FACTORS INFLUENCING CHINESE CONSUMERS' ATTITUDES

AND BEHAVIORS TOWARDS WINE

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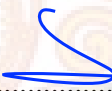
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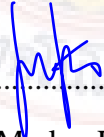
Independent Study	FACTORS INFLUENCING CHINESE CONSUMERS' ATTITUDES AND BEHAVIORS TOWARDS WINE
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ABSTRACT

While China has a huge market, marketing researchers have yet to fully explore what drives consumers to buy wine. This study uses a modified planned behavior theory model to explore the factors influencing Chinese consumers' attitudes and behaviors in purchasing wine. This study took 400 consumers from Chengdu, China as a sample. SPSS and AMOS were used for data analysis, and a structural equation model was used for regression analysis. The results showed that the factors of consumers' personal characteristics had an important influence on the purchasing intention and behavior of wine, and the factors of product quality had a significant influence on the purchasing intention and behavior of grape wine. In addition, the research shows that consumers' knowledge level and purchasing motivation have a significant influence on wine purchasing intention and purchasing behavior. Researchers suggest that wine enterprises should deeply study the product preferences of wine consumers, and produce and develop marketable wine products. Wine enterprises should pay attention to the construction of wine tourism resources, develop wine tourism projects, and promote wine consumption by wine tourism.

Keywords: Chinese consumers, wine, attitude, behavior.

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CHAPTER 1

INTRODUCTION

1.1 Overview

The Chinese wine sector has grown significantly in recent years. Wine production, consumption, and importation are all increasing rapidly in China. However, according to the annual study of Trade Data and Analysis (APA referencing), wine consumption in China is still quite low (TDA) and Chinese wine consumption per capita each year was 1.15 liters while the average consumption per capita all over the world reached 3.47 liters in 2009. Combined with the huge population of 1.35 billion, China is on its way to becoming the world's largest prospective wine market. As a developing and fresh wine industry, however, wine consumer behavior study in China has been extremely rare to date (Qing et al., 2015).

Figure 1.1 Wine consumption in China (by author).

China has become the world's sixth-largest wine producer, fifth-largest wine consumer, and ninth-largest wine importer in 2010 (Qiu et al., 2013). The vast

territory, diversified climatic conditions and huge consumer market give China's grape and wine industry advantages that other countries cannot replace. At present, my country's viticulture, wine production and consumption are in a stage of rapid development. Especially due to the large population, China has become the world's most promising wine country (García-Cortijo et al., 2019).

Wine export in key European wine countries such as France, Italy, Spain, and Portugal have been declining since the 1980s. Economic globalization has caused an increasing number of wine-producing countries to recognize that the worldwide market, not simply the home market, is the ultimate aim of wine market development, particularly in the decreasing European wine industry (Nerlove, 1995). The rapidly increasing demand for wine has aided not only the growth of China's domestic wine industry but has also drawn a huge number of international wine goods to enter the Chinese market, as well as an increase in wine imports. Old-world wines from France, Italy, Spain, Portugal, and Germany, as well as new-world wines from the United States, Australia, New Zealand, South Africa, and Chile, all see China as a key market. A large number of foreign wine brands is "either on the way to China or planning to go to China" because China is growing into a veritable international wine consumer market (Geraghty & Torres, 2009).

Wine is a deep processed product of wine grapes. The upper, middle, and downstream links of wine products together constitute the whole wine industry chain from land to table, in which consumption is a key link in the development of the wine industry (Silva et al., 2014). There has been a lot of success in international studies on wine consumer behavior. Wine marketing has also been a huge success thanks to sophisticated consumer research and market segmentation studies. These investigations, however, are limited due to disparities in country situations and cultural backgrounds. The study of wine consumer behavior in China is still in its early stages, with few and insufficiently structured data. The majority of available research uses convenience sampling and simple descriptive studies applying college students as participants (Barber et al., 2009a). The in-depth and systematic analysis of the purchasing decision process of wine consumers and the influencing factors of consumer behavior have not yet been conducted. Research in this area is urgently needed. In addition, China has a vast territory, a large population, large differences in regional economic levels, complex cultural backgrounds, and large regional differences in consumer behavior (Ellena S. King et al., 2014). Therefore, it is necessary to comprehensively and systematically study the behavior of wine consumers in some regions of China, so that marketers can have a deeper understanding of consumer behavior in China and formulate differentiated marketing strategies. China's wine consumer behavior research can only serve as a guide and reference (Qiu et al., 2013).

1.2 The Situation of the Problem

A large number of foreign wine enterprises are developing and preparing to develop the Chinese market, but all have the same questions. That is, how are Chinese consumers consuming wine? What kind of wine and at what price do Chinese consumers want? Actually, this kind of voice also represents the voice of many domestic wine production enterprises, because the wine consumer behavior research in China started late. Therefore, there are very few research results and they are not very systematic. Whether it is a wine-producing or selling enterprise, they know very little about wine consumer psychology and behavior, so it is difficult to develop the marketing strategy of target and operability.

The research on wine consumer behavior in China is still in the exploratory stage, and the research results are few and not systematic. Most of the existing studies are convenience sampling surveys and simple descriptive studies with college students as samples, but there is no in-depth and systematic analysis of wine consumers' purchasing decision-making process and influencing factors of consumer behavior, so it is urgent to carry out research work in this area. In addition, China has a vast territory and a large population, with great differences in regional economic levels and complex cultural backgrounds, and consumer behaviors show great regional differences. Therefore, it is necessary to study the consumer behavior of wine in China, so that the marketing personnel can understand the consumer behavior of wine in China more deeply and formulate the marketing strategy of alienation.

1.2.1 Research objective

The research objectives of this study are:

(1) To explore the impact of wine product quality on consumer attitudes.

(2) To explore the impact of consumer knowledge about wine on consumer attitudes.

(3) To explore the impact of purchase motivation on consumer attitudes.

(4) To explore the impact of attitudes on behavior.

(5) To explore the impact of consumers' knowledge of wine on purchase motivation.

1.3 Research Questions and Significance of the Study

1.3.1 Research questions

This research aims to identify, test and better understand the factors that influence the attitude and purchasing behavior of wine consumers in Chengdu China. The overall purpose of this research is to study consumer attitudes and consumer buying behavior.

RQ 1. Does the product quality of the wine have a significant impact on the consumer attitude?

RQ 2. Does the consumer knowledge of the wine have a significant impact on the consumer attitude?

RQ 3. Does purchase motivation have a significant impact on consumer attitudes?

RQ 4. Does the attitude have a significant impact on the behavior?

RQ 5. Does the consumer knowledge of wine have a significant impact on the purchase motivation?

1.3.2 Significance of the research

Through this research, it can help wine marketers (1) understand which factors influence consumers' attitudes in buying wine in Chengdu, China (2) verify the connection between the above factors and consumers' purchase of wine (3) formulate a sales strategy based on the research results and (4) the strategy provides a model for marketers to investigate the willingness of consumers to buy wine.

1.4 Purpose of the Study

This research intends to construct a theoretical model of Chinese wine consumers' purchasing behavior based on the previous research results, and use this model to study the purchasing behavior of Chinese wine consumers and its influencing factors, specifically to study the following issues:

(1) To investigate the cognition level of Chinese consumers about wine;

(2) To investigate the main motives of Chinese consumers to buy wine;

(3) To investigate the purchase intention of Chinese consumers and their influencing factors;

(4) To propose countermeasures and suggestions to promote wine consumption in China.

1.5 Benefits of Research

This research is of practical significance. Under the background of increasingly fierce competition in the wine market, we will systematically study the purchasing behavior of Chinese wine consumers, clarify the key factors affecting the purchasing behavior of Chinese wine consumers, and carry out market segmentation, formulation of marketing strategies, and improvement for wine companies. The profit level of an enterprise has important practical significance. At the macro level, it provides a useful decision-making reference for relevant national management agencies to clarify the development of the wine industry, formulate policies for the development of the wine industry, and promote the sustainable and healthy development of the wine industry. At the same time, this research has theoretical significance. Based on the theory of planned behavior (TPB), it constructs a theoretical model of wine consumers' purchasing behavior that is in line with the reality of China, and empirically analyzes the knowledge level, purchase motivation, purchase intention, purchase behavior and influencing factors of wine consumers. Additionally, this study will theoretically enrich the framework and content of consumer behavior research and provide references for in-depth research on wine consumer behavior.

1.6 Scope of the Study

This study uses a survey research method, obtained through a face-to-face survey of 400 consumers in 12 wine stores. The target population of this study is a group of fitness enthusiasts who visit gyms. This study intends to build a theoretical model of Chinese wine consumers' purchasing behavior based on previous research results, and use this model to study Chinese wine consumers' purchasing behavior and its

influencing factors. The questionnaire uses a 5-point Likert scale. The data collection time was April 2021 and July 2021, during which a total of 410 people participated in the survey. However, 10 participants were excluded because the questionnaire did not meet the requirements. After excluding the questionnaires that did not meet the requirements, the final convenience sample consisted of 400 respondents, including non-fitness supplement users and fitness supplement users, with an overall response rate of 97.56%.

CHAPTER 2

LITERATURE REVIEWS

2.1 Definition

2.1.1 Consumer

Individuals or families who purchase and utilize various consumer items are referred to as consumers (including services). Individual consumers are also known as ultimate consumers since they buy things or services primarily to meet their own wants (Palma et al., 2018). Individual consumers and organizational consumers are two types of customers. Government agencies, schools, hospitals, and other organizations, as well as businesses, are examples of organizational customers. To keep their operations running well, these businesses must buy products, equipment, and services (Wolf et al., 2005).

Consumers may play one or more roles in the purchase decision process, with various roles having differing degrees of effect on the ultimate purchasing behavior. Marketers must determine which role customers play in order to develop the most effective marketing strategy for each position (Silva et al., 2014). Philip Kotler (APA referencing) divides participants in consumer activities into five categories: the initiator, who suggests that a person buy a product or service, the influencer, who consciously or unconsciously influences the person who buys the product or service, the purchaser, who is the last person to buy the product or service, the user, who is the last person to utilize the product or service, and the fifth is the decision-maker who makes the purchase choice (Geraghty & Torres, 2009).

