5. Éducation sur l'alcool 6. Événements promotionnels 7. autres (veuillez spécifier) _____ 8. aucune autre promotion 	<ol style="list-style-type: none"> 1. 2. 3. 4. 5. 6. 7. 8.
<p>38. Veuillez indiquer combien de fois par an les serveurs reçoivent une formation sur l'alcool? (Encerclez la réponse la plus appropriée).</p> <ol style="list-style-type: none"> 1. Presque jamais 2. Une fois par an 3. Deux fois par an 4. Trois fois par an 5. Plus de trois fois par an 	<ol style="list-style-type: none"> 1. 2. 3. 4. 5.
<p>39. Sur une échelle de 1 à 7, indiquez si vous êtes d'accord ou non avec les affirmations suivantes (1 = Pas du tout d'accord, 2 = Pas d'accord, 3 = Plutôt pas d'accord, 4 = Ni d'accord ni en désaccord, 5 = Plutôt d'accord, 6 = D'accord, 7 = Tout à fait d'accord) :</p>	<ol style="list-style-type: none"> 1. ___ 2. ___ 3. ___ 4. ___

<p>1. Les prix de l'alcool influencent les prix des repas au restaurant</p> <p>2. Le type d'alcool influence le type de repas proposé au restaurant</p> <p>3. Le type de repas influence le type d'alcool proposé au restaurant</p> <p>4. Les profits de l'alcool influencent le type d'alcool offert</p> <p>5. Les types d'alcool proposés sont affectés par les achats des consommateurs</p> <p>6. Les types d'alcool proposés sont basés sur les commentaires des consommateurs</p>	<p>5. ____</p> <p>6. ____</p>
<p>40. Quel (s) type (s) d'alcool sont les plus achetés par vos clients? (Plusieurs réponses possibles).</p> <p>1. Bières</p> <p>2. Spiritueux</p> <p>3. Liqueurs</p> <p>4. Cidres</p> <p>5. Cocktail Bitters</p> <p>6. Alcopops (pré-mix)</p> <p>7. autres variétés</p> <p>8. aucun acheté</p>	<p>1.</p> <p>2.</p> <p>3.</p> <p>4.</p> <p>5.</p> <p>6.</p> <p>7.</p> <p>8.</p>
<p>41. Comment vendez-vous de l'alcool aux clients? (Plusieurs réponses possibles).</p> <p>1. à la bouteille</p> <p>2. au verre</p> <p>3. uniquement avec un menu repas</p> <p>4. ne vendez pas d'alcool</p>	<p>1.</p> <p>2.</p> <p>3.</p> <p>4.</p>
<p>42. À quelle fréquence les consommateurs demandent-ils des recommandations sur les accords plats et alcools lorsqu'ils mangent dans votre restaurant? (Une seule réponse possible).</p> <p>1. Une fois par jour</p> <p>2. 2 à 3 fois par semaine</p> <p>3. Toutes les 2 semaines</p> <p>4. Occasionnellement</p> <p>5. Jamais</p>	<p>1.</p> <p>2.</p> <p>3.</p> <p>4.</p> <p>5.</p>
<p>43. Sur une échelle de 1 à 7, quelle est la probabilité que le restaurant commercialise de l'alcool aux consommateurs pour les raisons suivante (1 = pas du tout probable ; 2 = très improbable ; 3 = improbable; 4 = neutre ; 5 = probable ; 6 = très probable ; 7 = extrêmement probable) :</p>	<p>1. ____</p> <p>2. ____</p> <p>3. ____</p> <p>4. ____</p>

1. Souvenirs	5. ____
2. Occasions spéciales (par exemple mariage, anniversaires, célébrations)	6. ____
3. Manifestations et festivals culturels	7. ____
4. Cadeaux	
5. Collection	
6. Consommation domestique	
7. Raisons de santé	

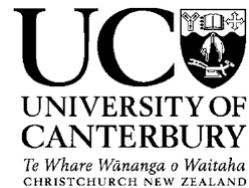
Merci d'avoir complété ce sondage.

Les résultats des enquêtes individuelles resteront confidentiels et anonymes.

Tous les résultats seront agrégés avant publication.

Appendix B: Confidentiality agreement

Confidentiality Agreement



Department Management, Marketing and Entrepreneurship

Email: cmi48@uclive.ac.nz

19 January

2021 HEC

Ref:

2020/50/LR

Data Collection Confidentiality Agreement

Project Title: What factors influence Pacific Island Restaurants to offer Wine?

