

# **Influences in the selection of wine as a self-gift: an examination of emotions, motivations, and demographics.**

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## Abstract

Focusing on the New Zealand market, this dissertation examines the role of affective, motivational, and demographic factors in influencing consumers' decisions to purchase wine as a self-gift. Drawing on theories such as Self-Determination Theory, Affective Penetration Model and Consumer Engagement Theory, the study aims to understand how intrinsic and extrinsic motivations, affective states and demographic characteristics influence consumers' self-gifting behaviours when purchasing wine. Through quantitative analysis of the survey data, the study examines the criteria prioritised by different consumer groups when choosing self-gifting wines and the impact of positive and negative emotions on consumption and decision-making engagement.

The main findings suggest that while demographic characteristics such as age, gender and income influence self-gifting decisions, positive emotions do not significantly increase consumption. Instead, factors such as product familiarity and personal preference play a more critical role in consumer decision-making. This study highlights the complex interplay between emotional and motivational drivers, contributing to the existing literature on self-gifting and providing practical insights for marketers in the wine industry.

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## Attestation of Authorship

I hereby declare that this submission is my own work and that, to the best of my knowledge and belief, it contains no material previously published or written by another person (except where explicitly defined in the acknowledgements), nor used artificial intelligence tools or generative artificial intelligence tools (unless it is clearly stated, and referenced, along with the purpose of use), nor material which to a substantial extent has been submitted for the award of any other degree or diploma of a university or other institution of higher learning.”

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# 1. Introduction

## 1.1. Introduction

This dissertation explores the role of emotions, motivations, and demographic characteristics in the behaviour of wine as a self-gift. In this chapter, the background of the study is provided, with an exploration of New Zealand's wine market, particularly in the context of wine as a self-gift and the influence of emotional states and motivations on decision-making. The chapter then discusses previous self-gifting research to identify gaps and establish the research objectives. Additionally, it introduces the Self-Determination Theory (SDT) and the Affect Infusion Model (AIM) and identifies the research paradigm underpinning the proposed study. and introduces intended contributions. Finally, the structure of the dissertation is outlined.

## 1.2. Background

Wine is vital in New Zealand's domestic market, playing a key role in satisfying local consumers and their evolving preferences. New Zealand wine is known for its strong association with quality and unique flavour profiles, which resonate with many local buyers. The domestic market for New Zealand wine is characterized by a steady demand, particularly for premium wines. Local consumers are increasingly drawn to wines that reflect high quality, leading to a focus on organic and biodynamic winemaking practices (New Zealand Winegrowers, 2021).

Recent trends suggest that younger generations, particularly Millennials, drive a shift in consumer behaviour within the local market. This group is more adventurous in their wine selections and increasingly opts for higher-quality, premium wine varieties. At the same time, New Zealanders prioritize convenience, with many wine sales occurring in supermarkets, highlighting the importance of availability and accessibility for local buyers (New Zealand Winegrowers, 2021; Rural News Group, 2023).

Product consumption is a sensory experience that can awaken various emotional responses or, alternatively, be influenced by them. Consequently, the impact of emotions on food consumption has received widespread attention. This is an intricate and multi-faceted area where emotions have been found to influence consumer decision-making processes significantly, often driving purchases beyond rational considerations (Bagozzi et al., 1999). Emotional responses can be triggered by various factors, such as personal values, aesthetics, or the social environment, and these responses play a critical role in shaping consumer preferences and choices (Hirschman & Holbrook, 1982).

Furthermore, studies have highlighted the impact of specific emotions on consumer behaviours. For example, joy and sadness have been shown to significantly influence the types of products consumers prefer and the amount they are willing to pay (Lerner et al., 2004). Additionally, anticipated emotions, such as regret and disappointment, have been identified as crucial in decision-making processes (Zeelenberg & Pieters, 2006). The emotional satisfaction derived from a purchase, often linked to hedonic motivations, is a key driver in decision-making and can override more utilitarian considerations (Hirschman & Holbrook, 1982; Dhar & Wertenbroch, 2000). But the importance of emotions doesn't stop with consideration of the purchase itself. Research also delves into the emotional impact relating to marketing strategies. Emotional advertising, for instance, is more effective in influencing consumer attitudes and intentions than non-emotional advertising (Edell & Burke, 1987). Embracing emotional elements in advertising can foster a deeper level of consumer engagement and attachment (Escalas & Bettman, 2005). Furthermore, 'mood congruency' suggests consumers are more likely to recall and react positively to marketing messages that align with their current emotional state (Gardner, 1985). In the motivation behind purchasing wine, emotions may influence the consumer's decision-making process, affecting the consumer's final choice. But what about when the purchase is a gift, particularly a self-gift? How do things change with respect to emotions and purchase behaviours?

Self-gifting behaviour is an important consumption pattern, especially when consumers choose wine as a self-gift. Mick and DeMoss (1990) define self-gifting as a unique consumer behaviour where individuals purchase products to reward themselves or fulfil emotional needs. Research shows that wine is often chosen for self-gifting due to its association with celebration, pleasure, and self-indulgence (Faure & Mick, 1998). In recent years, as consumers increasingly focus on quality of life, the trend of wine self-gifting has been on the rise, particularly among female consumers (Almila, 2020).

According to Vassilikopoulou (2023), wine self-gifting behaviour is not just a form of reward but is also closely linked to emotional regulation. Consumers are more likely to purchase wine to relax and alleviate negative emotions during stress or emotional fluctuation. Simultaneously, consumers also purchase wine to celebrate personal achievements and express self-reward and emotional satisfaction.

Emotions and motivations are key drivers in consumer decision-making. Self-Determination Theory (SDT) highlights those intrinsic motivations, like personal pleasure and emotional fulfilment, lead consumers to choose wines for their sensory experience, while extrinsic motivations, such as social status, encourage the selection of premium brands (Deci & Ryan, 1985; Bagozzi et al., 1999). Forgas' (1995) Affect Infusion Model (AIM) shows that positive emotions increase the likelihood of selecting higher-quality wines, while negative emotions may trigger compensatory consumption. Additionally, Consumer Involvement Theory (CIT) suggests that high-involvement products like wine require more detailed decision-making influenced by emotions and motivations (Zaichkowsky, 1985; Atkin & Thach, 2012). Understanding these factors helps shape effective marketing strategies. It fills gaps in the current literature on self-gifting behaviour, particularly in exploring how emotions, motivations, and demographic factors affect wine selection.

Past research shows that age significantly influences wine preferences and consumption

patterns. Lockshin and Corsi (2012) note that older consumers tend to prefer traditional wines and display brand loyalty, while younger consumers are more experimental, seeking novelty and variety. Income levels also play a key role in purchasing behaviour, with higher-income individuals more likely to buy premium wines, valuing quality, and prestige, while lower-income consumers prioritize affordability (Barber et al., 2006). Additionally, gender differences in wine consumption reveal that women are more likely to consume wine, often preferring lighter, sweeter varieties and considering health-related factors, while men may favour full-bodied wines and use wine as a means to display knowledge and social status (Thach & Olsen, 2006). While demographic characteristics have been shown to influence wine purchasing decisions, the role of these factors in relation to emotional states, particularly in the context of self-gifting wine, remains largely unexplored.

### 1.3. Research Objectives

This study aims to explore the role of emotions and motivations in consumers' decisions to purchase wine as a self-gift and to analyse how these decisions vary according to key demographic factors such as ethnicity, age, and gender.

Vassilikopoulou (2023) found in a qualitative study on wine self-gifting that the marketing mix in consumer decision-making processes varies under different emotional states. However, this phenomenon has not yet been empirically tested. Vassilikopoulou (2023) also proposed that the consumer's emotional state primarily drives self-gifting behaviour. Some respondents even casually chose wine just for drinking when experiencing negative emotions. Similarly, Calvo-Porrá et al. (2019) reported on the relationship between emotions and wine consumption, finding that emotions such as happiness, pride, and confidence mediate self-gifting behaviour. Although previous studies have examined the relationship between demographic characteristics and wine selection and consumption, no empirical research has yet explored the relationship between motivations, emotional factors, and demographic characteristics in the context of wine

as a self-gift.

The study has two primary objectives:

1. To explore the role of emotions and motivations in purchasing wine as a self-gift.
2. To determine how participants with different demographic characteristics exhibit different behaviours when purchasing wine as a self-gift.

Building on these research objectives, this study poses three specific research questions:

1. How do motives and emotions affect the purchase of wine as a self-gift?
2. How do demographics affect the purchase of wine as a self-gift?
3. How does the decision process differ when consumers buy wine as a self-gift?

## 1.4. Methodology

A quantitative study is proposed based on the philosophical foundation of positivism, which emphasizes observable phenomena and relies on quantifiable data to draw conclusions (Ryan, 2018). This approach is typically well-suited to studies that seek to identify patterns and relationships systematically and objectively between variables. By employing statistical tools and quantitative analysis, researchers can test hypotheses and provide clear, objective results (Goddard & Melville, 2004; Saunders et al., 2019), meeting the needs of this proposed investigation.

## 1.5. Structure of the Dissertation

The remaining chapters of this dissertation are structured as follows: Chapter 2 reviews the literature on self-gifting, specifically in the context of wine, including classical theoretical frameworks, emotional influences, and demographic characteristics. Based on past literature, hypotheses are developed. Chapter 3 outlines the research methodology, including the research philosophy, sample selection, measurement techniques, survey design, and data analysis process. Chapter 4 presents the results of the analysis, including descriptive and frequency analysis, comparisons of means, and hypothesis testing through chi-square, ANOVA, and

correlation analysis. Chapter 5 discusses the key findings, theoretical and practical implications, limitations of the study, suggestions for future research, and the final conclusions.

## 1.6. Conclusion

This chapter introduced the dissertation and established the research objective: to explore the role of emotions and motivations in consumers' decisions to purchase wine as a self-gift, and to analyse how these decisions vary according to key demographic factors such as ethnicity, age, and gender. In the chapter that follows, an examination of relevant literature will be discussed.

## 2. Literature Review

### 2.1. Introduction

This chapter delves into the concept of self-gifting, particularly focusing on wine as a preferred choice for self-gift purchases. It examines the psychological and emotional motivations behind self-gifting behaviour and reviews the existing literature on consumer attitudes towards self-gifting. The chapter explores the influence of marketing strategies on the self-gifting of wine and discusses how demographic factors and situational contexts affect consumer decisions in this regard. The main aim of this chapter is to develop hypotheses based on past research and to provide a nuanced understanding of the factors driving the self-gifting of wine among consumers. The following sections will explore self-gifting behaviour, providing deeper insights into the underlying mechanisms and broader implications associated with this type of purchase decision-making (Figure 1: Scope of the literature review).