2.1.2 Consumer behavior

Consumer behavior refers to the activities that people perform when they obtain what they need, including purchase, comparison, purchase, and use of products and services. Yang and Paladin (2015) defined consumer behavior as people's decision-making process and physical activity when they are engaged in evaluating, acquiring, using, and disposing of products or services. Barber et al. (2009b) believe that consumer behavior is the behavior shown by consumers when they look for, buy, use, evaluate, and process products, services, and ideas that they want to meet their needs. Rojas-méndez et al. (2015) define consumer behavior as the various actions

taken to acquire, use, and dispose of consumer goods and the decision-making process that limits and determines these actions. The definition of consumer behavior by various scholars is similar in some parts, and there are also some disputes. These disputes may be related to the different research paradigms adopted by the researchers and the different perspectives of judgment (Goodman, 2009). Consumer behavior, according to the American Marketing Association, is the dynamic interaction process of perception, cognition, behavior, and environmental elements that allows individuals to modify their trade functions in life. There are at least three meanings in this term. The first is that consumer behavior is dynamic; the second is that it includes the interplay of perception, cognition, behavior, and environmental elements; and the third is that transactions are involved (Authors, 1996).

Early consumer behavior research was found on economic theories that claimed that customers are rational decision-makers who should pursue the maximizing of benefits as the primary goal when purchasing items or services. Consumers' own cognition, emotions, family, reference groups, advertisements, and roles in the purchasing decision process all influence impulsive purchases, according to subsequent studies (Silva et al., 2014). Consumer behavior has been described by numerous researchers using appropriate theories from various schools. And the product's pricing is to get the most advantage and happiness out of it. Individuals can also make logical judgments about their tastes and preferences in order to make sensible purchases. Economists employ utility to measure customer behavior and place a greater emphasis on monetary aspects. Marginal utility theory and information asymmetry theory are two economic theories that support this viewpoint. The marginal utility theory is a key concept in classical economics (King et al., 2014). Consumers are assumed to be rational in this hypothesis. They think that consumers always obtain the most output from the least input, and that they should buy as much as possible with a given budget. Commodities are to maximize overall usefulness. However, it is difficult for the marginal utility theory to give a good explanation for people's impulsive and regular purchases.

The information asymmetry hypothesis is a key concept in new institutional economics. The market's incompleteness is a crucial assumption. It is most visible in the market's imbalance and incompleteness of information (Y. Yang & Paladino, 2015). The information between the parties and the transaction is thought to be asymmetric, and both parties are aware of their respective positions in terms of information ownership. Consumers are at an "information disadvantage" due to the asymmetry of market knowledge. As a result, consumers are facing a lot of uncertainty. They are aware of the dangers of making a purchase, so they gather as much product information as possible, buy brand-name items, and buy as many as they can, as well as things people are familiar with, or sites where they can buy products they trust, etc. (Barber et al., 2009b).

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2.1.3 Product quality

The total of a product's features and attributes that fulfill specified and anticipated demands is referred to as product quality (Jacobson & Aaker, 1987). Despite its apparent relevance, there has been relatively little empirical research on the influence of product quality on profitability or other strategic variables (R Michon & Smith, 2007). In contrast, while quality may be equally or more essential, market share, pricing, and advertising have received far more attention. PCB stands for Product Quality Assurance. The authors examined several significant correlations linked to product quality using covariance structure analysis, the LISREL and PIMS datasets. The interaction of five main strategic variables, return on investment, market share, relative pricing, relative direct cost, and relative product quality, is the focus of their study. While some of their findings are in line with public opinion (for example, quality entails a higher price), others cast doubt on generally held beliefs about product quality (Richard Michon et al., 2005). Any product is designed to suit the requirements of its users. Product quality should be characterized by product quality traits or attributes, whether basic or complicated items. Product quality features vary depending on product characteristics, and performance measures and indicators are likewise varied. Performance, life (durability), dependability and maintainability, safety, adaptability, and economy are the six qualities that represent consumers' usage demands in general (Saltman et al., 2015).

2.1.4 Consumer knowledge Consumer knowledge is defined as the information related to the purchase, consumption, and processing of goods and services that exist in the memory of consumers (Barber et al., 2009a). It includes five types of knowledge, product knowledge, purchase knowledge, consumption or use knowledge, persuasive knowledge and self-knowledge. In terms of the concept and connotation of product knowledge, Silva et al. (2014) defined product knowledge as the consumer's perception of a specific product and their understanding of this product. Product knowledge, according to Li et al. (2011), encompasses Subjective Knowledge, Objective Knowledge, and Prior Experience. Product knowledge, according to Johnson & Bastian (2007), should consist of specialized information directly relevant to the product, indirect knowledge not directly related to the product, and customer emotions. Consumer product knowledge, according to Malhotra , involves Awareness, Attribute Knowledge, and Price Knowledge (Saltman et al., 2015).

2.1.5 Purchase motivation Purchasing motivation is described as a desire or notion that motivates people to make purchases in order to meet certain requirements (Anchor & Lacinová, 2015). In reality, each consumer's purchasing behavior is prompted by his or her purchase motive, which is created by people's requirements. People have to eat when they are hungry, and they want to drink water when they are thirsty. This is how people's needs to produce motivation and motivation to induce actions are fulfilled (Jaeger et al., 2009). Consumers' purchasing motivation is the internal driving force that motivates them to make purchases. It is clear that people's purchasing motive is linked to their needs, and that needs are the driving force behind consumers' purchasing decisions. Not all needs, however, may be represented as a buying incentive (Authors, 1996). It is hard to meet all human demands at the same time due to the restrictions of differing views. Only such strong and dominant consuming demands may stimulate consumers' purchasing motivation and encourage realistic purchase actions when it comes to consumption activities (Barber et al., 2009a).

2.1.6 Attitude

An individual's consistent psychological predisposition towards certain objects, such as people, ideas, feelings, or events, is characterized as attitude. This psychological inclination includes the individual's subjective assessment and the consequent behavioral propensity. Heesacker et al. (1983) were the first to offer an attitude definition, who believed that attitude is a preconceived opinion, a preconceived notion and tendency that guides judgment and thinking in a certain direction, that is, psychological preparation. Haase et al. (2020) were influenced by behaviorism and felt that attitude is a mental and neurological condition that is organized by experience and influences a person's response to a circumstance. In his definition, the importance of experience in the creation of attitudes is emphasized. Weng et al. (2018) consider attitude to be the long-term structuring of particular phenomena' motivational, emotional, and perceptual processes in the world in which they reside. His concept stresses the moment's subjective experience and regards humans as persons who can think and actively make things, echoing the cognitive school's theoretical assumptions. American psychologists H. D. Yang and Yoo (2004) believe that attitude is a kind of psychological tendency toward any person, idea or thing. They emphasized that attitudes, like ideas and views, are subjective. Teo and Noyes (2011) defined attitude in a more comprehensive way. He argues that attitude is an evaluative reaction to something or someone's likes or dislikes, shown in people's ideas, feelings, and dispositions.

2.1.7 Behavior

Behavior is defined as a person's or an animal's attitude toward life and a certain way of living (Liebe, 1916). It refers to the basic traits displayed by various persons, animals, or groups under certain settings, as well as the stimulation of internal and external environmental elements. Human behavior is influenced by stimuli from both internal and external surroundings (Malik et al., 2020). The most important source of stimulus that stimulates human behavior is the factor connected with the objective needs of human beings (Tegarden, 1999). For example, environmental pollution endangers the satisfaction of human's most basic physiological needs and constitutes a strong stimulus. The latter prompts humans to realize the harm of the ecological environment so that humans have the idea and behavioral response to protect the environment. Therefore, it can be said that the three links of stimulus, human, and behavior are interconnected and interacted with each other, forming a variety of human behaviors (Lim, 1995).

2.2 Previous Studies on the Influencing Factors of Consumers' Buying Behavior

In marketing activities, companies investigate clearly how consumers respond to different products, prices, advertising, etc., and then develop marketing strategies that have greater advantages than competitors (Lüthje, 2004). As a result, academicians and corporate decision-makers must conduct in-depth research on the elements that influence customer purchasing behavior and the relationship between these factors and consumer response. Marshall and Forrest (2011) synthesized the findings of previous consumer research and examined the consumer decision-making process and the elements that influence consumer behavior in depth. Alavi et al. (2016) went on to explore the consumer decision-making process and how external stimuli influence customer perception. There are mainly two-factor theory, three-factor theory, and four-level theory when it comes to theories of various factors influencing consumer behavior. The two-factor theory splits influencing variables into two groups, within consumers and outside consumers, which are referred to as external factors/internal factors or personal factors/environmental factors in the two-factor theory. Internal elements such as cognition, learning, motivation, attitude, lifestyle, and personality traits impact consumers' self-positioning, as do external environmental factors such as culture, subculture, reference group, social status, population environment, and marketing activities. In addition, customers' purchase decisions are influenced by their lifestyle (Wolf et al., 2005). To evaluate the consumer behavior process more

thoroughly, the three-factor approach separates *marketing* from *external variables*. Personal factors, marketing factors, and external environmental factors are the key elements that influence customer behavior, according to the three-factor theory, which is commonly employed in academic research today. Personal considerations are the first. Consumer personal elements include physiological (gender, age, health condition, and physiological traits, among other things) and psychological (awareness, perception, feeling, emotion, and volition, among other things) aspects (Johnson & Bastian, 2007). The most widely employed fundamental elements in marketing to research consumer behavior are behavioral variables (that is, the actions that customers have or are taking effect on their later behaviors, etc.). The second component is marketing. Marketing factors relate to the particular content that a company's marketing operations may have on customers, such as marketing communications (advertisement, promotion, public relations, and consumer education), as well as marketing aspects (brand, quality, service, context). Culture and subculture (values, traditions, religion, ethnicity), social consumption infrastructure (policies, consumption infrastructure, technology), family (structure, life cycle, decision-making mode), reference group, and other external environmental factors have an impact on consumer behavior and are located further away from consumers (Zolfagharian & Cortes, 2011).