Primary Supervisor: Professor Michael Hall

Co-Supervisor: Professor Girish Prayag

Researcher: Catherine Mika-Zahidi

WHEREAS, Catherine Mika-Zahidi (“Researcher”) of the University of Canterbury agrees to provide **Data Collection Services** certain confidential information relating to the project information, contact details and names for the purposes of collecting participants information and consent forms to participating in this project;

WHEREAS, Data Collection Services agrees to contact participants, distribute Participation Information Sheets, Consent Forms and hardcopies of the survey to and collect from participants which will remain confidential in accordance to the terms of this Agreement.

1. **Data Collection Services** agrees to hold confidential information in trust and confidence and agrees that it shall be used only for the contemplated purposes, shall not be used for any other purpose, or disclosed to any third party.

2. No copies will be made or retained of any written information supplied without the permission of the **Researcher**.
3. At the conclusion of contract or upon demand by the **Researcher**, all confidential information, including written notes of contact details, consent forms, or notes taken shall be returned to the **Researcher**.
4. Confidential information shall not be disclosed to any employee, consultant or third party unless they agree to execute and be bound by the terms of this Agreement, and have been approved by the **Researcher**.

AGREED AND ACCEPTED BY:

Researcher: Name: _____ Sign: _____

Data Collector: _____

Date: _____

Catherine Mika-Zahidi

Appendix C: General Results of Restaurant not offering wine

<i>Restaurants not offering wine</i>		
Alcohol marketing strategies within restaurants	count	%
no other promotions	9	11.30%
Suggestive selling by wait staff	5	6.30%
Alcohol and food pairing menu	4	5.00%
Pamphlets and handouts	3	3.80%
Promotional events	3	3.80%
Staff training per year about Alcohol		
Almost Never	10	76.90%
Three times a year	2	7.70%
Once a year	1	15.40%
Alcohol sold		
don't sell alcohol	13	16.30%
by the bottle	7	8.80%
by the glass	2	2.50%
Customers asking about food & alcohol pairing		
Never	10	71.40%
Occasionally	4	28.60%
Most purchased alcohol by customers		
none bought	13	16%
Beer	6	7.50%
Spirits	1	1.3%
other varieties	1	1%
Likely location of Wine Purchases		
New Zealand	21	26.3
Australia	17	21.3
other countries	12	21.43
France	4	5
America	2	2.2
Tahiti	0	0
U.K	0	0
Restaurant Managers/owners likely alcohol consumption	Mean	Std.d

Wine	4.58	1.692
Beer	4.75	2.231
Spirits	4	2.141
Liqueurs	3.29	1.876
Cider	3.83	1.786
Cocktail	4.17	1.761
Alcopops	2.96	2.053
Other types	2.88	1.727
No other type of alcohol	2.73	1.792
Restaurant Managers/owners likely Wine consumption		
White wine	4.82	2.196
Red wine	5.55	1.711
Rose wine	4.3	1.964
Champagne/Sparkline wine	4.73	1.932
Dessert wine	3.5	2.087
Likely to offer the types of wine		
White wine	3.64	2.464
Red wine	3.64	2.464
Rose wine	3.29	2.386
Champagne/Sparkline wine	3.04	2.053
Dessert wine	2.75	2.069
Motives to offer wine		
increases profits for the restaurants	4.87	2.328
gives a quality impression of the restaurant to consumers	4.7	2.458
complements meals	5.12	2.193
consumers expect it	4.33	2.278
other restaurants offer them	3.3	2.344
business stakeholders have suggested it	3.22	2.662
Influences of Offering Alcohol		
Alcohol prices influence meal prices at the restaurant	4.25	2.05
Type of alcohol influences the type of meals offered at the restaurant	4.75	1.712
Type of meals influences the type of alcohol offered at the restaurant	4.92	1.832
Alcohol profits influence the type of alcohol offered	4.42	2.065

Types of alcohol offered are affected by consumer purchase	4.92	2.021
Types of alcohol offered are based on consumer feedback	4.83	2.406
Other reasons to Market Alcohol		
Souvenirs	2.55	2.018
Special occasions (e.g wedding, birthdays, anniversary)	4.36	2.378
Cultural events and festivals	3.64	2.73
Gifts	2.82	2.483
Collection	2.73	2.412
Home consumption	2.64	2.157
Health reasons	2.64	2.157