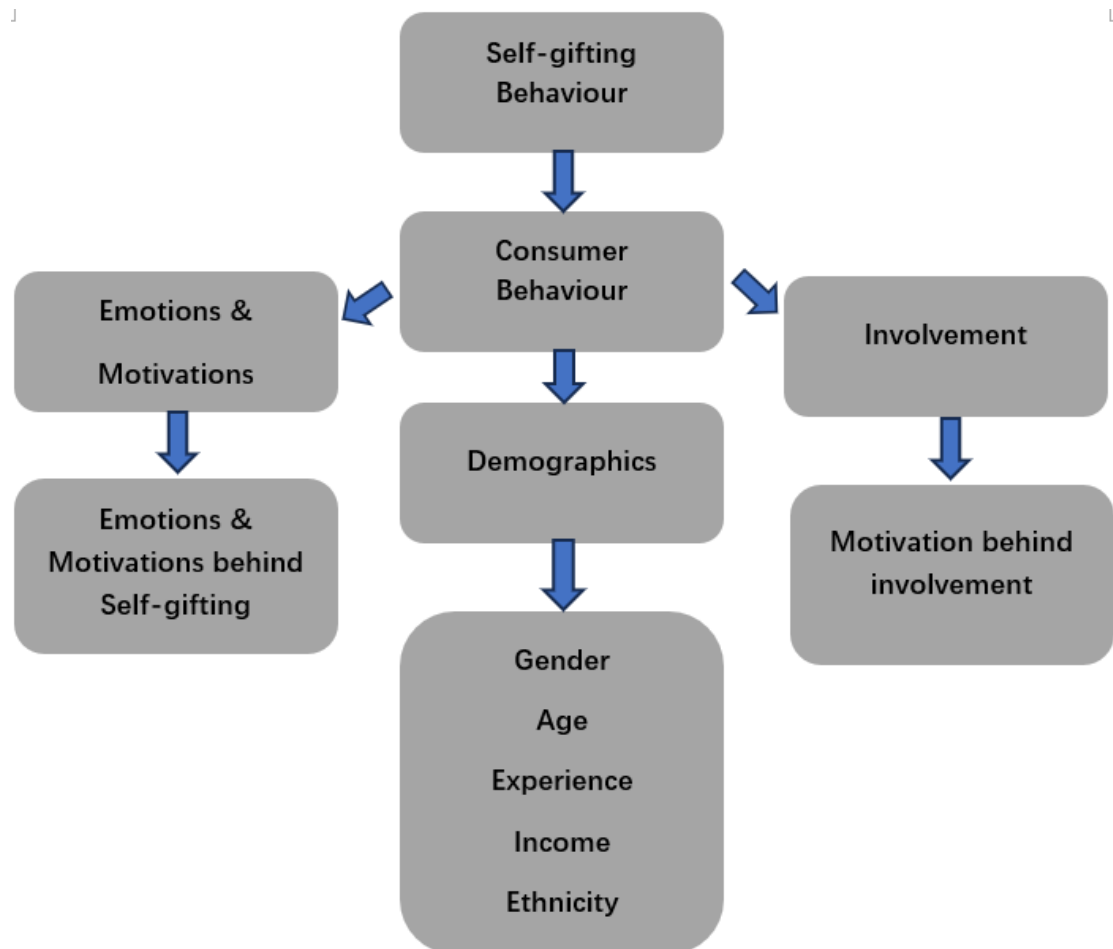


Figure 1: Scope of the literature review

## 2.2. Self-Gifting Behavior

Self-gifting behaviour has garnered significant attention in consumer behaviour research, focusing on the motivations, triggers, and outcomes associated with purchasing gifts for oneself. Mick and DeMoss (1990) identify self-gifting as a distinct consumer behaviour characterized by the act of buying something for oneself, often as a reward or to fulfil an emotional need (therapy). Faure and Mick (1998) determined that a self-gift required three elements: communication, exchange, and specialness. In essence, a self-gift communicates perceptions with and of oneself, includes an exchange (that rewards or meets a need), and differs from an everyday purchase (non-utilitarian). Various factors, including self-reward, mood regulation, personal indulgence, and responses to marketing initiatives drive this behaviour.

Consumers engage in self-gifting for various reasons, such as celebrating achievements, coping with stress, or simply enjoying a moment of personal indulgence (Helgeson & Supphellen, 2004). Recent research has expanded our understanding of these behaviours. Rifkin et al. (2022) found that feelings of constraint, such as time or financial pressures, can significantly reduce the likelihood of self-gifting. Individuals under stress often believe they won't be able to fully enjoy or benefit from the self-gift, which paradoxically is when they might need it the most. The study also discovered that encouraging self-gifting with personal well-being messages can counteract these constraints and enhance overall happiness and relaxation (Rifkin et al., 2022).

Emotional states can influence self-gifting, where positive moods can lead to reward-based purchases and negative moods can result in compensatory consumption to alleviate stress or sadness (Dahl et al., 2001). Additionally, self-gifting is closely tied to self-concept, where individuals purchase items that reflect or enhance their self-identity (Banister & Hogg, 2004). Self-gifting behaviour can be particularly pronounced in the context of wine (Vassilikopoulou, 2023). Wine, often associated with celebration, serves as an ideal self-gift due to its symbolic

value and the sensory pleasure it provides. Hirschman and Holbrook (1982) highlight that experiential products like wine are frequently chosen for self-gifting because they offer hedonic rewards and enhance personal well-being.

Marketing strategies play a crucial role in shaping self-gifting behaviour. Advertisements and promotional campaigns emphasising personal reward and indulgence can encourage self-gifting (Kivetz & Simonson, 2002). Additionally, retailers often position wine as a premium product, appealing to consumers' desires for self-reward and luxury. This strategic positioning can significantly influence consumers' purchasing decisions, making them more likely to buy wine as a self-gift (Atkinson, 2013).

Demographic factors also affect self-gifting behaviour. Research indicates that younger consumers and those with higher disposable incomes are more likely to engage in self-gifting (Pradhan et al., 2017). Situational contexts, such as holidays or personal milestones, can trigger self-gifting behaviour. Consumers are more inclined to purchase wine for themselves during special occasions, viewing it as a deserved treat (Park et al., 2007).

These studies underscore the multifaceted nature of self-gifting behaviour and its implications for consumer decision-making. Understanding the psychological and emotional drivers behind self-gifting can help marketers develop targeted strategies to tap into this lucrative market segment. The following sections will delve deeper into the various aspects of self-gifting, providing a comprehensive analysis of the factors that influence this behaviour.

### 2.3. Theoretical Frameworks in Consumer Behavior

After establishing the prevalence and characteristics of self-gifting behaviour, it is relevant to introduce the theoretical frameworks that explain consumer decision-making processes. This section provides the foundational theories necessary for understanding the motivations and

emotional influences behind consumer behaviour.

One of the significant theoretical frameworks is the Self-Determination Theory (SDT) proposed by Deci and Ryan (1985). SDT emphasizes the role of intrinsic and extrinsic motivations in driving behaviour. Intrinsic motivation refers to engaging in an activity for its inherent satisfaction, while extrinsic motivation involves performing a behaviour to achieve a separable outcome. In the context of self-gifting, intrinsic motivations such as personal pleasure and emotional fulfilment play a crucial role, along with extrinsic motivations like social recognition and reward.

The Affect Infusion Model (AIM) by Forgas (1995) is also pertinent to understanding consumer behaviour, particularly the emotional influences on decision-making. The AIM suggests that mood can influence cognitive processes and subsequently affect judgments and decisions. This model explains how positive or negative moods can impact the likelihood of consumers engaging in self-gifting, as their emotional states affect their perception and evaluation of the potential reward.

Additionally, the Consumer Involvement Theory developed by Zaichkowsky (1985) highlights the importance of the level of personal relevance or involvement a consumer has with a product. High-involvement products, like wine, typically require more extensive information processing and decision-making effort. Understanding the level of consumer involvement has significant implications for marketing and communication strategies. By determining how connected consumers are to purchasing wine as a self-gift, marketers can tailor their approaches better to meet the needs and preferences of their target audience.

Understanding these theoretical frameworks provides a structure to examine the complex motivational and emotional influences behind consumer behaviour, particularly in the context of self-gifting. Together, the Theory of Planned Behaviour, Self-Determination Theory,

Emotional Penetration Model, Consumer Involvement Theory and Social Comparison Theory shed light on the multifaceted nature of consumer decision-making. By integrating insights from these theories, researchers can better understand how attitudes, motivations, emotions, levels of engagement, and social comparison drive individuals to engage in self-gifting behaviours such as purchasing wine.

## 2.4. Emotional Influences

Understanding how emotions impact consumer choices, including self-gifting, builds upon the theoretical foundation established in the previous section. Emotions are crucial in shaping consumer behaviour, from initial product interest to final purchase decisions. This section explores the various ways in which emotions influence consumer choices and the implications for self-gifting behaviour.

Emotional influences on consumer behaviour can be broadly categorized into positive and negative emotions. Positive emotions, such as happiness, excitement, and contentment, often lead to an increased willingness to spend and a preference for indulgent or luxurious products (Pham, 2004). Conversely, negative emotions, such as sadness, anxiety, and stress, can also drive consumption, but often in different ways. Consumers may engage in compensatory consumption, purchasing products to alleviate negative feelings or to reward themselves during difficult times (Cryder et al., 2008).

The emotional connection to self-gifting is particularly significant. Self-gifting can serve as a means of mood regulation, where individuals buy gifts for themselves to enhance positive emotions or mitigate negative ones (Mick & DeMoss, 1990). This behaviour is often tied to specific emotional states and personal milestones. For instance, consumers may purchase wine as a self-gift to celebrate an achievement or to unwind after a stressful day, using the act of purchasing and consuming wine as a form of emotional indulgence (Kivetz & Simonson, 2002).

Research by Isen (2001) demonstrates that positive emotions can enhance cognitive flexibility and creative problem-solving, leading consumers to make more spontaneous and hedonic purchases. This finding is particularly relevant to self-gifting behaviour, where buying something special for oneself is often an impulsive decision driven by the desire for immediate gratification. Similarly, the affective state of the consumer at the time of purchase can significantly influence their decision-making process and the perceived value of the self-gift (Bagozzi et al., 1999). The impact of negative emotions on consumer behavior is a multifaceted area of research. While the initial assertion is that negative emotions can lead to more cautious and reflective decision-making, it's important to delve deeper into how these emotions specifically influence consumer choices.

Studies suggest that negative emotions can lead to a variety of responses. For example, when individuals experience sadness or anxiety, they may become more focused on avoiding losses than achieving gains, which could lead to more conservative purchasing behavior (Tversky & Kahneman, 1991). On the other hand, some research indicates that negative emotions can trigger compensatory behavior, where consumers seek out purchases that promise to improve their mood or provide comfort. This is consistent with findings from Pham (1998), indicating that mood-improving purchases become particularly appealing during times of distress.

Additionally, emotional states not only influence immediate buying decisions but also have lasting effects on long-term satisfaction. According to Isen (2001), positive emotions are often linked to enhanced satisfaction with self-gifts, while negative emotions may lead to a more critical assessment of these purchases afterwards. This temporal dynamic suggests that while negative emotions may encourage buying for mood improvement initially, they can also result in diminished satisfaction and regret if the purchase fails to meet expectations.

The literature also illustrates the role of context in how negative emotions affect purchasing behavior. For example, research by Smallman and Boldy (2003) highlights that consumers may

rely on heuristics when feeling negative emotions, which could simplify decision-making but also lead to suboptimal choices.

Emotional branding and marketing strategies also play a pivotal role in influencing consumer emotions and, consequently, their purchasing behaviour. Marketers often craft messages and create experiences that evoke specific emotions, encouraging consumers to associate their products with positive feelings (Morris et al., 2002). For example, wine brands may use advertising that highlights moments of joy, relaxation, and celebration, appealing to consumers' desires for emotional fulfilment through self-gifting.

Moreover, emotional influences can shape consumer behaviour. Understanding these emotional nuances is essential for developing effective marketing strategies that resonate with diverse consumer groups. Emotional expression and consumption can impact how consumers engage in self-gifting and other emotionally driven purchases (Tsai, 2007). Self-gifting often serves as a form of personal reward and indulgence, where individuals are more likely to buy gifts for themselves to celebrate personal achievements and milestones. This distinction is crucial as it shows that marketing strategies must align with the specific emotional values of each target audience.

Based on the previous section on the consumption behaviour of self-gifts and the influence of emotional reasons on purchases, the following hypotheses is proposed:

**H1:** When emotions are positive, the average spending on wine as a self-gift will be higher.

## 2.5. Motivations Behind Wine Self-Gifting

Self-gifting can be driven by a range of intrinsic and extrinsic motivations, including self-reward, self-care, and personal gratification. each of which can impact on the decision-making

process when selecting wine as a self-gift. Intrinsic motivation involves engaging in an activity for the inherent pleasure and satisfaction it provides (Ryan & Deci, 2000). In the realm of wine self-gifting, intrinsic motivations might include personal enjoyment, relaxation, and sensory pleasure. Studies indicate that consumers driven by intrinsic motivations tend to select wines that align with their personal tastes and preferences, often emphasizing quality and unique characteristics (Ryan & Deci, 2000; Spence, 2019).

Conversely, extrinsic motivation refers to performing an activity to attain a separable outcome, such as social recognition or external rewards (Ryan & Deci, 2000). In the context of wine self-gifting, extrinsic motivations might include the desire to impress others, enhance social status, or conform to social norms. Consumers with extrinsic motivations may prioritize wines perceived as prestigious or socially desirable, considering factors such as brand reputation, packaging, and price (Deci & Ryan, 1985; Meininger's International, 2022).