The four-level theory is the four levels proposed by Lunardo (2009) that affect consumer behavior, cultural, social, personal, and psychological. There are three types of cultural factors, culture, subculture, and social class. Reference groups, families, and other social variables are examples of social factors. Personal characteristics include things like a person's personality, age, employment, lifestyle, economic situation, and so on. Learning, motivation, perception, belief, and attitude are all psychological aspects. When it comes to explaining actual consumer behavior, whether it's the two-factor theory, three-factor theory, or four-factor theory, the trick is to figure out which elements are the most important in a given circumstance (Tarmuji & Ahmad, 2019). To identify the primary influencing variables and their level of effect, it is required to undertake detailed and in-depth research on customer behavior traits and the influencing factors of purchase choices (Lorenzo et al., 2013).

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2.3 Previous Studies on the Grape Wine Consumer Behavior

Wine consumption refers to the unique wine buying and drinking behaviors that consumers engage in as a result of complicated psychological processes that include two phases of psychological cognition and behavioral perception (Jaeger et al., 2009). The cognitive stage encompasses a variety of psychological processes such as

stimulation, impression, memory, reasoning, and imagination, and is best described as a consumer's assessment of a wine product's quality, function, and image. Consumers will create wine consumption demands based on their wine cognition and then build wine purchasing motivation. Wine buying incentives will be progressively externalized into specialized wine purchase behavior if environmental variables fulfill the prerequisites. Domestic and international scholars have conducted numerous fruitful studies on wine consumption psychology (cognition, motivation, and so on) and behavioral processes, providing important theoretical references for people to understand and grasp the behavioral characteristics and laws of wine consumers (Consumers, 2015).

The buying decision-making process may be broken down into four steps, need identification, information gathering, product appraisal, and final selection. This model explains how wine consumers make purchase decisions and defines the major factors they examine at each step. First of all, because customers' requirements and motivations fluctuate depending on the scenario, the major focus of the needs identification stage is on consumers' consuming motives and scenarios (Hall & Barry, 2007). Secondly, during the information gathering stage, focus is usually on the importance of wine consumption (that is, the degree of engagement) and the search for information on internal and exterior clues of wine goods. The third stage is primarily concerned with determining customer preferences for wine goods and assessing wine quality features (variety, wine type, brand, origin, awards, and other related information). The fourth stage focuses on characterizing the consumer's purchasing habits, such as the number of purchases made, where they were made, and how often they were made (Silva et al., 2014). Wine knowledge refers to a person's understanding of wine products, and there are two types of wine knowledge, subjective and objective wine knowledge. Subjective wine knowledge relates to a consumer's self-assessment of their wine knowledge level, whereas objective wine knowledge refers to the consumer's familiarity with wine goods (King et al. 2012). Wolf et al. (2005) found that consumer wine knowledge is consistent with the consumer's involvement in wine products. The greater the level of engagement, the greater the consumer's understanding of wine. Understanding of origin is critical for wine customers' purchase decisions, Which has a good influence on promotion. According to Johnson and Bastian (2007), the effect of origin has a greater impact on the purchasing decisions of consumers with a lower level of wine knowledge. Griffith (2020) conducted a survey of 150 customary white wine consumers in the Adelaide metropolitan area of South Australia. According to the investigation and research, the consumer group is further divided into three groups based on their wine knowledge level: the first is Sauvignon Blanc wine lovers, who are primarily young women with a low level of wine knowledge who do not drink Chardonnay wine; the second is Riesling wine lovers, who are older and have a higher level of wine knowledge. When buying wine, these two categories give more attention to the winemaking region,

vintage, and alcohol concentration. The final category is 'other white wine connoisseurs. This group dislikes Riesling wines, has a limited understanding of wine, and pays more attention to expert opinions than the first two (Ristic et al., 2019).

King et al. (2014) performed a survey in Beijing on young consumers' wine cognition and purchase behavior. Young consumers have a poor degree of wine awareness, lack trust and comprehension of wine, and are unaccustomed to the taste of wine, according to the findings. Studies by Atkin et al. (2007) show that the overall level of wine cognition among college students in China is low, however, they have a tremendous desire to actively learn about wine. The majority of college professors are clueless when it comes to wine and gastronomy. I've never been to a winery or attended a wine tasting, but I'm intrigued by wine clubs, wine tastings, and educational lectures. I mostly learn about wine from television. Barber et al. (2009b) performed a questionnaire study on wine cognition among Yunnan Province college students. The findings revealed that college students learn about wine primarily through television advertisements, magazines, newspapers, and books, that wine origin and other professional knowledge are not well known, and that the majority of students expressed a willingness to participate in wine culture courses, lectures, or wine tasting to further their understanding of wine. Li et al. (2011) pointed out that Chinese consumers have certain misunderstandings in wine consumption. They often use their understanding of liquor to understand wine, believing that the longer the wine is stored, the better the flavor. Silva et al. (2014) conducted a survey and analysis of consumers' intention to consume domestic and imported wine in Shanghai, Wuxi and other places. The findings revealed that, as imported wine becomes more popular, foreign wine culture is infiltrating 's traditional drinking culture. It also has an influence on the traditional drinking culture in my nation. Traditional drinking culture is still the mainstream table wine culture in China. Most consumers believe that, while domestic wines are not as cost-effective as imported wines, domestic wines can also meet basic drinking needs. Consumers generally lack wine expertise, knowledge of imported wines, and unclear identification of factors such as origin, grade, and vintage (Authors, 1996).

Table 2.1 Summary of Previous Study

No.	Topic	Author	Objective
1	Consumer preferences for wine attributes: A conjoint approach	Gil, José M. Sánchez & Mercedes (1997)	Conjoint Analysis；Two-limit Tobit Model；Retail Store； Consumer Preference；Market Segmentation.
2	Consumer liking of white wines: segmentation using self-reported wine liking and wine knowledge	King et al., (2014)	Australia; White wine; Consumer behavior; Consumer segmentation; Consumption behavior; White wine liking; Wine knowledge.
3	An international comparison of retail consumer wine choice	Steve Goodman (2009)	Consumer behavior; Wines.
4	The Irish wine market: a market segmentation study	Geraghty & Torres (2009)	Ireland; Wines; Market segmentation; Brands; Marketing.
5	Age Related Motivational Segmentation of Wine Consumption in a Hospitality Setting	John Hal et al., (2007)	Wine; Age; Motivation; Segmentation; Risk; Quality.
6	Wine purchase decisions and consumption behaviors: Insights from a probability sample drawn in Auckland, New Zealand	Jaeger et al., (2004)	Retail locations; Best–worst scaling; Systematic random sample; Involvement.
7	An Empirical Confirmation of Wine-Related Lifestyle Segments in the Australian Wine Market	Johnson, Trent & Bruwer, Johan (2003)	WRL; wine-related; Lifestyle; Market segmentation; Wine market; Australia.
8	The wine drinking behavior of young adults: An exploratory study in China	Li, Jia Gui et al., (2011)	Wine; Consumer behavior; Consumer knowledge; Chinese young adults (CYAs); China.

2.4 Previous Studies on the Grape Wine Consumer Behavior in China

The contrasts between self-consumption and gift purchases of wine by Chinese customers are underlined. Although wine consumption accounts for a small portion of overall alcohol spending in China, the percentage is higher than what has been previously recorded in other studies. Domestic Chinese wine accounts for the bulk of the market share, although wine from the old world, particularly French wine, continues to be preferred (Qing et al., 2015). Consumer understanding has a big impact on how much money they spend on wine. Increasing sales are projected as a result of increased wine education. Chinese consumers drink wine for a variety of reasons, including social status and image. Grape variety, color, and scent are becoming more essential sensory aspects in wine. Consumer education continues to play a significant part in their wine purchase decisions (Qing et al., 2015). In the three cities, several factors are found to have opposed impacts on consumer purchasing. More significantly, buying wine for personal use vs giving as a gift result in quite different expenditure habits. To begin with, Chinese consumers spend more on gifts than on wines for their personal use, despite the fact that they buy wines for themselves more frequently. Second, the motivations for wine consumption are key predictors, but they alter depending on whether the wine is drunk for personal use or as a gift. Finally, buyers search for distinct wine properties while purchasing wine for themselves or as gifts. For producers and marketers, understanding the variances in wine spending between areas and at different times is critical. There is no single method that can appeal to all Chinese customers. As customers' tastes become more sophisticated, so will the production, importing, and marketing tactics. While the Chinese wine industry is rapidly expanding, further study is justified to enhance our understanding of consumers and their preferences (Qing et al., 2015). Before leaping to a big breakthrough in legislative and monetary commitments, the sector must first lay the groundwork for the growth of wine tourism. One of the most essential projects would be to assure wine quality on the market in order to boost customer trust, which is a necessity for the development of China's wine tourism industry. The Chinese people currently consider wines from Western nations such as France, Italy, and Germany to be of high quality. When Chinese people buy wines from these nations as presents for special occasions, they are sometimes worshiped. Thankfully, Chinese wineries like Changyu-Castel and Junding have made significant efforts to build and market local wine brands by offering wine tourism experiences (Qiu et al., 2013). In conclusion, China's demand for imported wine is predicted to increase substantially throughout the projection period. Even though the Chinese market is still in its infancy, the market structure will remain steady over the next five years. Bottled wine will continue to be the most popular imported wine in China, followed by bulk and

sparkling wines. France, Spain, and Italy are expected to remain the top source markets for bottled, bulk, and sparkling wines (Liu & Song, 2021).

Even the most fundamental wine knowledge is lacking among the majority of Chinese young adults. They don't drink wine very often in general. Red wine is preferred by a vast percentage of Chinese young adults (92%) over white wine (7%). The majority of Chinese young adults (60%) prefer to drink wine at home, followed by hotels (21%), and restaurants (12%).   Around 60% of Chinese young adults drink wine for social reasons, whereas 27% drink for physical health reasons. A staggering 96% of Chinese young adults believe they will consume wine in the future. There are significant disparities in wine knowledge and the likelihood of future wine use between men and women. Consumer wine knowledge and frequency and likelihood of future wine use were found to have strong connections (Li et al., 2011).

2.5 Theory of Planned Behavior

The Theory of Planned Behavior (TPB) contains five major elements, behavior attitude, subjective norms, perceived behavior control, the behavior will and behavior (Bower et al., 2020). The theory systematically describes the interrelationship between the five major elements. The main points of view include, first, consumer willingness directly determines consumer behavior. Second, the factors that affect consumers' willingness include consumers' attitudes toward consumption behavior, subject norms, and perceived behavior control, and consumption willingness is positively correlated with these three factors. When the consumer's attitude is more positive, others agree with this behavior, and they can control their own consumption behavior of the product, hence, the consumer's willingness to buy the product is stronger (Kijsanayotin et al., 2009). Third, behavioral attitudes, subject norms, and perceived behavior control will have a positive effect on consumer behavior. Attitudes are determined by the total benefits of consumer behavior (rather than purely economic benefits). The more total benefits a certain behavior brings to consumers, the stronger the willingness of consumers to take the behavior. The more recognized the behavior and the more positive the evaluation is, the more this evaluation will promote consumers to buy the product. Moreover, the more relevant abilities, resources or opportunities that consumers think they have, the more they believe that they can control their consumption behavior and buy the product. In addition, the theory of planned behavior also believes that if the individual's perceived behavior control is very close to the actual behavior control, the perceived behavior control may directly affect the behavior (Lai & K., 2003). Therefore, the total benefits received by consumers, the evaluation of purchase behavior demonstrated by others,

and the self-confidence of consumers in realizing purchase behavior constitute the core of the theoretical framework of planned behavior (Rose, 2016). Compared with the first five models, the theory of planned behavior is more concise, clear and intuitive. It is a refinement of the general model of consumer purchase behavior, and it is also a simplification of the EKB model , the Howard-Sherth model and the Nicosia model, emphasizing that consumer attitudes, subject norms, and perceived behavior control have a clearer path for the comprehensive impact of consumer attitudes, subject norms, and perceived behavior control on purchase intention and purchase behavior. The path is clearer, which helps to grasp the main context of the research problem without affecting the interpretation of the final behavior (Montaño, 1992).

Table 2.2 Overview of literature reviews.

Authors	Country	Purpose	Summary points
Thomas Atkin et al., (2007)	USA	To check with red wine purchases and gender differences.	Women are more likely than men to get information from store staff, waiters, sommeliers or winery staff if consumers are unsure about how to choose a wine. Labels and shelf labels are also more important for women.
F J Herbst & C von Arnim (2009)	ZA	To examine whether wine awards influence consumer choice	Wine awards are indeed perceived by consumers as cues that influence their selection/selection criteria, but they are relatively low in importance compared to other cues such as variety, vintage, producer, production method, packaging, origin and price.
Zhang et al., (2013)	CHN	To investigate the factors influencing the development of wine tourism in China,	A number of facilitating and detrimental factors were revealed pertaining to China's wine tourism development on the three themes: people, promotion, and place.
Geraghty & Torres (2009)	IE	To examine how to meaningfully segment the Irish wine market for successful brand positioning.	The study identified three categories of wine consumers: casual wine buyers, value-seeking wine buyers, and wine traditionalists. Together, these clusters provide insights into consumer behavior.

2.6 The Development of Research Hypotheses

This research aims to identify, test and better understand the factors that influence the attitude and purchasing behavior of wine consumers in Chengdu China. The overall purpose of this research is to study consumer attitudes and consumer buying behavior.

Wine is an experiential product, and consumers often evaluate the quality of the wine based on the internal and external clues of the wine. Internal clues refer to the characteristics of the substantial part of the product, such as wine color, taste, aroma, etc., while external clues refer to the information attached to the outside of the product to explain the product, such as origin, year, packaging, label, brand, price, etc. The study conducted by Saltman et al. (2015) confirmed that the previous wine label and brand have a significant impact on the purchasing decisions of young wine consumers. After years of construction and development, many excellent wine brands have emerged in my country, and the influence of brands on consumer behavior has become more and more obvious. Well-known trademarks and famous trademarks have often become synonymous with high-quality products. Brand and price are becoming important external clues for consumers to judge the quality of products (Barber et al., 2009a). Therefore, the following hypothesis is made:

H1. The product quality of the wine has a significant impact on the consumer attitude.

Consumer knowledge is a holistic reflection of a consumer's genuine mastery (i.e. objective knowledge) and self-subjective perception (i.e. subjective knowledge) of a product (or service) cognition. Product attribute knowledge, product usage knowledge, product purchase knowledge, product sales knowledge, and so on are among the primary components (King et al., 2014). Consumers' perceptions of how much they know about the product or service category affect consumers' information search, processing behavior, and choices. Disciplinary knowledge is considered to be a strong motive for purchase-related behaviors and a better predictor of buying attitudes. Consumers with high expertise tend to perform laborious cognitive processes through the central route, while consumers with low expertise rely on ready-made peripheral cues. Knowledgeable consumers can effectively evaluate information and rely more on their own data-driven experience, while novice consumers pay more attention to external information, such as word of mouth. These findings indicate that professional consumers handle online reviews cautiously based on their own judgments, while novice consumers are more likely to follow external clues, such as the overall opinions of reviews (Lee & Ro, 2016). In consumer decision-making, consumers

mainly rely on their own professional knowledge to make purchasing judgments, especially the subjective knowledge of consumers. When a consumer thinks that his product knowledge is richer or more professional, he is more confident in his consumption behavior and relies more on his own judgment. On the contrary, when a consumer thinks that his product knowledge is relatively lacking, he is even less confident in consumer behavior. Self-confidence will be more affected by the attitudes and opinions of others. Consumers' product knowledge level is an important factor that affects consumer behavior. Consumers' product knowledge level will directly affect consumers' purchasing decisions. Scholars such as Barber et al. (2009) study the relationship between wine consumer knowledge and wine consumption behavior. After the study, it is found that consumer wine knowledge has a positive and significant influence on wine consumption behavior, so the following two hypotheses are made,

H2. The consumer knowledge of the wine has a significant impact on the consumer attitude.

H5. The consumer knowledge of wine has a significant impact on purchase motivation.

Motivation, as previously said, refers to the internal psychological processes that create and maintain individual behaviors while also direct them toward a certain objective and direction. It's an internal incentive that pushes customers to carry out a specific buying action (Anchor & Lacinová, 2015). In real life, consumer needs, purchase motivation and purchase behavior are closely linked. Motivation needs to be determined, and motivation dominates behavior. This is an uninterrupted cycle (Hall & Barry O 'mahony, 2007). A large number of researches on wine consumption at home and abroad also show that consumers with different purchasing motives will show individual differences in their purchasing behavior, such as price, packaging, brand, channel, etc. (Barber et al., 2009a). Previous studies have found a positive correlation between purchase attitude and purchase motivation, although some studies have shown that there is a weak relationship between these two variables. The main explanatory factor for buying organic products is the attitude, while perceptual control and subjective norms do not affect the purchase. A number of studies support the positive impact of purchase motivation on purchase attitudes. Consumers' previous experience with other organic products has a positive impact on their willingness to buy organic cosmetics (Pop et al., 2020). This study selects consumers' purchase motivation factors to explore whether motivation factors have a significant impact on wine purchase intention and purchase behavior and the level of influence. The following hypothesis is proposed in this research,

H3. The purchase motivation has a significant impact on consumer attitudes.

In a study on Sri Lankan university students' acceptance of e-learning, Vidanagama (2016) found that student attitudes had a strong influence on their readiness to adopt e-learning. Through a survey of 153 undergraduates who use online learning in DBMU, Farahat (2012) studied the determinants of students' acceptance of online learning, and how these determinants affect students' intention to use online learning. The results show that students' attitudes towards online learning have been identified as an important determinant of students' intention to practice online learning. Consumption intention represents a consumer's desire to buy and utilize a given product, and it may be used to predict a consumer's actual consumption habits.Ajzen (1991) found, in researching young people's fruit and vegetable consumption behavior, that consumer behavior is significantly and positively affected by consumption intentions. Aktaş et al. (2011) believe that consumer willingness can well explain consumer behavior. They studied the behavioral intentions of public universities in Saudi Arabia using the learning management system. The impact of wine customers' purchase intentions on purchasing behavior will be investigated in this article. This study will investigate customers' wine purchase intentions, as well as the correlation   between buying intentions and purchasing behavior, as well as the differences in influencing variables. Therefore, the following hypothesis is made:

H4. The attitude has a significant impact on the behavior.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Conceptual Framework
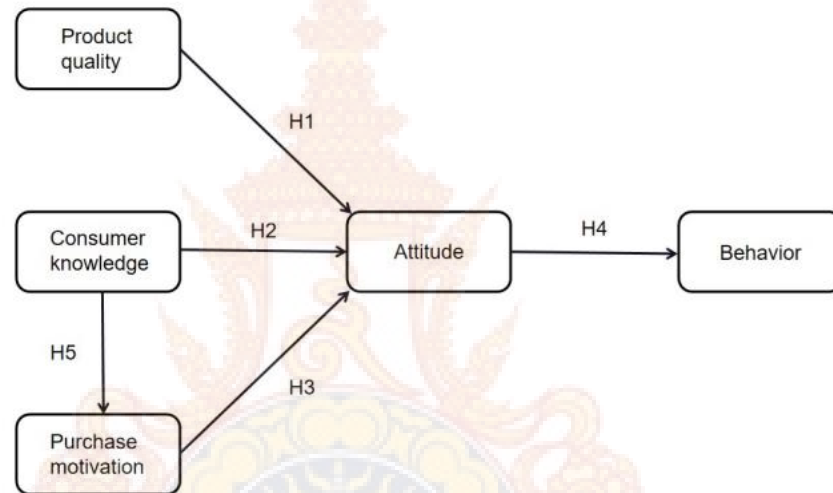
Figure 3.1 The Conceptual Framework of this research (by Author)

3.2 Research Method

Based on the existing research results, this study is guided by the planned behavior theory (TPB theory) and adopts the method of combining normative analysis and empirical analysis (Hujran et al., 2020). Through a questionnaire survey, frequency analysis and comparative mean analysis, the present study provides a comprehensive analysis of Chinese wine consumers. The study investigatess the knowledge level, purchase motivation, purchase intention, purchase behavior, and demographic characteristics of consumers. Through descriptive analysis and regression analysis, the influences on the knowledge level, purchase motivation,

purchase intention and purchase behavior of Chengdu consumers in China will be analyzed. Empirical analysis of key factors and their level of influence is conducted to find out the factors restricting the conversion of wine purchase intention to actual purchase behavior. On this basis, suggestions are made to promote wine purchases by Chinese consumers (Consumers, 2015).