Self-reward and self-care are significant drivers of self-gifting behaviour, especially in the context of wine. Self-reward involves purchasing wine as a treat or reward for achieving a goal or milestone. This motivation is often linked to positive emotional states and a desire to celebrate personal achievements. Research by Mick and DeMoss (1990) suggests that consumers who engage in self-reward are likely to select wines they perceive as luxurious or indulgent, reflecting their sense of accomplishment and self-appreciation.

Self-care, on the other hand, involves purchasing wine to relax and relieve stress. This motivation is associated with the need to unwind and prioritize one's well-being. Consumers motivated by self-care often select wines that they associate with comfort and relaxation, opting for familiar and soothing varieties. This behaviour aligns with intrinsic aspirations related to well-being and stress relief, as outlined by Martela, Bradshaw, and Ryan (2019). Additionally, consumer values and past experiences significantly influence their attitudes and purchase intentions towards personal care products, a principle that can be extended to wine purchases

for self-care purposes (Kim & Chung, 2011; Limbu & Ahamed, 2023).

Empirical research provides valuable insights into the motivations behind wine self-gifting. Surveys and studies consistently highlight that self-gifting behaviours are driven by a mix of intrinsic and extrinsic motivations. For instance, a study by Vassilikopoulou (2023) found that consumers engaging in self-gifting for self-reward exhibit high involvement in the decision-making process, carefully selecting products that reflect their achievements and personal tastes. This aligns with findings by Mick and DeMoss (1990) and further underscores the significant role of intrinsic motivation in self-gifting.

Emotional and psychological factors significantly influence self-gifting behaviour. Consumers purchasing wine for self-care often prioritize attributes such as flavour, aroma, and overall sensory experience, indicating a high level of involvement in the decision-making process. These consumers meticulously evaluate various intrinsic qualities of the wine to ensure it meets their self-care needs (Ningtias et al., 2019; Pillai & Krishnakumar, 2019). Additionally, Vassilikopoulou (2023) demonstrated that both intrinsic and extrinsic motivations influence self-gifting behaviour. Their study highlighted that consumers motivated by social recognition and status tend to select high-end, prestigious wines, whereas those driven by personal gratification and relaxation prefer wines offering a pleasurable sensory experience.

Recent research by Clarke and Mortimer (2013) identified a strong relationship between hedonic shoppers and motivations such as reward, therapeutic, and celebratory self-gifts. This study underscores the importance of understanding the nuanced motivations behind self-gifting behaviours and their impact on decision-making.

However, while these studies provide significant insights into consumer motivations, they do not specifically address the context of wine as a self-gift and the detailed involvement level in decision-making. This research gap highlights the need for further investigation into how

positive motivations influence the level of involvement in wine self-gifting decisions.

## 2.6. Demographic Factors

Demographic variables such as age, gender, income, and cultural background can significantly impact wine self-gifting behaviour (Bruwer & Li, 2007). Different demographic groups exhibit distinct preferences, attitudes, and motivations towards wine consumption. For instance, younger consumers might prefer trendy or novel wines, while older consumers may favour traditional or premium options. Additionally, income levels can influence the price range and types of wine purchased, with higher income groups likely opting for more expensive, high-quality wines. Cultural background also plays a role, as cultural norms and values shape consumption patterns and preferences (Atkin & Thach, 2012). Understanding these demographic influences is crucial for researchers aiming to identify hypotheses and clarify the proposed research questions. This section explores how age, gender, income, and cultural background affect wine self-gifting behaviour and presents hypotheses based on these insights.

### ***2.6.1 Age and Gender Differences relating to wine purchasing***

Age and gender are critical demographic factors that shape wine consumption patterns and self-gifting behaviour. Younger consumers, particularly those aged 18-34, often exhibit more experimental and adventurous wine preferences. They are more likely to try new and innovative wine types, such as organic or sustainably produced wines, and often use wine consumption as a social and experiential activity (Bruwer et al., 2002). This demographic is also more inclined towards self-gifting wine as a form of personal indulgence and social expression.

Older consumers typically display more conservative wine preferences. They tend to prioritize traditional wine varieties and exhibit brand loyalty, valuing quality, and the reputation of the wine (Thomas & Pickering, 2003). For these consumers, self-gifting wine is often associated with personal reward and celebration of significant life events. Comparative studies across

different demographic groups provide valuable insights into the diverse factors influencing wine self-gifting behaviour. For example, a study by Wolf *et al.* (2022) compared wine consumption patterns among different generations in the Western United States. The study found that generational segmentation is effective in targeting different consumer groups, with younger generations being more experimental and older generations showing brand loyalty and preference for traditional wines.

Gender differences also play a significant role in wine consumption and self-gifting. Research indicates that women are generally more inclined to purchase wine as a self-gift compared to men (Almila, 2020). Women often associate wine with relaxation and self-care, viewing it as a treat after a long day or a reward for personal achievements (Dodd *et al.*, 2005). Men, however, may view wine consumption more as a social activity and a means of displaying sophistication and knowledge (Atkin *et al.*, 2007).

### ***2.6.2 Income and Cultural Influences on Self-Gifting Behavior***

Income levels and cultural background significantly influence self-gifting behaviour and wine consumption. Higher-income consumers often have more discretionary spending power and are more likely to indulge in premium or luxury wines as self-gifts (Atkin *et al.*, 2007). These consumers may seek wines that signify status and sophistication, often opting for higher-priced and well-regarded brands.

Cultural background shapes how individuals perceive self-reward and indulgence. In Western cultures, self-gifting is often seen as a positive behaviour associated with self-care and personal reward (Ladhari, Gonthier, & Lajante, 2019). Wine, in this context, is commonly chosen as a self-gift due to its associations with luxury, relaxation, and enjoyment.

In contrast, in some Eastern cultures, self-gifting may be perceived differently due to collectivist values that emphasize community and family over individual desires (Lam *et al.*,

2012). However, globalization and cultural exchange are gradually shifting these perceptions, particularly among younger generations who are more open to Western consumer practices. This shift is observed as younger generations increasingly adopt global consumer behaviours, blending traditional values with modern practices. The impact of globalization has been noted in various consumer markets, indicating that young people today are more likely to embrace diverse cultural influences in their consumption habits, driven by increased access to global media and the internet (Afzal et al., 2019; Krall & Knapp, 2021). These younger consumers in Asian countries are increasingly adopting self-gifting behaviours, including purchasing wine for personal enjoyment.

Further, research by Hall, Lockshin, and O'Mahony (2001) compared motivations for wine consumption between Australian and French consumers. The study revealed that Australian consumers are driven by social and hedonistic motives, whereas French consumers emphasize the cultural and gastronomic significance of wine.

Studies highlight the importance and insights associated with demographic factors impacting wine self-gifting behaviour. Based on the past literature, the following hypothesis was developed:

**H2:** The purchase decisions for wine as a self-gift will differ according to demographic characteristics, including age, gender, income, and ethnicity.

### ***2.6.3 Consumer Knowledge***

Experienced wine buyers, often characterized by their extensive knowledge and refined palates, tend to prioritize intrinsic attributes such as terroir (wine regions), vintage, and production methods. These buyers have developed a deep appreciation for the subtleties and complexities of wine, often focusing on factors that reflect the quality and authenticity of the product. Research by Johnson and Bruwer (2007) indicates that experienced consumers value the origin and quality of the wine, reflecting their accumulated knowledge and appreciation for the

product. They tend to scrutinize the wine's provenance, including the specific vineyard and winemaker, as well as the wine's aging process and vintage characteristics (Lockshin et al., 2001).

Additionally, experienced wine buyers are influenced by critical reviews and ratings, often relying on expert opinions to guide their selections. They may also be more aware of and sensitive to the subtleties of wine, such as the influence of terroir on flavour and aroma profiles (Spence, 2019). These buyers are likely to select wines that align with their sophisticated preferences and understanding of wine quality (Meininger's International, 2022).

In contrast, Lockshin and Corsi (2012) discuss how less experienced wine buyers often depend on extrinsic factors like price, brand, and packaging, as they may lack the confidence or knowledge to evaluate the wine based on intrinsic qualities such as taste or aroma. These consumers may lack the extensive knowledge required to evaluate the intrinsic qualities of wine accurately, so they depend on more accessible and visible attributes. According to Chaney (2000), novices are influenced by factors such as brand reputation and packaging design, which serve as proxies for quality in the absence of detailed knowledge.

Novice buyers are also more likely to be swayed by marketing and promotional strategies, including in-store displays and recommendations from sales personnel. They may prioritize convenience and affordability, often choosing wines that offer good value for money rather than those with prestigious origins or specific production methods (Wolf et al., 2022). This segment is more inclined to select wines based on social proof and perceived popularity, as they may not yet possess the ability to discern subtle differences in wine quality (Thorndike et al., 2020).

While there is substantial research on the general selection and choice of wine purchase, there is a notable gap in understanding how these preferences differ specifically when wine is selected as a self-gift. Previous studies have extensively examined the criteria used by experienced and novice buyers in regular wine purchases, but there is limited exploration of

how these criteria shift in the context of self-gifting. Addressing this gap can provide deeper insights into the motivational and emotional factors driving self-gifting behaviour among different levels of wine expertise.

Based on this analysis, the following hypothesis is proposed:

**H3:** Experienced wine buyers will prioritise different criteria in selecting wine as a self-gift compared with novice wine buyers.

## 2.7. Involvement

Product involvement is a critical factor influencing consumer behaviour and purchase decisions. It refers to the perceived relevance of a product based on inherent needs, values, and interests (Zaichkowsky, 1985). This involvement can be categorized into high and low levels, each affecting consumers' purchasing decisions differently.

High product involvement leads consumers to process information more extensively, pay greater attention to product details, and make more deliberate and informed purchasing decisions. This is because such consumers perceive the product as highly relevant to their personal values and needs (Zaichkowsky, 1985). Conversely, low involvement typically results in less detailed evaluation and a greater reliance on heuristic cues such as brand reputation or price. Recent studies support these findings, indicating that consumers with high product involvement actively search for more information and engage in thorough evaluations to make satisfactory decisions (Guo et al., 2023).

Research has shown that high product involvement correlates with increased purchase intention. For example, Tsotsou (2006) found that product involvement indirectly affects consumer purchase intention through perceived product quality and overall satisfaction. Consumers with high product involvement are more likely to perceive higher quality in the products they choose,

which leads to greater satisfaction and stronger purchase intentions.

In the context of wine, product involvement significantly impacts consumption patterns. According to Bruwer and Buller (2013), wine consumers with high involvement exhibit higher frequency and quantity of wine consumption. Furthermore, Hollebeek et al. (2007) found that high involvement wine consumers purchased more wine compared to those with lower involvement, highlighting the critical role of involvement in driving purchasing behaviour.

A study by Pickering and Kemp (2024) on sparkling wine consumers revealed that wine involvement influences the importance of various purchase cues. Consumers with high involvement prioritized intrinsic attributes such as flavour and quality, while those with lower involvement leaned more on extrinsic factors like price and packaging. This differentiation suggests that involvement levels shape how consumers evaluate and select wine. Consumer purchasing wine for a celebratory self-gift in a festive setting may prioritize different attributes compared to a consumer buying wine as a reward for personal achievement in a more intimate context (Johnson & Bruwer, 2007).

### ***2.7.1 Linking Involvement to Motivations Behind Wine Self-Gifting***

Understanding the role of product involvement is crucial for examining the motivations behind wine self-gifting. When consumers are positively motivated—whether through intrinsic factors such as personal enjoyment and relaxation, or extrinsic factors such as social recognition and status—they are likely to exhibit high involvement in the decision-making process. This means they will engage in thorough evaluation and consideration of the wine's attributes, such as quality, origin, and sensory characteristics, ensuring that the chosen product meets their specific needs and preferences.

Research by Vassilikopoulou (2023) on wine as a self-gift found that consumers with high involvement in the product category tend to engage more deeply in the selection process, reflecting their positive motivations and higher engagement levels. This aligns with the findings

of Pickering and Kemp (2024), who noted that self-gifting behaviours motivated by self-reward and self-care lead to high involvement decision-making, as consumers meticulously select products that align with their personal values and desires.

While existing studies have extensively explored the general relationship between product involvement and purchase intention, there is limited research specifically addressing how positive motivations influence the level of involvement in wine self-gifting decisions. Most studies have focused on the broader context of product involvement without delving into the specific nuances of self-gifting behaviours, particularly in the context of wine. Based on the past literature, the following hypothesis is proposed:

**H4:** When motivations are positive, purchasers will engage in high involvement decision making when selecting wine as a self-gift.