Consumer subjective knowledge refers to how much product knowledge, use knowledge, and purchase knowledge consumers think they have. It is the subjective judgment of consumers. In addition, consumers' purchasing decisions are affected by many factors, and each factor affects consumers (Herbst & Von Arnim, 2009). The degree of influence of purchasing decisions depends on consumers' subjective feelings on various factors. In consumer behavior research, the subjective judgment of individual consumers is often measured by the attitude scale method. This study uses the Likert five-point scale method to measure consumers' perceptions of wine and the level of influence of various factors on consumers' purchasing decisions, so that qualitative problems that are difficult to describe can be transformed into quantitative data that can be described and analyzed. Quantitative statistical analysis on related issues is usually performed to reveal the relationship between factors and behaviors (Barber et al., 2009a). Self-filled questionnaires are used to collect data on consumers in Chengdu, China. The Likert five-point scale questionnaire is designed to collect quantitative data about video sources on viewers. The survey was conducted in May 2021. In order to perform statistical analysis on the collected data, we used SPSS and AMOS. SPSS analysis software is employed to test the reliability and demographic information of the measurement items. At the same time, AMOS analysis software is used to perform confirmatory factor analysis (CFA) and structural equation framework (SEM) analysis on the research framework.

3.3 Research Design

The research is based on the existing research results, guided by the theory of planned behavior (TPB theory), and adopts a combination of normative analysis and empirical analysis. Through a questionnaire survey, frequency analysis and comparative mean analysis, a comprehensive analysis of Chinese wine consumers is carried out. Consumers' knowledge level, purchase motivation, purchase intention, purchase behavior and demographic characteristics are investigated. To this end, a survey was conducted to collect data. Participants need to complete a questionnaire. The survey showed that the respondents' answers were completely anonymous, but other demographic information in the questionnaire included age and gender. The privacy of interviewees is protected. All interviewees were voluntary and agreed to

use the data set to answer. There are many types of research, suitable for exploratory research, descriptive research and contingency research. However, in this research, the appropriate type of research is based on descriptive research, that is, describing the answers to illustrate the research question. The significance of descriptive research lies in focusing on the characteristics of individuals and the characteristics of the entire sample, which can support the provision of useful information for problem-solving. This type of research is best for collecting data and describing the relationship between measured variables. In addition, this research also uses survey technology, which is to collect raw data of 500 young people by issuing questionnaires.

3.4 Population and Sample Selection

3.4.1 Population

The data used in this study was obtained through face-to-face surveys of 400 consumers conducted by 12 wine shops. The surveyed consumers were all over 18 years old and provided gifts to thank all consumers participating in the survey.

3.4.2 Sample Size

The researcher will determine sample size by applying an equation proposed by Yamane (1967) at the confidences level of 95% and precision levels = 0.05.

Hair et al. (2019) believed that when using the structural model, there is a higher requirement for the sample size. Minimum sample size 500: Models with large numbers of constructs, some with lower communalities, and/or having fewer than three measured items. Minimum sample size 300: Models with seven or fewer constructs, lower communalities (below .45), and/or multiple underidentified (fewer than three) constructs. Minimum sample size 150: Models with seven or less, modest communalities (below .5), and no underidentified constructs. Minimum sample size 100: Models containing five or fewer constructs, each with more than three items (observed variables) and with high item communalities (.6 or higher).

According to the model of this study, it   has 5 structures, belonging to the type of 7 or fewer structures. Therefore, according to the above requirements, the sample size needs to select at least 300 samples. Considering the survey feedback rate and other issues, a sample size of 400 was selected for research data collection.

3.5 Design of Questionnaire and Scale

This study uses a questionnaire (see Appendix ….), which creates a review of the relevant literature to collect data. The questionnaire can be divided into two parts:

Part 1: Closed-end questions about the demographic characteristics of the participants, including gender, and income.

1. Gender

□Male

□Female

2. Your age

□ 18-25

□ 26-35

□ 36-45

□ 46-60

□ Over 60 years old

3. Your highest education

□Junior high school and below

□High school / technical secondary school

□University/College

□Postgraduate

4. Income (monthly)

□Less than 3000 RMB

□3001-6000 RMB

□6001-9000 RMB

□More than 9001 RMB

Part 2: 14 closed-ended answer questions about 5 factors that influence purchase intention, including:

Table 3.1 Number of questions of the questionnaire for 5 factors that affect purchase intention

Product quality	9 Questions
Consumer knowledge	9 Questions
Purchase motivation	5 Questions
Attitude	3 Questions
Behavior	4 Questions

Source: Constructed by author

The second part of the questionnaire includes 5 factors and a total of 30 questions, of which 9 questions are used to measure Product quality, 9 questions to measure the user's Consumer knowledge, 5 questionsto measure the user's Purchase motivation, 3 questions to measure the user's Attitude, And 4 questions to measure the user's behavior.

Table 3.2 Five-point Likert Scale

Strongly Agree	5 points
Agree	4 points
Neutral	3 points
Disagree	2 points
Strongly Disagree	1 point

Source: Vagias, Wade M. (2006). "Likert-type scale response anchors. Clemson International Institute for Tourism & Research Development, Department of Parks, Recreation and Tourism Management. Clemson University.

The following questions are the further meaning of each question mentioned in the questionnaire. The questions and items contained in our face-to-face survey questionnaire are set up and perfected according to the scale established in the literature.

In order to measure the influencing factors of Chinese consumers' attitudes towards wine and purchasing behavior, seven items were adapted from the *Intention to Try* scale of Fishbein and Ajzen (1975) to investigate consumers' attitudes towards wine and purchasing behavior. Therefore, it is adapted from 23 projects by Yangling(2018) to measure wine quality, consumers' knowledge of wine and purchase motivation. . Popular literature indicates that whether a source is classified as credible is measured by two main dimensions, namely reliability and expertise. According to Ohanian (1990), these dimensions are measured on a five-point semantic scale using three and five items, respectively.

Table 3.3 Source for questionnaire items

Variables	Source
Product quality	(Mueller et al.,2014)
Wine color is an important factor reflecting quality.	
Wine aroma is an important factor reflecting quality	
This product is attractive.	
Wine taste is an important factor reflecting quality.	
Wine brand is an important factor reflecting quality.	
Wine price is an important factor reflecting quality.	
Wine producing area is an important factor reflecting quality.	
Wine vintage is an important factor reflecting quality.	
Wine packaging is an important factor reflecting quality.	
Wine label is an important factor reflecting quality.	
Consumer knowledge	(Mueller et al.,2014)
I have knowledge about grape.	
I have knowledge of viticulture.	
I have knowledge of winemaking technology.	
I have knowledge of wine tasting.	
I have knowledge of wine storage.	
I have knowledge of wine accompaniment.	
I have knowledge of wine glasses.	
I have knowledge about wine producing areas in China.	
I have knowledge about wine producing regions other than China.	
Purchase motivation	(Mueller et al.,2014)
My motivation for buying red wine is health care.	

My motivation for buying red wine is social.	
My motivation for buying red wine is to accompany meals.	
My motivation for buying red wine is to invest.	
My motivation for buying red wine is collection.	
Attitude	(Ajzen & Fishbein, 1975)
I think buying wine is a pleasure.	
I have a positive attitude towards buying wine.	
I like wine in general.	
Intention	(Ajzen & Fishbein, 1975)
I plan to buy wine often.	
I plan to buy wine in the future.	
I hope I can buy wine in the future.	
I plan to continue buying wine in the future.	

Source: Mueller S, Francis L, Lockshin L. 2008. The relationship between wine liking,
   subjective and objective wine knowledge: Does it matter who is in your
   'consumer' sample? Refereed paper at the 4th International Conference of the
   Academy of Wine Business Research, 17-19th July, Siena. Ajzen, I., & Fishbein,
   M. (1975). A Bayesian analysis of attribution processes. *Psychological Bulletin*,
   82(2), 261–277. https://doi.org/10.1037/h0076477.

3.6 Suggestions of the Three Experts on the Questionnaire

Three experts believe it is necessary to study the factors that influence consumers' attitudes and willingness to buy wineand uncover the motivations behind wine consumption. The questionnaire comes from the classic questionnaire of the previous two researchers (2019), and the questionnaire questions are suitable for the purpose of this research and further research. During the implementation of IOC, experts must evaluate and score each project, with scores of 1, 0, - 1. If an expert scores the project as 1, it means that the project can measure its objectives and has effective content. If an expert rates the project as 0, its intended use can be measured. If an expert evaluates a project as - 1, the project has not yet measured its use. After completing the evaluation of all projects, the three experts substitute the score of each project into the formula and calculate it according to the objective suitability index of the project (Litwin, 1995). To sum up, this project describes the indicators and calculation part of the project objective consistency scoring table. There are 20 entries and 4 structures in total. The highest score is equal to 1 and the lowest quantile is 0.67, which is reserved. Therefore, the content validity of 20 items in this study is sufficient. The results are shown in Appendix 1.

Table 3.4: IOC test expert information.

Name	Academic degree	Major field	Experience
Lu Gao	Ph. D	Marketing major	10 years
Feng Luo	Doctoral candidates	Marketing major	8 years
Yichun Wang	Ph. D	Winemaking	8 years

3.7 Collection of Data

In order to measure the influence of Chinese consumers' attitudes and consumption behaviors on wine, this study surveyed consumers in Chengdu, China. The survey selected 12 wine supermarkets, distributed questionnaires to 400 participants, and collected relevant data. In order to perform statistical analysis on the collected data,　SPSS 20.0 for Windows and AMOS 24.0 are used. SPSS analysis software is applied to test the reliability and demographic information of the

measurement items. At the same time, AMOS analysis software is used to carry out confirmation factor analysis (CFA) on the research framework, test hypotheses, and analyze the structural equation framework (SEM).