## 2.8. Conclusion

This chapter reviewed past literature to explore the concept of self-gifting, particularly focusing on wine as a preferred choice for self-gift purchases. In developing an understanding of the phenomenon through different theoretical frameworks, such as the Theory of Planned Behaviour, Self-Determination Theory, Affect Infusion Model, Consumer Involvement Theory, and Social Comparison Theory, a space for investigation to understanding the psychological and emotional drivers of self-gifting behaviour was provided.

Additionally, the chapter explored how various factors such as emotions, demographic characteristics, individual differences, and product involvement impact self-gifting behaviour. Positive and negative emotions significantly influence consumer choices, leading to different spending patterns and preferences. Demographic factors such as age, gender, income, and cultural background shape consumers' attitudes and behaviours towards wine self-gifting. The differences between experienced and novice wine buyers highlight how knowledge and

familiarity with the product influence purchasing decisions. Furthermore, the level of product involvement determines the extent of information processing and decision-making effort consumers invest in selecting wine as a self-gift.

The insights gained from this literature review form the basis of hypotheses developed in this study. The specific methodology used to investigate these will be outlined in the next chapter, including the research design, data collection methods, and analytical approaches.

## 3. Methodology

### 3.1. Introduction

This chapter outlines the research methodology employed to investigate the proposed hypotheses concerning self-gifting behaviour with a focus on wine. Building on prior literature in self-gifting behaviour, consumer behaviour theories, emotional influences, demographic factors, and motivations behind wine self-gifting. This chapter first covers the ethical approval, research purpose and philosophy. Next, the chapter explains the use of quantitative research and outlines the process applied in questionnaire development. The chapter also discusses the research method including sampling methods, data collection techniques, and data analysis procedures used in this study.

### 3.2. Ethics approval

The research was granted ethics approval on 7th June 2024 by the Auckland University of Technology Ethics Committee (AUTECH) until the 7th of June 2027 (see Appendix A for a copy of the Ethics Approval Letter). The ethics application number submitted to AUTECH is 24/145.

### 3.3. Researcher's Philosophy and Research purpose

This study focuses on the motivations behind wine as a self-gift with the following aims:

1. to explore the role of emotion and motivation in the purchase of wine as a self-gift.
2. to determine how participants with different demographic characteristics exhibit different behaviours when purchasing wine as a self-gift. Building on these research objectives and purpose, this study also poses three specific research questions:

1. How do motives and emotions affect the purchase of wine as a self-gift?
2. How do demographics affect the purchase of wine as a self-gift?
3. How do purchase decisions for wine as a self-gift differ amongst consumers?

Based on the research objectives and research questions, the philosophical basis of this study is

positivism. Positivism emphasizes the importance of observable phenomena and relies on quantifiable data to draw conclusions (Ryan, 2018). This perspective is well suited to research that aims to identify patterns and relationships between variables in a systematic and objective manner. The use of quantitative research methods allows variables to be measured on a large scale, ensuring that findings are generalisable and objective (Goddard & Melville, 2004; Saunders, Lewis, & Thornhill, 2019). By employing statistical tools and techniques, this method helps to test hypotheses and provide clear, unambiguous results (Creswell & Creswell, 2017). The use of structured questionnaires to collect data from a wide range of samples is in line with the positivist emphasis on the reliability and validity of research.

### 3.4. Research Design

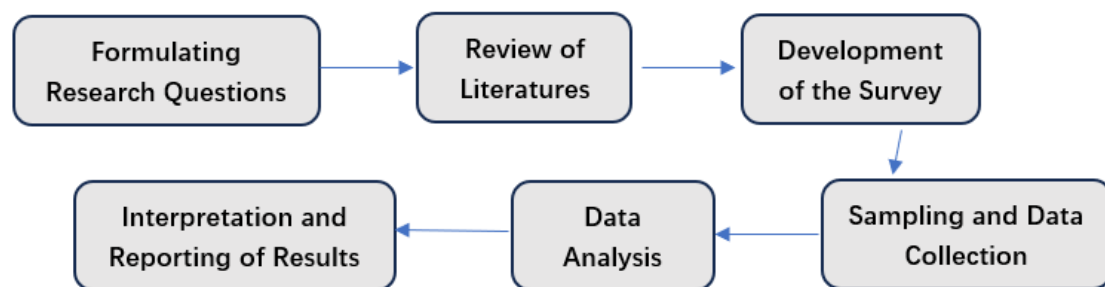


Figure 2: Research Process

The study uses a descriptive research design to explore motivations behind wine self-gifting. It starts by forming research questions to understand consumer behaviour and influences. After a literature review, an online survey is developed to gather data on motivations, emotional influences, and demographics. Judgment sampling targets specific wine consumers. The collected data undergoes cleaning for accuracy before being analysed using SPSS with descriptive and inferential statistics, as well as hypothesis testing, to explore relationships between variables.

### 3.5. Quantitative Research

The researcher has adopted a quantitative approach due to the desire to quantify variables, test hypotheses, and utilise statistical methods for analysis, thereby ensuring the reliability and validity of the findings (Schiffman & Kanuk, 2010). This approach enables the measurement of variables on a larger scale, ensuring generalisability and objectivity in findings. Moreover, the quantitative method is ideal for hypothesis testing, offering a structured way to validate the relationships between the studied factors (Zikmund et al., 2013).

A descriptive study via a self-completion questionnaire was used to examine the nature of these relationships. These questionnaires are useful in collecting a wide range of data from a large sample, allowing for a comprehensive overview of the emotions, motivations, and demographics influencing wine purchasing (Zikmund et al., 2013).

### 3.6. Questionnaire development

Qualtrics®, an internet survey package, was selected for its known ease in gathering high-quality data through web-based surveys. This approach provides various advantages over traditional printed surveys, including the collection of paradata or metadata, which enhances the reliability and accuracy of the data (Kreuter, 2013). Paradata includes the respondent's IP address, screen size information, completion time, browser identification, and installed plug-ins. These detailed metrics help ensure the integrity of the data by identifying multiple submissions from the same respondent and screening out careless responses (Olson & Parkhurst, 2013; Konstan et al., 2005; Van Selm & Jankowski, 2006; Barge & Gehlbach, 2012; Meade & Craig, 2012).

Drawing from Lietz's (2010) guidelines, the questionnaire items have been crafted with clarity and simplicity in mind. Each question was designed to be concise and free from jargon, ensuring that respondents could easily understand and interpret the questions. This approach minimizes

the risk of misinterpretation and enhances the reliability of the responses. According to Krosnick (2018), the cognitive burden placed on respondents can significantly impact the collected data quality. To address this, the questionnaire (Appendix B) was structured to facilitate ease of response. Complex and ambiguous questions were avoided, and a logical flow was maintained throughout the questionnaire. This reduces the cognitive effort required by respondents, thereby minimizing the likelihood of satisficing behaviours.

The questionnaire incorporated a mix of question types, including closed-ended, open-ended, and Likert scale questions. Likert scales, widely used in survey research, allow respondents to express the extent of their agreement or disagreement with a statement, facilitating the measurement of attitudes and perceptions (Likert, 1932). This variety helps capture a comprehensive range of data and maintains respondent engagement. Closed-ended questions provide quantitative data that is easy to analyse, while open-ended a few open-ended questions were included to capture nuanced, qualitative feedback. These responses can offer additional context to the quantitative data, potentially informing future research or providing illustrative examples of key findings.

To ensure content validity, the questionnaire items were aligned with the study's specific objectives. Boynton and Greenhalgh's (2004) systematic approach were employed to review existing questionnaires and adapt relevant items. This ensures that the questions accurately reflect the measured constructs and that the data collected is relevant to the research objectives.

The survey is designed to measure various constructs such as intrinsic and extrinsic motivations, emotional influences, demographic characteristics, and product involvement. The questionnaire is divided into 5 sections to cover various aspects of wine self-gifting behaviour comprehensively. The first section focuses on general wine buying behaviour, examining respondents' purchasing habits, preferences, and factors influencing their wine purchases. The second section explores self-gifting behaviour, with questions designed to understand the

frequency, context, and motivations behind self-gifting practices.

The third section delves into consumer behaviour theories, assessing how well-established theories apply to the respondents' self-gifting actions. The fourth section examines emotional influences, exploring the emotional drivers and states that influence wine purchasing decisions. The fifth section addresses the motivations behind wine self-gifting, distinguishing between intrinsic and extrinsic motivations and how they impact the choice of wine as a self-gift. Finally, the last section collects demographic information such as age, gender, income, and ethnicity to contextualize the findings.

### 3.7. Data Sampling and Collection

The survey was aimed towards individuals who are over 18 years old and have previously purchased wine as self-gift. In this case, judgment sampling technique is selected as it allows for the targeted selection of participants relevant to the purchasing of wine, ensuring the collection of relevant and rich data (Etikan et al.,2016).

By sharing posters (

Appendix C) with a link and QR code to the questionnaire to different social media platforms, data can be collected from different ethnicities and populations. Posters with QR codes were also placed in liquor shops. A screening question was used (

Appendix C) to exclude participants who had never purchased wine as a self-gift. As an incentive, all participants who completed the survey were entered into a prize draw for one of three \$100 gift cards. 95 individuals responded to the request to participate in the study, between 8th of June 2024 to 8th of July. Participation in the survey was completely voluntary and anonymous, and participants only provided an email address for the researcher to notify them of the winners and the key finding of the study.

### 3.8. Data analysis

The analysis was conducted using SPSS software and consisted of three main aspects. First, descriptive and frequency analyses were employed to understand the basic characteristics of participants when purchasing wine as a self-gift, as well as the distribution of different motivations and emotional states. Second, a comparison of means was used to identify potential differences in wine purchases across different ethnic groups. Finally, ANOVA, chi-square analysis, and regression analysis were applied to test the hypotheses.

Statistical tools such as SPSS assist in organizing and analysing data, however the use of such tools does not automatically guarantee unambiguous or sharp results. These tools help generate reliable and unbiased measures (Steckler et al., 1992; Mukherjee, 2015), but the clarity of findings ultimately depends on the quality of the data and the appropriateness of the analysis. The application of statistical analysis can enhance the precision of research findings, offering valuable insights into the relationships between variables, but these outcomes are contingent upon the robustness of the data and methods used.

### 3.9. Conclusion

In summary, this chapter details the methodology employed to explore research on self-wine as a self-gift behaviour. It explains the research design, including the use of quantitative research methods, ethical considerations, and sampling techniques. Data collection was carried out

through a judgement sampling online survey and data analysis was carried out using SPSS software, including descriptive, frequency and inferential statistical techniques.

## 4. Findings

### 4.1. Introduction

The survey received 95 responses, of which 25 did not meet the screening criteria for purchasing wine as a self-gift. Only 58 responded to the section on wine as a self-gift. 61 completed the demographic questions. An initial descriptive analysis provided an understanding of respondents' demographic characteristics and a general overview of purchasing behaviours among the New Zealand-based sample.

Mean comparisons were conducted to investigate differences between the two largest ethnic groups in the questionnaire (Asian vs. New Zealand European) regarding general purchasing and self-gifting wine. Chi-square analysis was used to identify significant differences between these groups and the importance of criteria for selecting wine as a typical purchase and self-gift. These chi-square tests were also conducted across several other variables to understand more about differences in these segments.

Finally, hypothesis testing was conducted through ANOVA and regression analysis. ANOVA was applied to test Hypotheses 1, 2, and 3, examining whether emotional states (IV: negative & positive) influence the average amount spent (DV), whether demographic characteristics (IV) affect purchasing decisions (DV), and whether levels of wine knowledge (IV) impact the factors prioritized by participants when purchasing (DV). Regression analysis tested Hypotheses 4, the relationship between motivation (IV: positive & negative) and involvement (DV).

### 4.2. Descriptive analysis

This subsection provides a descriptive analysis of the entire dataset, structured according to the order of the questionnaire. It aims to describe the fundamental characteristics of the data relating to Demographics, General Wine Purchasing Behaviour, and Wine Self-Gift Behaviour.

#### ***4.2.1 Demographic Factors***

The purpose of this section was to identify participants, and through deeper analysis examine

whether there were differences in their responses due to their profile. e.g., whether different demographic characteristics influence the decision to choose wine as a self-gift and the amount of money spent.

Respondent Profile	Frequency	Valid Percent
<b>Gender</b>		
Male	14	23%
Female	44	72.1%
Third gender/non-binary	1	1.6%
Prefer not to say	2	3.3%
<b>Age group</b>		
21-30	9	14.8%
31-40	13	21.3%
41-50	23	37.7%
51-60	11	18%
Over60	5	8.2%
<b>Employed status</b>		
Employed full time	36	59%
Employed part time	13	21.3%
Student & working part time	4	6.6%
Student & working full time	3	4.9%
Retired	2	3.3%
Unemployed	3	4.9%
<b>approximate annual income</b>		
Under \$25,000	7	11.5%
\$25,000 - \$49,999	6	9.8%
\$50,000 - \$74,999	17	27.9%
\$75,000 - \$100,000	10	16.4%
Over \$100,000	21	34.4%
<b>living situation</b>		
I live alone	10	16.4%
Live with my partner	22	36.1%
Flatting with others	4	6.6%
At home with family	25	41%
<b>Ethnicity</b>		
New Zealand Europeans	29	47.5%
Asian	22	36.1%
Māori	1	1.6%
Pacific Islander	1	1.6%
Middle Eastern/Latin American/African	1	1.6%
Other European (e.g., British, German, French)	4	6.6%
Prefer not to say	1	1.6%
Other (Please state below)	2	3.3%

Table 1: Respondent Profile

As shown in Table 1 most respondents were female (72% vs 23% male). In terms of age, nearly two-fifths were aged 41-50 years, with a further one-fifth aged 31-40. Full-time employment was the most common status among participants (59%), with an additional one-fifth working part-time. One-tenth of the respondents were students with part-time or full-time jobs. The median approximate annual income category for the respondents is "\$75,000 - \$100,000." Over one-third of the participants had an annual income exceeding \$100,000. Furthermore,

respondents primarily lived with their partners and families, with only ten living alone. As a New Zealand-based survey, it is unsurprising that New Zealand Europeans constituted the largest group of participants (47.5%), followed by Asians, who comprised 36.1% of the respondents.

#### 4.2.2 General Wine Buying Behavior

This section presents descriptive results relating to general wine purchasing behaviour aimed at understanding the purchasing habits of the participants.

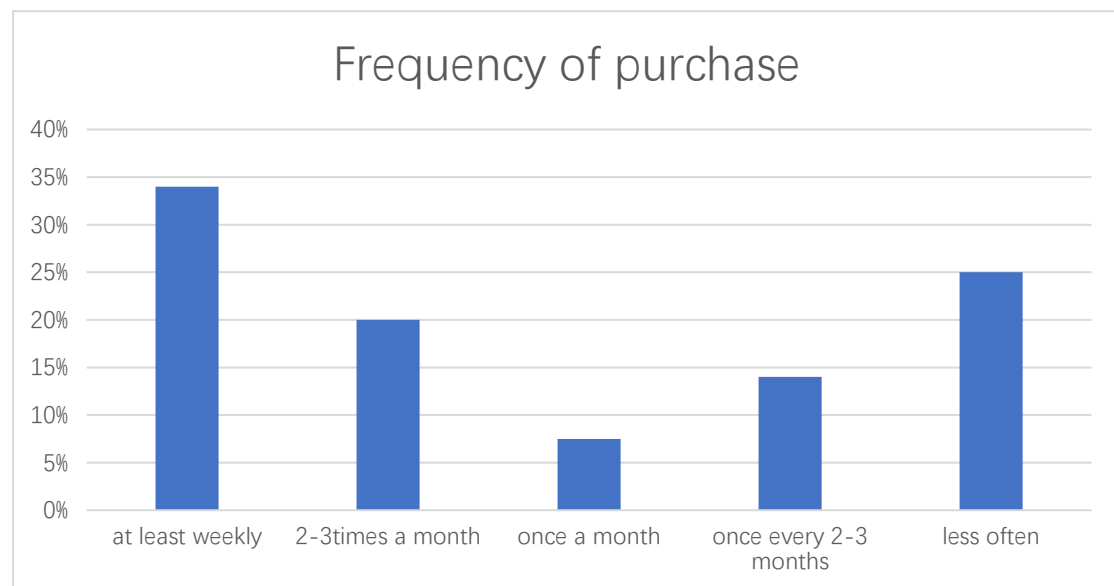


Figure 3: Frequency of purchase

The frequency with which participants bought wine was varied, and concentrated at both ends of the scale. Weekly purchase of wine is common for one third of respondents. The next group was the less often group (i.e less than every 3 months) accounting for 25.7% above all. Once a month and once every two or three months had the fewest participants.

**Which type of bottled wine do you usually buy? (select one) - Selected Choice**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Red wine	29	41.4	41.4	41.4
	White wine	18	25.7	25.7	67.1
	Rosé	11	15.7	15.7	82.9
	Sparkling wine	7	10.0	10.0	92.9
	Dessert wine	3	4.3	4.3	97.1
	Other (please specify)	2	2.9	2.9	100.0
	Total	70	100.0	100.0	

Table 2: Wine Choice

Almost half of participants usually bought red wine (41%). White and rose wines accounted for just under half of consumer choices. Only three participants chose dessert wines. In addition, one respondent specifically noted that white and rose wines are preferred in the summer, while red wines are preferred in the winter. Champagne and sparkling wines are reserved for celebrations. It is worth noting that this research has been conducted in the middle of winter and might account for the preference noted for red wine.

**Where do you usually buy bottled wine from (select one) - Selected Choice**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Supermarket	39	55.7	55.7	55.7
	Liquor store	17	24.3	24.3	80.0
	Online retailer	12	17.1	17.1	97.1
	Other (please state)	2	2.9	2.9	100.0
	Total	70	100.0	100.0	

Table 3: Purchase Channel

Over half of the participants buy wine at supermarkets (55.7%), while liquor store and retail options account for other channels (24% and 17% respectively) (Table 3).

When asked about “On average, how much do you usually spend on a bottle of wine to drink, the spending ranged from \$11 to \$100. Many respondents spent between \$15 and \$30 on bottled wine, accounting for 58.2% of the total. Of these, \$20 was the most common amount spent, chosen by 14 respondents (20.9%) This was followed by \$30 (13.4%).

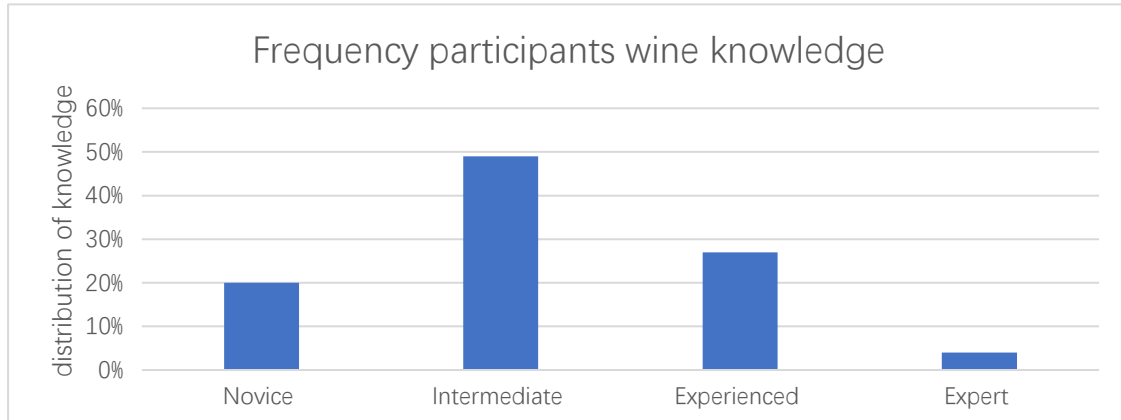


Figure 4: Level of Product Knowledge

Most survey respondents were reasonably knowledgeable in wine Figure 4. Only a few respondents considered themselves experts (4.3%) or had little or no knowledge (20%).

#### ***4.2.3 Importance of criteria influencing general wine buying decisions***

Illustrated in Figure 5, the most important criteria influencing respondents' purchase decisions are personal preference and taste (88% consider it important or very important), followed by price (72%), and brand familiarity (73%). Awards or stars on the label (63.0%) and recommendations from friends or family (56%) also rate as important in influencing purchase decisions. The appeal of the brand name (50%) and the visual design of the label (47%) are of moderate importance. In contrast, the description on the label (46%), advice from store staff (43%), and online reviews and ratings (39%) have less impact. This indicates that consumers prioritize their own preferences, price, and brand recognition when buying wine, while external recommendations and visual elements play a lesser role.

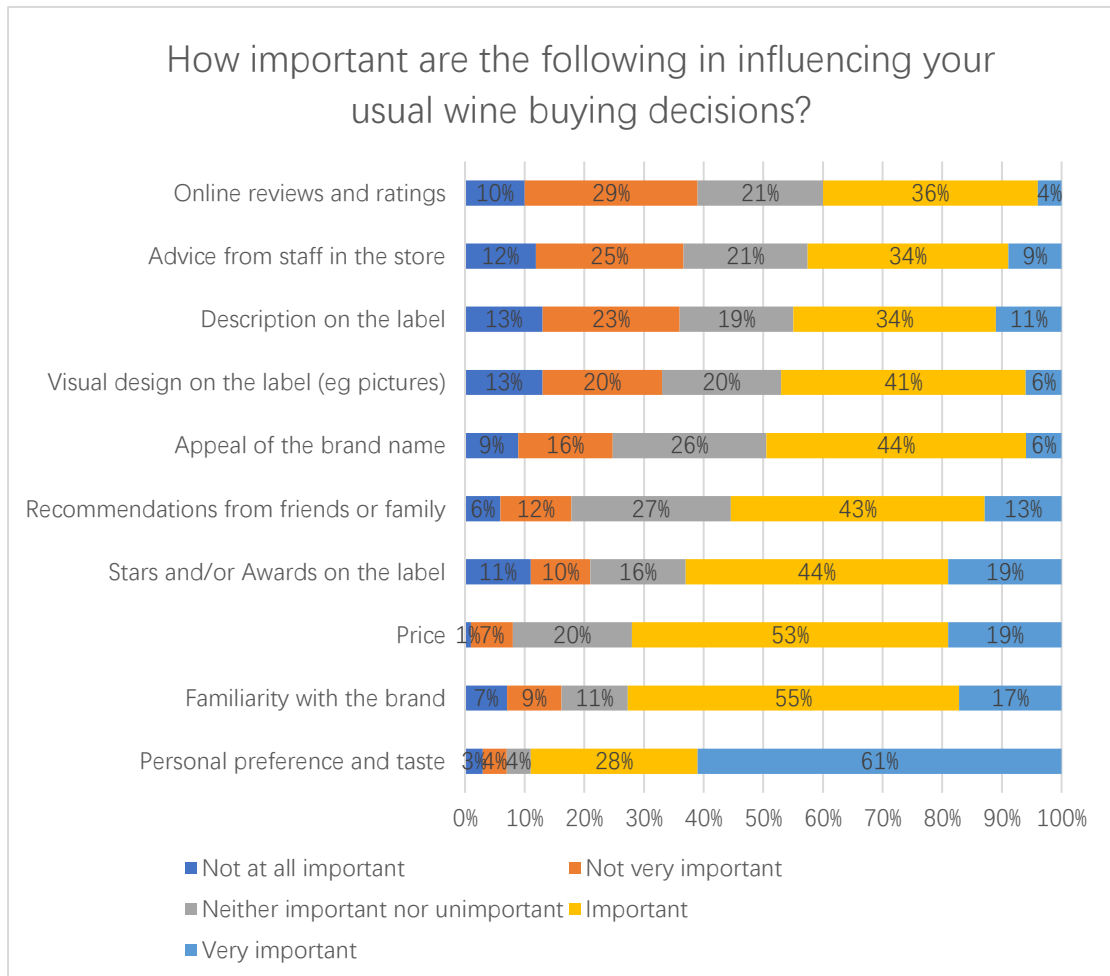


Figure 5: Importance of criteria influencing usual wine buying decisions

#### 4.2.4 Behaviors associated with purchasing wine as a self-gift

At the beginning of this questionnaire there was a filter question to screen participants who had purchased wine as a self-gift to continue answering the questionnaire, but there were still two participants who indicated in this question that they had never purchased wine as a self-gift. At this point in the survey, these participants were directed to the demographic section. Thus, for the following questions about wine as a self-gift, the sample size is based on 68 respondents.