3.8 Research Methodology

3.8.1 Descriptive statistics analysis

The data are presented in tables, charts and graphs depicting the profiles of respondents and the distribution of relevant factors. The calculation of mean, frequency and percentage distributions is the most common form of aggregate data.

3.8.2 Reliability test

Cronbach's alpha test was used in this study to test the reliability of each variable. The tool has good reliability if it has a minimum alpha score of 0.6 and an overall reliability of 0.7 or higher (Bagozzi & Yi, 1988). The higher the accuracy coefficient, the higher the reliability of measurement. Scholars (2018) outline as follows: 0.60~0.65 (preferably not); 0.65~0.70 (minimum acceptable value); 0.70~0.80 (good). Therefore, a good beacon scale or questionnaire should be in the acceptable range of 0.80 to 0.70 to 0.80. Subscales above 0.70 are preferred, and ranges between 0.60 and 0.70 are acceptable. Therefore, it is necessary to conduct a pre-test to check whether the research tool can be used in this study.

Table 3.5 Criteria of Reliability

Cronbach's Alpha Coefficient	Desirability level	Reliability Level
0.80-1.00	Excellent	Very High
0.70-0.79	Good	High
0.50-0.69	Fair	Medium

0.30-0.49	Poor	Low
Less than 0.30	Unacceptable	Very Low

Source: van Zyl, J. M., Neudecker, H., & Nel, D. G. (2000). On the distribution of the maximum likelihood estimator of Cronbach's alpha. Psychometrika, 65, 271-280.

3.8.3 Correlation test

The degree to which the measuring tool can correctly assess the properties or attributes of the study object is referred to as validity. The validity of an inquiry is determined by how consistent the measuring findings and content are. The questionnaire items utilized in this study were derived through a review of the literature and subsequent questionnaire modifications, and they have high content validity after pre-testing. The scale's structural validity was investigated using exploratory factor analysis in this study. Factor analysis is a technique for simplifying data outputs. It reduces the number of scale categories and identifies the common qualities evaluated by the scale by combining as many of the scale's original many potential features into fewer factors or common characteristics as feasibletraits. When the common characteristic findings of the scale after factor analysis agree to the theoretical construction, the load of each factor is usually employed to represent the validity of the scale. The principal component analysis approach is employed for factor analysis in this study, while the maximum variance rotation method is used for factor rotation. The requirement for factor extraction is a feature value larger than 1. KMO (Kaiser-Meyer-olkin) analysis (author, year) and Bartlett's sphere test (author, year) are two typical methods for determining validity. The KMO value ranges from 0 to 1. When the KMO number approaches 1, it means that the more similar characteristics across variables, the better the factor analysis. In general, when the KMO value is greater than 0.9, it is ideal for factor analysis. When it is between 0.8 and 0.9, it is ideal for factor analysis. When it is between 0.7 and 0.8, it is ideal for factor analysis, and when it is between 0.6 and 0.7, it is ideal for factor analysis. It is good for factor analysis when it is between 0.5 and 0.6, and when it is below 0.5, it is not suitable for factor analysis. The KMO value of the questionnaire in this study is 0.882, and Bartlett's sphericity test approximates the chi-square value of 48004.213, indicating that the questionnaire's general validity is good, according to SPSS analysis.

Table 3.6 Validity analysis of questionnaire

Variables	Number of items	KMO	Approximate chi-square
Product quality	9	0.930	22506.038
Consumer knowledge	9	0.835	12354.805
Purchase motivation	5	0.722	4863.213
Attitude	3	0.787	6821.576
Intention	4	0.709	4098.384
Overall	30	0.882	48004.213

3.8.4 Path analysis

In order to analyze the relationship within the research framework, path analysis was performed based on the structural equation model (SEM). In this study, SPSS 26.0 software was used as a data collection, collation and analysis tool, and AMOS 23.0 software was used as a path regression tool.

3.8.5 Confirmatory factor analysis

Factor analysis can generally be divided into exploratory factor analysis (EFA) and confirmatory factor analysis (CFA). Different from EFA, CFA must be based on a specific theoretical perspective or conceptual framework, and then confirm whether the econometric model derived from this theoretical perspective is appropriate and

reasonable through mathematical procedures (Joseph F. Hair et al., 2013). Therefore, what EFA wants to achieve is to establish the construct validity of the scale or questionnaire, and CFA wants to test the rationality and authenticity of this construct validity. After exploratory factor analysis of small samples, the existence of factor models such as organizational health, organizational identity and organizational citizenship behavior remains to be tested. Here, the structural equation model (SEM) is established to verify whether the model is suitable for the data with a large sample data area (Joe F. Hair et al., 2014). In SEM analysis, fitting indicators are usually used to test and select models. These fitting indexes mainly include x2 / DF, GFI, AGFI, NFI, nnfi, CFI, IFI and RMSEA. The following table shows the test reference values of each fitting index.

Table 3.7 Structural equation fit metrics

Index	Ranges	Source
X^2/df	<3.00	Hair et al. (2006)
GFI	>0.85	Forza & Filippini (1998)
NFI	>0.90	Arbuckle (1995)
TLI	>0.90	Vandenberg & Scarpello (1994)
CFI	>0.90	Hair et al. (2010)
RMSEA	<0.08	Browne & Cudeck (1993)

CHAPTER 4

DATA ANALYSIS

4.1 Reliability Test of Research Instrument

Descriptive research is a common method of project research. It refers to the different factors faced by different aspects of research, data collection and data recording, focusing on the static description of objective facts. Most marketing research is descriptive. The study of customers' intention to purchase wine is defined as marketing research. Therefore, descriptive research can be used in a company's marketing operation strategy. Descriptive research aims to describe the characteristics of fixed groups and estimate the relationships among product quality, consumer knowledge, purchase motivation, attitudes and purchase intention. Chinese consumers make predictions based on that. Quantitative research is to determine the number of things in a certain number of scientific studies, that is, to represent samples with many problems and phenomena, and then analyze, test and explain, so as to obtain meaningful research methods and processes. A sample survey is not a comprehensive survey. This is a survey method used to survey certain units of all respondents and estimate and infer all responses accordingly. This study used face-to-face questionnaires to collect the necessary information. Communication with the target sample group is an easy way to do this. The researchers handed out questionnaires face-to-face.

Cronbach's alpha test is used to test the reliability of the question for each variable. The reliability assessment is defined as Cronbach's alpha. If a measurement has a minimum alpha score of 0.6 and an overall reliability of 0.7 or higher, it has good reliability (Bagozzi & Yi, 1988). Therefore, it is necessary to do a pre-test to check whether the research tool can be used for the main research. A pilot study is introduced to check whether the questionnaire is correctly prepared, in order to explore and verify the above-mentioned research questions. 30 consumers from Chengdu China participated in the preliminary test.

Table 4.1 Reliability analysis of questionnaire

Variables	Number of items	Cronbach α
Product quality	9	0.934
Consumer knowledge	9	0.858
Purchase motivation	5	0.712
Attitude	3	0.731
Intention	4	0.785
Total	30	0.842

The Cronbach's alpha score for each factor scale in this study is more than 0.6 after testing. The questionnaire's total Cronbach's alpha value is 0.842, F=5769.097, Sig=0.000, indicating strong reliability and good internal consistency.

Table 4.2 Demographic data

Variables	Frequency (f)	Percentage (%)
Male	186	46.5
Female	214	53.5
Total	400	100

Notes: N=400

As shown in the table, approximately 53.5% (N = 214) of the participants were women, while men accounted for 46.5% (N = 186).

Table 4.3 Frequency of Monthly Income

Variables	Frequency (f)	Percentage (%)
Below 3000 RMB	75	18.75
3001-6000 RMB	158	39.50
6001-9000 RMB	147	36.75
More than 9001 RMB	20	5.00
Total	400	100

Notes: N=400

As shown in the table, about 39.5% (N = 158) of participants have a monthly

income between 3001-6000 yuan, and participants with a monthly income of less than 3000 yuan account for 18.75% (N = 75), 6001-9000 yuan accounting for 36.75% (N = 147), and income above 9001 yuan accounting for 5% (N = 20).

4.2 Mean and Standard Deviation

Table 4.4 Averaged variances expected

Variables	Standard Deviation	Mean
Product quality	**0.724**	**1.99**
PQ1	0.784	2.04
PQ2	0.797	1.96
PQ3	0.938	1.85
PQ4	0.762	1.72
PQ5	0.854	1.83
PQ6	0.723	2.08
PQ7	0.761	1.98

PQ8	0.656	2.01
PQ9	0.896	2.22
Consumer knowledge	**0.791**	**2.05**
CK1	1.092	2.21
CK2	0.999	1.85
CK3	0.999	1.88
CK4	0.967	2.11
CK5	0.952	1.96
CK6	0.946	1.95
CK7	0.985	2.05
CK8	0.956	2.20
CK9	0.957	2.21
Purchase motivation	**0.745**	**1.95**
PM1	0.660	1.56
PM1	0.773	2.00
PM1	0.860	2.24
PM1	0.848	2.28
PM1	0.871	2.17
Attitude	0.797	1.97
ATT1	0.718	1.95
ATT2	0.955	2.49
ATT3	0.849	2.05
Behavior	**0.782**	**2.03**
BE1	0.756	2.08
BE2	0.808	2.13.
BE3	0.780	2.16
BE4	0.849	2.23

Table 4.5 Factor Model Parameters

Index	Ranges
X^2	268
X^2/df	1.23
GFI	0.892
TLI	0.985

CFI	0.997
RMSEA	0.051

The above table shows the fitting parameter values of the revised tissue health factor structure model. From this, it can be seen that the factor model's X^2/df is 1.23, which is close to 1, and the RMSEA value is 0.051<0.06. The model fits well. The goodness of fit index GFI is 0.892, higher than 0.85, CFI = 0.997, and TLI = 0.985, both higher than the standard of 0.9, so the data fit is good. In addition, the degree of correlation between the three factors in the factor model is above 0.85.