The frequency of buying wine as a self-gift is not especially high for most respondents, with 49% indicating they do so only a few times a year (Table 4). However, there is a group (28%) who purchase wine as a self-gift at least a few times a month.

**How often do you buy bottled wine as a self-gift? i.e. gift for yourself.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never	2	2.9	2.9	2.9
	Rarely (a few times a year)	33	47.1	48.5	51.5
	Occasionally (once a month)	14	20.0	20.6	72.1
	Frequently (a few times a month)	12	17.1	17.6	89.7
	Very Frequently (weekly or more often)	7	10.0	10.3	100.0
	Total	68	97.1	100.0	
Missing	System	2	2.9		
Total		70	100.0		

*Table 4: Frequency of participants purchasing wine as a self-gift*

Participants' annual income had an impact on how often they purchased wine as a self-gift. Those with higher incomes (\$75,000 and above) were more likely to purchase wine frequently (several times per month) or very frequently (weekly or more frequently). Specifically, participants with incomes over \$100,000 showed a clear tendency to give wine away frequently. Women buy wine as a self-gift more often than men. Most women reported buying wine rarely (a few times a year) or occasionally (once a month). Age was another key factor influencing the frequency of wine self-gifting. participants aged 41-50 years were the highest purchasers of wine, followed by participants in the 31-40 and 51-60 age groups. Younger participants (21-30 years old) and those over 60 years old purchased wine less frequently.

In addition, those living with a partner or family member purchased wine for self-gifting more frequently than those living alone or with others. Participants who were employed full-time purchased wine more frequently than part-time workers, students or the unemployed. New Zealand European and Asians were the main groups of wine self-gifting. New Zealand European have a balanced distribution of frequency of wine purchases, while Asians tend to have a lower frequency of purchases (

Appendix E).

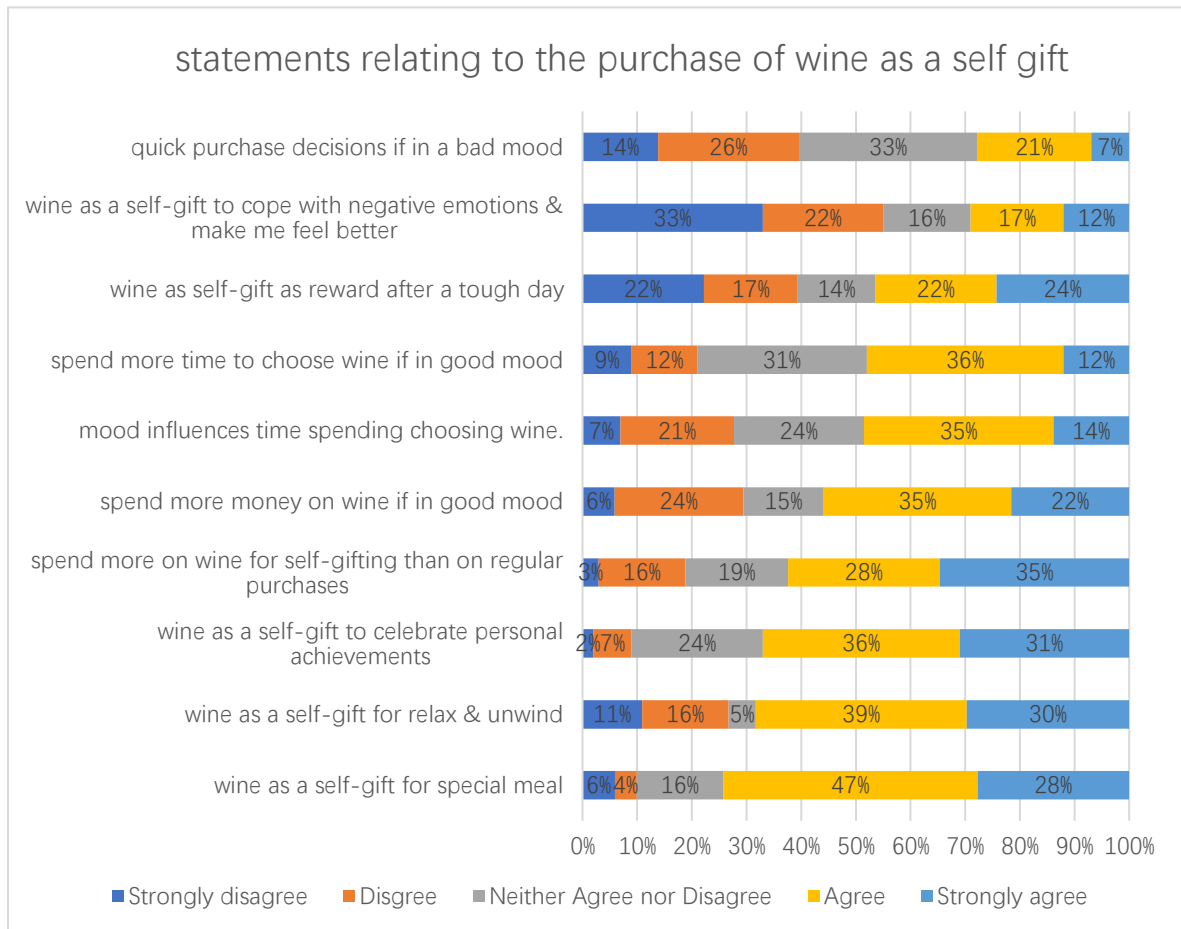


Figure 6: Key statements relating to the purchase of wine as a self-gift

Figure 6 illustrates the motivations and factors for buying wine as a self-gift. For each of the statements about motivation, the sample reduced to between 55-58 respondents.

The main motivations for purchasing wine as a self-gift are related to positive emotional experiences and celebrations. A significant number of respondents buy wine to pair with a special meal (75%), to relax after a stressful day (69%), or to celebrate personal achievements (67%). Additionally, 59% spend more on wine as a self-gift than on regular purchases, and 50% are influenced to spend more when in a good mood. Emotions also affect the time spent choosing wine, with 53% agreeing that mood plays a role. Emotional coping, such as relaxing after a tough day (44%) or dealing with negative emotions (34%), is also a factor, though less prevalent.

**What kind of mood were you in when you bought the bottled wine as a self-gift?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Positive	44	62.9	75.9	75.9
	Neutral	10	14.3	17.2	93.1
	Negative	4	5.7	6.9	100.0
	Total	58	82.9	100.0	
Missing	System	12	17.1		
Total		70	100.0		

Table 5: Participants' feelings when buying wine as a self-gift

More than three quarters of respondents agree that they would buy wine as a self-gift in a positive mood (Table 5).

**What was the main reason you decided to buy yourself a bottle of wine as a self-gift?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	I was feeling happy and felt like buying myself a nice bottle of wine	24	34.3	41.4	41.4
	I was feeling a bit stressed and wanted to treat myself	7	10.0	12.1	53.4
	I saw a bottle of wine that I hadn't had for a while, and decided to treat myself	8	11.4	13.8	67.2
	I was feeling excited, and wanted to celebrate	19	27.1	32.8	100.0
	Total	58	82.9	100.0	
Missing	System	12	17.1		
Total		70	100.0		

Table 6: Participants' main reason for buying wine as a self-gift

When asked about the reasons for purchasing wine as a self-gift. Similar findings again validated positive emotions as an important factor contributing to self-gifting. 41.4 % of respondents purchased because they felt happy, while 32.8 % felt the need to be excited and wanted to celebrate (Table 6).

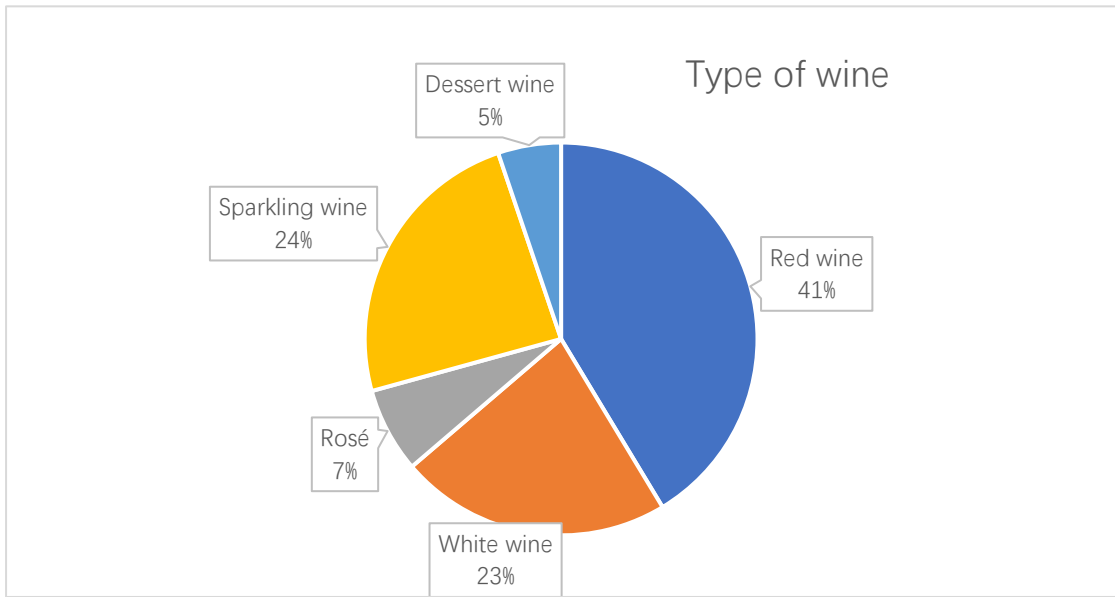


Figure 7 Type of wine for self-gift

Like the previous results for typical wine purchases, around 40% of respondents chose to buy red wine as a self-gift, followed by those who chose sparkling wine (24%) and those who chose white wine (22%) (Figure 7).



Figure 8 Wine chosen as a self-gift

When asked if they could recall the name and type of brand and type of wine they had purchased as a self-gift, 38% were able to recall the type or style of wine bought. Brand had less recall with only 31% of respondents being able to name the brand of wine they purchased as a self-

gift. Just under one third could not recall anything about their self-gift purchase. The specific brand name and type of wine they had purchased, as summarised below:

**-Type/style:** Bordeaux blend (2). Burgundy. Cabernet Sauvignon. Champagne. Chardonnay (3). Malbec. Pinot Gris. Pinot noir (2). Port. Prosecco. Sauvignon Blanc (2). Syrah. Carmenere.

**-Brand:** 19 Crimes, 1924, Barossa Ink, Camshorn, Casillero del diablo, Church Road, From Otago, Gaja Barbaresco 2013, Kealand, Kusuda Syrah 2020, Leroy, Man o' War, Moët (2), Mt Difficulty, Mumm, Penfolds (2), Perrier Jouet, Satyr, Stonyridge, The Mudbrick, Velvet, Two Towers, Veuve Clicquot (2), Wolf Blass



Figure 9. Participants time spending on deciding buy wine as self-gift

When participants were asked to pick how long it took to decide which bottle of wine to buy. Most respondents were able to decide in less than ten minutes (86.2%) with 31% taking less than five minutes (Figure 9).

As seen in Figure 10, when participants were asked about the importance of the different criteria, they considered the last time they decided to buy wine as a self-gift, personal preference and taste stood out most prominently, with nearly 90% rating this factor as 'important' or 'very important'. The next most important factors were brand familiarity (74%) and price (66%). A further 35% to 47% of participants felt that visual factors were of some importance, including brand name, awards and star ratings, label design, and description. Online reviews and ratings (31%) and recommendations from friends or family (37%) were of lesser importance. Advice from shop assistants had the least impact on the decision, with only a minority of respondents (22%) considering it important.