Table 4.6 Correlation matrix of the constructs

Construct	PQ	CK	PM	ATT	BE
Product quality	1				
Consumer knowledge	0.176***	1			
Purchase motivation	0.424***	0.113***	1		
Attitude	0.181***	0.342***	0.270***	1	
Behavior	0.476***	0.443***	0.608***	0.192***	1

Note: * p < 0.05; ** p < 0.01; *** p < 0.001; N=400.

The research calculated the correlation coefficient of the research framework. The highest effective coefficient is 0.608, which is the correlation coefficient between Purchase motivation and Behavior. Therefore, the discriminative validity of the research framework is acceptable. All coefficients are p <0.01, reaching a significant level.

4.3 Hypothesis Test

The main purpose of this study is to understand what influences consumers' attitudes towards wine, and thus consumers' consumption behavior towards wine. To analyze the relationships in the research framework, path analysis was performed based on the structural equation model (SEM). The output of this analysis is shown in the figure, and the normalized coefficients and hypothetical results for each path are shown in Table 4.7.

Table 4.7 Hypothesis testing

Hypothesis	Path	Standardized Coefficient
H1	Product quality>>>>> Attitude	0.181***
H2	Consumer knowledge>>>>> Attitude	0.342***
H3	Purchase motivation>>>>> Attitude	0.270***
H4	Attitude>>>>> Behavior	0.192***
H5	Consumer knowledge >>>>>>Purchase motivation	0.113***

Notes: * p < 0.05; ** p < 0.01; *** p < 0.001; N=400.

According to the data in the table, H1 β=0.181, P <0.01, indicating that this hypothesis is accepted. H2 β=0.342, P <0.01, indicating that this hypothesis is valid. The hypothesis that H3 β=0.270, P <0.01 is accepted. H4 β=0.192, P <0.01, the hypothesis is valid. H5 β=0.0.113 P <0.01 assumption is accepted.
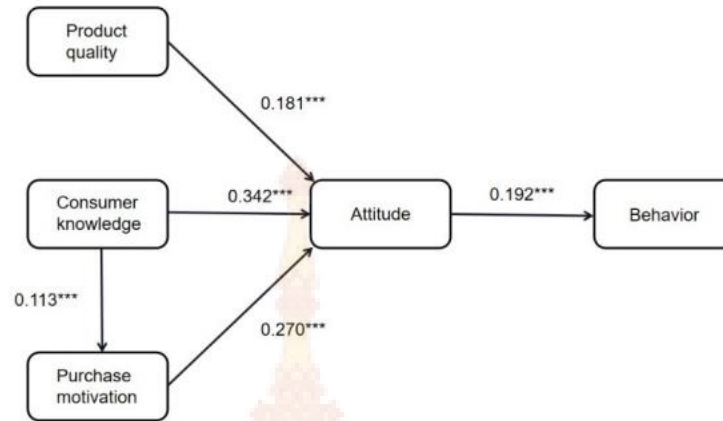
Figure 4.1 Path coefficients resulting from structural equation modeling (SEM)

Notes: * p < 0.05; ** p < 0.01; *** p < 0.001; N=400.

The results of regression analysis show that the main influencing factors of different purchase motives differ significantly. Gender, age, education, income, and occupation all have a significant impact on consumers' wine purchase motives, and there is no significant difference between regions. Additionally, purchase motives have a significant impact on wine purchase intentions. It makes a substantial difference. The main influencing factors of different purchase motives are clearly different. Women and the elderly place a higher value on the health function of wine. Men and young consumers place a higher value on the social and collection functions of wine, and the higher the education level is, the more important the function of wine as a meal is. The formulation of wine investment motivation is positively influenced by knowledge of viticulture and grape types. Knowledge of wine tasting has a good impact on customers' health and catering motivation, but it has a negative impact on social motivation development.

CHAPTER 5

CONCLUSION AND DISCUSSION

5.1 Conclusions

This study evaluated the three key pre-influencing aspects of wine purchasing behavior, wine knowledge level, purchase motivation, and purchase intention, in an empirical examination of Chinese wine customers' purchasing behavior and its influencing factors. The following are the key results of this systematic and in-depth investigation.

Through the analysis of the structural equation model, the author found that H1 is that the product quality of the wine has a significant impact on the consumer attitude. Its β=0.181, p<0.05, so, the assumption is established. The product quality of the wine has a significant impact on the consumer attitude. The consumer attitude has a significantly smaller effect. The results show that product quality is still one of the factors affecting consumer behavior, and it is necessary to pay attention to the quality of red wine itself. H2 is That consumer knowledge of the wine has a significant impact on the consumer attitude. Data analysis found that β=0.342, p<0.05, so the hypothesis is true, and the consumer knowledge has a significant moderate impact on the consumer attitude. The results show that consumer knowledge of the wine is one of the important factors affecting consumer behavior. Consumers' cognition of red wine is particularly important, and businesses need to cultivate consumers' knowledge and cognition of red wine. H3 is that the purchase motivation has a significant impact on consumer attitudes. Data analysis found that β=0.27, p<0.05, so the assumption is established, and the purchase motivation has a significant low-level impact on the consumer attitudes. Therefore, the shopper's consumption motivation still has an impact on the consumption behavior, so it is necessary to stimulate the consumer's consumption motivation from all aspects. H4 is that attitude has a significant impact on the behavior. Data analysis found that β=0.195, p<0.05, so, the hypothesis is true, the attitude has a significant low-level impact on behavior. H5 is that the consumer knowledge of wine has a significant impact on the purchase motivation. Data analysis found that β=0.113, p<0.05, so the hypothesis holds, and consumer knowledge of wine has a significantly low impact on purchase motivation.

Consumers' personal characteristics have important effects on wine purchase intention and purchase behavior, but there are certain differences in influencing

factors and influencing levels. For example, the educational background has the highest degree of influence on purchase intention, followed by income level. For purchasing behavior, the most important individual limitation element is income, which indicates that income is the major determinant in converting buy intent to purchase behavior. Wine buying intention and behavior are influenced by product quality characteristics. The internal characteristics of the product (such as the taste of wine) and the exterior factors of the product (brand, label, price) that influence wine buying behavior are the key variables that influence willingness to buy wine. Corporate marketing activities and the opinions of reference groups have a significant impact on wine purchase behavior, but have no significant impact on wine purchase intentions. Advertising has a significant impact on consumers' wine buying behavior, while shopping guide recommendations have no significant impact on consumers' wine buying behavior. The award-winning information of products has a significant impact on consumers' wine buying behavior. Wine knowledge has a significant impact on wine purchase intention and purchase behavior, mainly including wine tableware knowledge, grape variety knowledge, viticulture knowledge and wine region knowledge. Wine tasting knowledge and wine technology knowledge have a significant impact on wine purchase intentions. Purchasing motivation has a significant impact on wine purchase intention and purchase behavior.

5.2 Results and Discussion

Subjective and objective understanding of wine among Chinese consumers is limited. Subjective wine knowledge is highest among young and middle-aged consumers aged 26 to 45. Consumers with higher educational backgrounds have higher subjective wine knowledge. Consumers with higher income levels have higher subjective wine knowledge. Consumers with higher levels of influence have higher levels of subjective wine knowledge. The following are the major aspects that influence Chinese wine knowledge: Frequency of purchases > the number of wines purchased each time > objective wine knowledge > educational level > age > personal monthly income level. Among them, age Has a negative effect on consumers' subjective wine knowledge level, that is, the older the consumer , the lower the consumer's perception of their wine knowledge level. Additionally, the frequency of purchase, the number of wines purchased each time, the objective wine knowledge, education level, and the level of personal monthly income have a bearing on the consumer's subjective wine knowledge level. Chinese consumers mainly obtain wine information through media channels such as television, magazines, newspapers, and the Internet. The main ways consumers expect to obtain professional knowledge of wine are free tasting, winery tours and wine culture training. Socializing, catering,

and health care are the three primary reasons why Chinese consumers drink wine. Consumers' wine buying motivation is influenced by gender, age, education, and income, and purchase motivation influences wine purchase intention. The main influencing factors of different purchase motives are clearly different: women and the elderly place a higher value on the health function of wine, men and young consumers place a higher value on the social and collection functions of wine, and the higher the education level, the more important the function of wine as a meal is. The formulation of wine investment motivation is influenced by knowledge of viticulture and grape types. Wine tasting expertise can increase customers' health and catering motivation, but it has the opposite effect on social motivation development.

The overall level of wine purchases by Chinese consumers is relatively low. 19.5% of consumers have not purchased wine in the past 12 months. In terms of purchasing frequency, 40.9% of consumers buy wine once a year, with 21.8% of consumers buying wine every six months, 12.3% of consumers buying wine once a month on average, 3.8% of consumers buying wine every two weeks, And 1.7% of consumers buying wine once a week. The significant factors that affect consumers' wine purchase frequency are: income > knowledge of grape varieties > wine taste = knowledge of wine accompaniment > consumer's region > willingness to buy wine = knowledge of foreign wine-producing regions > knowledge of viticulture > awards > advertisements > wine brand > Consumer education level. In terms of purchase quantity, 63.3% of consumers only buy 1-2 bottles of wine each time, with 13.1% of consumers buying 3-6 bottles of wine each time, and only 4.1% of consumers buying more than 7 bottles of wine each time. The significant factors that affect the number of consumers buying wine are: income > viticulture knowledge = purchase motivation > grape wine-producing area > knowledge of Chinese wine-producing regions > advertising = willingness to buy > wine label > wine price> gender.

The frequency and amount of wine purchased by middle-aged customers aged 26-45 are higher than those of other age groups, according to comparative averages, and consumers with better education levels or higher income purchase wine. The amount and frequency of wine purchases are likewise greater. Chinese consumers tend to buy dry red wines and sweet red wines because they like wines with a refreshing taste and strong aroma. Furthermore, they tend to buy medium and low alcohol wines, bottled wines sealed with cork, and bottled wines sealed with screw caps. Emerging packaging forms such as cans, bag-in-boxes, and Tetra Pak are not well accepted. For imported wines, Chinese consumers tend to buy wines from old-world countries such as France, Italy, Spain, and Germany, while for domestic wines, they tend to buy well-known brands such as Changyu, Great Wall, and Dynasty. Liquor specialty stores, supermarkets, and shopping malls are the main channels for Chinese consumers to buy wine, and the mention rates are 46.7%, 45.8% and 34% respectively. The price of wine that consumers are willing to pay is closely related to

the purpose of purchase. On the whole, collection > investment > gift > feast > party > self-drinking.