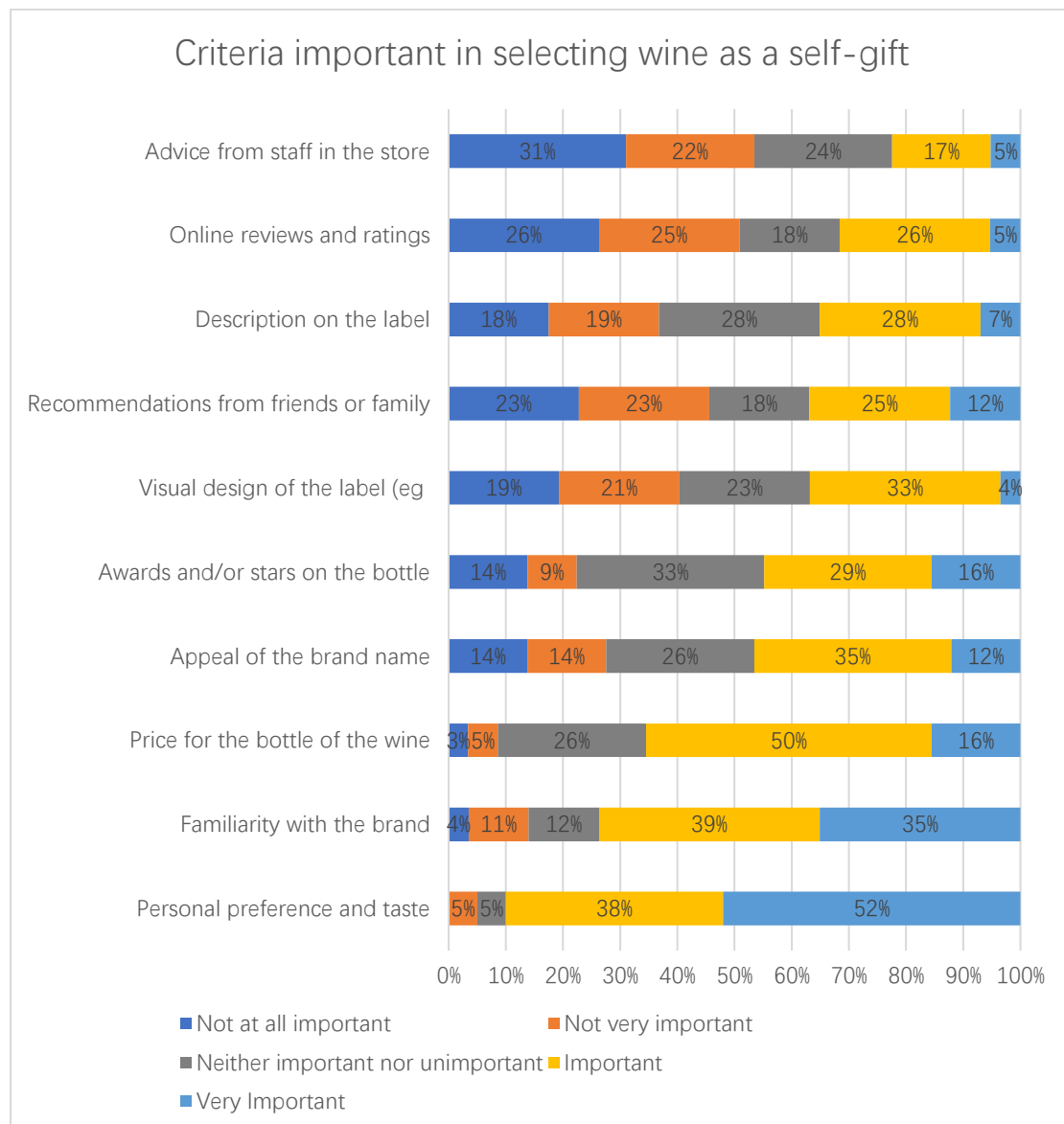


Figure 10. Criteria that influence participant's wine as self-gift buying behaviour

**Overall how satisfied were you that the purchase met your emotional needs? -**

**Level of satisfaction**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	5	7.1	9.3	9.3
	Satisfied	15	21.4	27.8	37.0
	Very Satisfied	34	48.6	63.0	100.0
	Total	54	77.1	100.0	
Missing	System	16	22.9		
Total		70	100.0		

*Table 7. Satisfaction of emotional needs fulfilment*

Regardless of the emotional state, after the purchase, most respondents were satisfied that their purchase met an emotional need. 63.0 % were very satisfied and 27.8 % were satisfied, which means that more than 90 % of the respondents felt good about their purchase of wines to meet an emotional need (Table 7).

### 4.3. Comparative Analysis of Demographics

The following section compares the differences in responses between the two largest demographic groups: 29 participants of Pākehā ethnicity and 22 Asians.

<b>Ethnicity:</b>	<b>New Zealand European/Pākehā (mean)</b>	<b>Asian (e.g., Chinese, Indian, Korean, Filipino) (mean)</b>
Personal preference and taste	4.7	3.9
Advice from staff in the store	3.2	2.6
Familiarity with the brand	3.8	3.4
Visual design on the label (eg pictures)	3.3	2.8
Appeal of the brand name	3.5	3.0
Description on the label	3.4	2.6
Stars and/or Awards on the label	3.9	2.9
On average, how much do you usually spend on a bottle of wine to drink?	\$25.00	\$38.60

*Table 7: Criteria of importance in deciding on usual wine buying in different group (mean)*

The means comparison (Table 7) highlights differences in the criteria Pakeha and Asian

consumers consider important when deciding on their usual wine purchases. All data points are based on a five-point Likert scale, where 1 indicates "not at all important" and 5 indicates "very important." The average amount usually spent on a bottle of wine is also compared.

**Personal taste:**

- Pākehā consumers placed a high importance on personal taste (mean: 4.7), reflecting a mature palate developed through wine experience.
- Asian consumers, while also valuing personal taste, gave it relatively less importance (mean: 3.9), suggesting other factors may influence their decisions.

**Familiarity with the brand:**

- Pākehā consumers gave more weight to brand familiarity (mean: 3.8), indicating a preference for recognized and trusted brands.
- Asian consumers also considered brand familiarity (mean: 3.4), but to a slightly lesser degree, reflecting a different level of reliance on brand recognition.

**Visual appeal of the label:**

- Pākehā consumers valued the visual appeal more (mean: 3.3), suggesting an emphasis on sensory experience.
- Asian consumers placed less importance on visual design (mean: 2.8), indicating aesthetics played a smaller role in their decision-making.

**Product descriptions:**

- Pākehā consumers considered detailed product descriptions moderately important (mean: 3.4).
- Asian consumers, on the other hand, gave even less importance to descriptions (mean: 2.6), highlighting a lesser need for detailed information.

□ **Awards and endorsements:**

- Pākehā consumers placed a higher emphasis on awards and endorsements (mean: 3.9), seeking external validation of quality.
- Asian consumers did not prioritize awards as much (mean: 3.0), relying more on other factors.

□ **Spending per bottle:**

- Pākehā consumers spent an average of \$25 per bottle, reflecting a balance between quality and cost.
- Asian consumers spent more, averaging \$38.6 per bottle, which may suggest a greater reliance on price as a signal of quality or a preference for luxury and high-end products.

□ **Staff advice:**

- Pākehā consumers placed moderate reliance on staff advice, while Asian consumers viewed it as less important (mean: 2.6), indicating they rely more on other factors for guidance.

<b>Ethnicity</b>	<b>New Zealand European/Pākehā (mean)</b>	<b>Asian (e.g., Chinese, Indian, Korean, Filipino) (mean)</b>
Awards and/or stars on the bottle	3.7	3
Description on the label	3.1	2.6
Appeal of the brand name	3.6	2.6
Personal preference and taste	4.7	3.9
Advice from staff in the store	2.4	2.9
Familiarity with the brand	4.2	3.5
Age	51-60	31-40
What is your approximate annual income?	\$75,000-\$100,000 (median)	\$50,000-\$74,999 (median)
How much did you spend on the bottle of wine as a self-gift?	\$49.50	\$47.80

*Table 8: Criteria of importance in deciding on the last bottle of wine bought as a self-gift*

This means analysis (Table 8) also explores the importance of various criteria in deciding on the last bottle of wine bought as a self-gift among two ethnic groups: Pākehā and Asian (e.g., Chinese, Indian, Korean, Filipino). The mean values for each criterion are measured on a five-point Likert scale, where 1 indicates "not at all important" and 5 indicates "very important." The age and income values represent the mean levels, with higher numbers indicating older age groups and higher income brackets.

Pākehā consumers valued awards and star ratings on bottles (mean 3.7) and the appeal of the brand name (mean 3.6) more than Asian consumers (mean 3.0 and 2.6, respectively). This may be due to their tendency to rely on recognised quality markers and brand reputation. These two points remain consistent with the previous analysis of usual purchases. This reliance may be due to their generally higher disposable income (\$75,000-\$100,000 vs. \$50,000-\$74,999) and older age (51-60 vs. 31-40) and may also be related to cultural differences and preference for well-known products. The difference in age may contribute to the variation in annual income, with older individuals typically having higher incomes.

Both groups of consumers rated the instructions on the label as medium important, with New Zealand European/White consumers rating it higher (mean: 3.1 vs. 2.6). Interestingly, Asian consumers placed more importance on the advice of shop assistants (mean: 2.9 vs. 2.4). However, in usual purchases, New Zealand Europeans valued the advice of the shop assistant more.

Personal preference and taste continue to be the most important for both groups when it comes to self-gifting, with New Zealand European/ Pākehā consumers rating it slightly higher (mean: 4.7 vs. 3.9). Brand familiarity is also rated more important by New Zealand European/ Pākehā consumers (mean: 4.2 vs 3.5). This may stem from experience and the importance of wine culture and brand loyalty. There was no significant difference between the two groups in the average amount of money spent on wine as a self-gift compared to regular purchases, and even

New Zealand Europeans (\$49.5) spent more on self-gifts compared to Asians (\$47.80). In addition, New Zealand European/Pakeha consumers tended to be older (4.7) and have higher incomes (3.9), suggesting that they may have more wine experience and savings and be willing to spend more money on wine as a self-gift. In contrast, younger (mean age: 2.7) and less affluent (mean income: 2.9) Asian consumers may be more inclined to be experimental or cautious, and therefore rely more on staff advice for self-gifts and on high prices as an indicator of quality for other purchase reasons.

<b>Characteristics associated with purchasing wine as a self-gift</b>	<b>New Zealand European/Pākehā (mean)</b>	<b>Asian (e.g., Chinese, Indian, Korean, Filipino) (mean)</b>
Wine as self- gift as reward after a tough day	2.8	3.7
Wine as self-gift to cope with negative emotions &make me feel better	2	3.4
I make quick purchase decisions when I am in a bad mood	2.7	3.1
I buy wine as a self-gift to relax and unwind after a stressful day	3.5	3.9
How much did you spend on the bottle of wine as a self-gift?	\$49.5	\$47.8

*Table 9: Reason or emotion status of buying wine as self-gift in different group(mean)*

The means comparison (Table 9) reveals differences in the emotional and rational factors influencing wine purchases as self-gifts between New Zealand European/Pākehā and Asian consumers. All data points are based on a five-point Likert scale, where 1 indicates "strongly disagree" and 5 indicates "strongly agree." The average amount spent on a bottle of wine as a self-gift is also compared.

When examining the reasons behind these purchases, it is evident that Asian consumers are more likely to buy wine as a reward after a tough day compared to New Zealand European/Pākehā consumers (3.7 vs. 2.8). Furthermore, Asian consumers are significantly more inclined to buy wine to cope with negative emotions and to make themselves feel better than their Pākehā counterparts (3.4 vs. 2.0). Additionally, both groups consider buying wine to

relax and unwind after a stressful day, with Asian consumers rating this slightly higher than New Zealand European/Pākehā consumers (3.9 vs. 3.5).

In terms of rationality, Asian consumers are more likely to make a quick purchase decision when they are in a bad mood compared to Pākehā consumers (3.1 vs.2.7). Despite these differences in emotional and rational motivations, there is no significant difference in the average spending by Pākehā consumers on a complimentary bottle of wine (\$49.50) compared to Asian consumers (\$47.80).