A full assessment of the elements that influence wine buying intention and behavior can be found here: First, customer personal qualities have a significant influence on wine purchase intention and behavior, although there are several distinctions that academic credentials have the greatest impact on buying intentions. The second factor is one's financial situation. The most significant personal element for purchasing behavior is income, showing that wealth is the most important limiting factor in the translation of purchase intention to purchasing behavior. Second, factors affecting product quality have a considerable influence on wine purchase intent and behavior. Product internal elements (such as wine flavor) are among the most important factors that influence wine purchase intention, and existing product internal characteristics that influence wine purchase behavior (taste, Origin) also have external influences (brand, label, price). Third, corporate marketing efforts and reference group attitudes have a considerable influence on wine purchase behavior, but not on wine buying intentions. Advertising and product award-winning information have a considerable influence on customers' wine purchasing decisions, but shopping guide suggestions have no meaningful impact. Fourth, customers' wine buying intention and behavior are influenced by their level of knowledge and purchasing incentive.

5.3 Limitations

Although this research has explored the purchasing behavior and influencing factors of wine consumers in Chengdu, China, and obtained some useful conclusions, there are still certain limitations in the research content and research methods, which need to be improved in future research. The previous step is refined and perfected. This article mainly studies the purchasing behavior of wine consumers and consumer purchasing knowledge.

There are three pre-influencing factors, such as buying motivation and willingness to buy, and there are fewer analysis variables set for corporate marketing factors and reference group factors. In addition, due to the limitation of professional knowledge, the influence of cultural factors on wine purchase behavior has not been considered, but the influence of Chinese traditional culture on wine purchase and consumption has been briefly explained in the data analysis and discussion. This thesis is a study of the behavior of winemakers in Chengdu, China, in terms of research methodologies. The dynamic changing process and future development tendencies of consumer purchasing behavior are difficult to reflect throughout time. The study appears to be comparably thin for the complex purchase selection process.

We can undertake continuous surveys of fixed samples and long-term fixed-point observations on fixed samples or regional markets in future studies to better understand the dynamic change process of Chinese wine consumers' purchasing behavior and the inherent regularity of their behavior changes.

5.4 Research Contributions

Based on the Theory of Planned Behavior (TPB), the present study constructed a theoretical model of wine consumers' purchasing behavior that is in line with my country's reality, and empirically analyzed wine consumers' knowledge level, purchasing motivation, purchase intention, purchasing behavior and their influencing factors, which will enrich consumption theoretically, and the framework and content of consumer behavior research will provide references for in-depth research on wine consumer behavior.

5.5 Practical Contributions

At the micro level, under the background of increasingly fierce competition in the wine market, it is necessary to systematically study the purchasing behavior of Chinese wine consumers, clarify the primary elements influencing Chinese wine customers' purchasing behavior, as well as market segmentation, marketing methods for wine producers, and corporate profit levels. It has significant practical significance. At the macro level, it serves as a useful decision-making reference for relevant national regulatory agencies in clarifying the wine industry's development, formulating policies for its development, and promoting the   sustainable and healthy development of the wine industry.

5.6 Future research

Throughout the history of the wine industry, competition in the past has mainly focused on quality and sales. However, many wine companies are now beginning to

pay attention to both corporate image and customer satisfaction. The construction of corporate culture is conducive to the shaping of corporate image, and the attractiveness of corporate image to talents is undoubtedly helpful to reduce the rate of corporate brain drain. In the construction of corporate culture, wine companies should not ignore customer satisfaction.

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APPENDICES

APPENDIX A

Project target consistency index (IOC) ratio form and results

Please tick "√" in the blank space below and answer the following questions. "1" means that the subject may be able to deal with the corresponding hypothesis and its goals, "0" means that the subject may not be able to clearly distinguish the theory and its goals, and "-1" means that the subject may not conform to the paradigm and its goals. In addition, leaving further comments is the greatest support for the research.

Example-Attitude: the student's attitude towards virtual reality technology

Item	+1	0	-1	Comment
It is easy for me to use virtual reality technology in my studies.	√			

Variables	+1	0	-1	Comment
Product quality				
Wine color is an important factor reflecting quality.				
Wine aroma is an important factor reflecting quality				
This product is attractive.				
Wine taste is an important factor reflecting quality.				
Wine brand is an important factor reflecting quality.				
Wine price is an important factor reflecting quality.				

Wine producing area is an important factor reflecting quality.				
Wine vintage is an important factor reflecting quality.				
Wine packaging is an important factor reflecting quality.				
Wine label is an important factor reflecting quality.				
Consumer knowledge				
I have knowledge about grape.				
I have knowledge of viticulture.				
I have knowledge of winemaking technology.				
I have knowledge of wine tasting.				
I have knowledge of wine storage.				
I have knowledge of wine accompaniment.				
I have knowledge of wine glasses.				
I have knowledge about wine producing areas in China.				
I have knowledge about wine producing regions other than China.				
Consumer knowledge				
My motivation for buying red wine is health care.				
My motivation for buying red wine is social.				
My motivation for buying red wine is to accompany meals.				
My motivation for buying red wine is to invest.				
My motivation for buying red wine is collection.				
Attitude				
I think buying wine is a pleasure.				
I have a positive attitude towards buying wine.				

I like wine in general.				
Intention				
I plan to buy wine often.				
I plan to buy wine in the future.				
I hope I can buy wine in the future.				
I plan to continue buying wine in the future.				

Result of Index of Item-Objective Congruence (IOC) Rating

Construct	Item	Rating from experts			$\sum R$	IOC $= \dfrac{\sum R}{N}$	Result
		1st Expert	2nd Expert	3rd Expert			
Product quality	PQ1	1	1	1	3	1	Pass
	PQ 2	1	1	1	3	1	Pass
	PQ 3	1	1	1	3	1	Pass
	PQ 4	1	1	1	3	1	Pass
	PQ 5	1	1	1	3	1	Pass
	PQ 6	1	1	1	3	1	Pass
	PQ 7	1	0	1	2	0.67	Pass
	PQ 8	1	1	1	3	1	Pass
	PQ 9	1	1	1	3	1	Pass
	PQ 10	1	1	1	3	1	Pass
Consumer knowledge	CK1	1	0	1	2	0.67	Pass
	CK 2	1	1	1	3	1	Pass
	CK 3	1	1	1	3	1	Pass

	CK 4	1	1	1	3	1	Pass
	CK 5	1	1	1	3	1	Pass
	CK 6	1	1	1	3	1	Pass
	CK 7	1	1	1	3	1	Pass
	CK 8	1	0	1	2	0.67	Pass
	CK 9	1	1	1	3	1	Pass
Purchase motivation	PM1	0	1	1	2	1	Pass
	PM2	0	1	1	2	0.67	Pass
	PM3	0	1	1	2	0.67	Pass
	PM4	0	1	1	2	1	Pass
	PM5	0	1	1	2	1	Pass
Attitude	ATT1	1	0	1	2	0.67	Pass
	ATT2	1	0	1	2	0.67	Pass
	ATT3	1	1	1	3	1	Pass
Intention	INT1	1	1	1	3	1	Pass
	INT2	1	1	1	3	1	Pass
	INT3	1	1	1	3	1	Pass
	INT4	0	1	1	2	0.67	Pass

APPENDIX B

Questionnaire

Thank you very much for filling out this questionnaire. The purpose of this questionnaire is to measure the factors that influence Chinese consumers' attitudes towards wine purchases and their purchasing behavior. To complete this questionnaire, you may need one to five minutes. This questionnaire is part of the personal research of master students in Thailand. Please read each question carefully and make sure that all answers are your true thoughts. All this information is for academic purposes only.

Part A: Closed-end questions about the demographic characteristics of the participants, including gender, and income.

1. Gender

□Male

□Female

2. Your age

□ 18-25

□ 26-35

□ 36-45

□ 46-60

□ Over 60 years old

3. Your highest education

□Junior high school and below

□High school / technical secondary school

□University/College

□Postgraduate

4. Income (monthly)

□Less than 3000 RMB

□3001-6000 RMB

□6001-9000 RMB

□More than 9001 RMB

Part B: closed-ended answer questions about 5 factors that influence purchase intention, including

Please write a '√' in the box to show you agree or disagree with the following statements   1 = strongly disagree, 2 = disagree, 3 = neither agree nor disagree, 4 = agree, 5 = strongly agree.

Variables	1	2	3	4	5
Product quality					
Wine color is an important factor reflecting quality.					
Wine aroma is an important factor reflecting quality					
This product is attractive.					
Wine taste is an important factor reflecting quality.					
Wine brand is an important factor reflecting quality.					
Wine price is an important factor reflecting quality.					
Wine producing area is an important factor reflecting quality.					
Wine vintage is an important factor reflecting quality.					
Wine packaging is an important factor reflecting					

quality.					
Wine label is an important factor reflecting quality.					
Consumer knowledge					
I have knowledge about grape.					
I have knowledge of viticulture.					
I have knowledge of winemaking technology.					
I have knowledge of wine tasting.					
I have knowledge of wine storage.					
I have knowledge of wine accompaniment.					
I have knowledge of wine glasses.					
I have knowledge about wine producing areas in China.					
I have knowledge about wine producing regions other than China.					
Purchase motivation					
My motivation for buying red wine is health care.					
My motivation for buying red wine is social.					
My motivation for buying red wine is to accompany meals.					
My motivation for buying red wine is to invest.					
My motivation for buying red wine is collection.					
Attitude					
I think buying wine is a pleasure.					
I have a positive attitude towards buying wine.					
I like wine in general.					
Intention					
I plan to buy wine often.					
I plan to buy wine in the future.					

I hope I can buy wine in the future.					
I plan to continue buying wine in the future.					

BIOGRAPHY

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