#### 4.4. Hypothesis Analysis

	Expectation	Result
Hypothesis 1	When emotions are positive, the average spending on wine as a self-gift will be higher.	Not supported
Hypothesis 2	The purchase decisions for wine as a self-gift will differ according to demographic characteristics, including age, gender, income, and ethnicity.	Partially supported
Hypothesis 3	Wine buyers with different expertise levels (novice, intermediate, and experienced) prioritize distinct criteria when selecting wine as a self-gift.	Partially supported
Hypothesis 4	When motivations are positive, purchasers will engage in high-involvement decision-making when selecting wine as a self-gift.	Not supported

##### 4.4.1 Hypothesis One

**Hypothesis 1:** When emotions are positive, the average spending on wine as a self-gift will be higher.

The ANOVA results (Table 10) suggest no statistically significant difference in spending on wine as a self-gift based on emotional state ( $F = 0.448$ ,  $p = 0.641$ ). This means that, on

average, the amount spent on wine as a self-gift does not significantly vary whether the emotions are positive, neutral, or negative.

### ANOVA

How much did you spend on the bottle of wine as a self-gift?

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1701.960	2	850.980	.448	.641
Within Groups	102632.917	54	1900.610		
Total	104334.877	56			

Dependent Variable: How much did you spend on the bottle of wine as a self-gift?

Tukey HSD

(I) emotion_variavle	(J) emotion_variavle	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval		How much did you spend on the bottle of wine as a self-gift?		
					Lower Bound	Upper Bound	Tukey HSD <sup>a,b</sup>	Subset for alpha = 0.05	
1.00	2.00	-12.251	15.306	.704	-49.14	24.64	emotion_variavle	N	
	3.00	9.099	22.789	.916	-45.82	64.02			
2.00	1.00	12.251	15.306	.704	-24.64	49.14	3.00	4	41.25
	3.00	21.350	25.792	.688	-40.81	83.51	1.00	43	50.35
3.00	1.00	-9.099	22.789	.916	-64.02	45.82	2.00	10	62.60
	2.00	-21.350	25.792	.688	-83.51	40.81	Sig.		.591

Table 10: ANOVA Hypothesis One

The multiple comparisons table using Tukey's HSD test further supports this finding. The mean differences between the groups (positive, neutral, and negative emotions) are not significant, as indicated by the p-values being greater than 0.05 for all comparisons. The confidence intervals for these mean differences also include zero, further suggesting no significant difference between the groups.

#### 4.4.2 Hypothesis Two

**Hypothesis 2:** The purchase decisions for wine as a self-gift will differ according to demographic characteristics, including age, gender, income, and ethnicity.

The chi-square test (Table 11) was used to examine the relationship between different demographic characteristics and the importance of factors in selecting wine self-gifting, with the aim of understanding which factors are more or less important to different demographic groups. After a crosstab analysis of all variables, 15 significant results were found.

<b>Factors important in choosing wine as a self-gift</b>	Gender	Age	Ethnicity	Purchase satisfaction met emotional needs	Employment	Annual income	Living situation
Personal preference & taste	0.000**	n.s.	0.016*	0.009**	n.s.	n.s.	n.s.
Advice from staff in-store	n.s.	n.s.	n.s.	0.002*	0.042*	n.s.	n.s.
Familiarity with the brand	0.042*	n.s.	n.s.	n.s.	n.s.	n.s.	n.s.
Appeal of the brand name	n.s.	n.s.	0.046*	n.s.	n.s.	0.041*	n.s.
Visual design of the label	n.s.	n.s.	n.s.	n.s.	n.s.	n.s.	0.049*
Description on the label	n.s.	n.s.	n.s.	n.s.	n.s.	n.s.	0.028*
Awards/Stars on the bottle	0.045*	0.002**	n.s.	n.s.	n.s.	n.s.	n.s.
Price	0.035*	n.s.	0.012	n.s.	0.033*	n.s.	n.s.

Table 11: Chi-Square Hypothesis Two

\* $p < 0.05$  \*\* $p < 0.01$  n.s. = not significant

The chi-square test results indicate significant differences between demographic factors and the importance of criteria in selecting wine as a self-gift.

**Personal Preference and Taste:**

- Females valued personal preferences more than males (61.54% vs. 100% important).
- Ethnicity: New Zealand European/White: 100% important.  
Asian: 75% important, 10% unimportant, 15% neutral.
- Emotional need satisfaction:  
High satisfaction level (5.0): 90.57% considered personal taste important.

**Advice from Staff In-Store:**

- Related to satisfaction and employment status:  
32% of full-time employees considered in-store recommendations important.  
All part-time employees and students found recommendations completely unimportant.
- Satisfaction level:

Level 5 satisfaction: 45.45% unimportant, 24.53% neutral, 30.30% important.

Lowest satisfaction level (3).

□ **Brand Familiarity:**

- Gender: Females placed more importance on brand familiarity (53.85% vs. 82.93%).

□ **Appeal of Brand Name:**

- Annual income: Below \$25,000: 71% unimportant. \$75,000 - \$100,000: 67% important. Above \$100,000: 50% important.
- Ethnicity: New Zealand European/White: 66% important. Asian: 50% unimportant, 25% important.

□ **Label Visual Design and Description:**

- Living arrangements: Respondents living with family or alone placed more importance on label visual design. Those living with partners found it least important. Label description important to participants living with family. More than half of those living alone or with partners disagreed.

□ **Awards or Star Ratings on Bottle:**

- Gender differences: Women (52%) were more inclined to consider awards or star ratings important compared to men (31%).
- Age differences: Respondents aged 51-60 (80%) and over 60 (100%) considered these factors more important. Younger groups aged 21-30 (33%) and 31-40 (36%).

□ **Price in Self-Gifting Decisions:**

- Gender differences: Men placed less importance on price compared to women (54% vs. 69%).
- Employment status: Part-time workers were more likely to consider price important than full-time workers (76.92% vs. 61.76%).
- Ethnicity differences: New Zealand European/Pakeha: 69% important. Asian: 60% important. Other European: 100% important.

This implies that demographics exert influence on various factors when it comes to selecting wine as a self-gift.

ANOVA was employed to examine whether there were differences in demographic characteristics with the purchase outcome as the dependent variable. dependent variable is taken from the mean of the following questions as a measure of the decision dimension:

- What was the main reason you decided to buy yourself a bottle of wine as a self-gift?
- What type of wine did you buy as self-gift?
- Can you recall the brand and style of wine that you bought?

Based on the ANOVA analysis (Appendix F), the purchase decisions for wine as a self-gift do not significantly differ according to demographic characteristics. The results are as follows:

- Gender:  $F=1.122, p=0.348$
- Age:  $F=1.096, p=0.368$
- Income:  $F=0.463, p=0.763$
- Ethnicity:  $F=0.1, p=0.976$
- Living Situation:  $F=1.607, p=0.19$

These values indicate no significant differences in purchase decisions (result) for wine as a self-gift based on these demographic factors.

#### 4.4.3 Hypothesis Three

**Hypothesis 3:** Wine buyers with different expertise levels (novice, intermediate, and experienced) prioritize distinct criteria when selecting wine as a self-gift.

How important were the following to you, in deciding on the last bottle of wine you bought for yourself as a self-gift? - Familiarity with the brand	Between Groups	12.487	3	4.162	3.934	.013
	Within Groups	56.074	53	1.058		
	Total	68.561	56			

Table 12: ANOVA Hypothesis Three

The ANOVA conducted to test Hypothesis 3 revealed several insights (**Error! Reference source not found.**). Firstly, the p-value of 0.013 for ‘familiarity with the brand’ is significantly different, indicating a significant difference between novice and experienced

wine buyers on this factor. For ‘personal preferences and tastes’ and ‘attractiveness of the brand name’, the p-values of 0.088 and 0.083 are slightly above the typical threshold of 0.05, suggesting a trend in the importance of wine-based knowledge but not a clear significant difference. Similarly, the variables ‘Recommendations from friends or family’, ‘Online reviews and ratings’, ‘Advice from shop assistants’, ‘Price per bottle of wine’, ‘Visual design of the label’, ‘description on the label’ and ‘awards and/or stars on the bottle’ all showed p-values well above 0.05, indicating that the importance of emotion-based motivation is not as important as that of emotional motivation. which indicates no significant difference in importance based on emotional motivation. Tukey HSD posthoc tests confirmed these findings, with ‘familiarity with the brand’ is the only factor that showed a significant difference between levels of wine knowledge, with higher levels of wine knowledge placing more importance on this factor. The other factors either approached significance or did not differ significantly between groups. These findings suggest that brand familiarity is particularly influential for people with higher wine knowledge when choosing a bottle of wine as a gift for themselves.

#### 4.4.4. Hypothesis Four

**Hypothesis 4:** When motivations are positive, purchasers will engage in high-involvement decision-making when selecting wine as a self-gift.

Regression Analysis.							
	Unstandardized Coefficients		Standardized Coefficients	t	p	Collinearity Diagnostics	
	B	Standard Error	Beta			VI	Tolerance
Constant	3.585	0.524	-	6.843	0.000**	-	-
negative motivation	0.065	0.088	0.112	0.735	0.465	1.300	0.769
positive motivation	-0.118	0.154	-0.117	-0.768	0.446	1.300	0.769
R <sup>2</sup>			0.014				
Adjusted R <sup>2</sup>			-0.022				
F			F=0.382,p=0.684				
Durbin-Watson Value			2.392				

Note: Dependent Variable = Decision-Making Involvement(High/Low).

\*p<0.05 \*\*p<0.01

Table 13: Regression Hypothesis Four

A regression analysis was used to examine the relationship between positive and negative

motivation and decision-making involvement in selecting wine as a self-giving gift.

The analysis (Table 13) yields the following results:

- The constant has a coefficient of 3.585 with a significant t-value of 6.843 ( $p=0.000$ ).
- Negative motivation has a positive but non-significant effect ( $B=0.065$ ,  $p=0.465$ ).
- Positive motivation has a negative but non-significant effect ( $B=-0.118$ ,  $p=0.446$ ).

The  $R^2$  value is 0.014, indicating that the model explains only 1.4% of the variance in decision-making involvement. The adjusted  $R^2$  is -0.022, suggesting the model does not fit the data well.

The F-value is 0.382 with a p-value of 0.684, indicating the overall model is not statistically significant.

These results suggest that contrary to the initial hypothesis, neither positive nor negative motivations significantly influence the level of decision-making involvement when selecting wine as a self-gift.

## 5. Discussion

### 5.1. Introduction

The next section will discuss the literature relating to the primary data collected. This study aimed to (1) explore how emotion and motivation influence purchasing wine as a self-gift, and (2) examine how wine self-gifting behaviour varies across different demographic groups. The discussion begins with a focus on general wine purchasing behaviour and associated buyer characteristics. Next, the behaviour of wine as a self-gift is explored. Finally, key findings are connected to the hypotheses, along with their theoretical and practical implications. Before discussing the findings, it is important to acknowledge the limitations of the sample size used in this study. The relatively small sample may impact the generalizability of the results, however, still provides insight into the topic of wine as a self-gift.

### 5.2. General Wine Buying Behavior

The study reveals that participants were predominantly aged 41-50(38%), indicating that middle-aged consumers may be a key segment to wine marketing, and potentially to the wine self-gifting submarket. This age group typically has higher disposable incomes and mature consumption patterns, which can influence their purchasing decisions (Mitchell et al., 2012). The median annual income of respondents was \$75,000 to \$100,000, supporting the view that wine consumption is associated with higher socioeconomic status, consistent with Charters and Pettigrew's (2006) findings.

A bimodal distribution associated with purchasing frequency aligns with previous research showing that wine consumption patterns can vary significantly, with some consumers being regular purchasers and others occasional buyers (Lockshin et al., 2006).

Forty percent of respondents prefer red wine, which may be attributed to the study being conducted in winter, confirming the seasonal preference for wine. This supports Bruwer and

Johnson's (2010) observation that consumers tend to prefer red wines during colder months and lighter wines in warmer seasons. The primary purchasing channel was supermarkets, with over half of the consumers (55.7%) buying wine there, possibly reflecting the convenience and accessibility supermarkets offer. This preference aligns with a local New Zealand report (Euromonitor International, 2020), indicating that supermarkets are a major retail channel for wine due to their variety and competitive pricing.

Price sensitivity also ranks high among factors considered when purchasing wine, just after brand familiarity and personal preference. The emphasis on personal taste as the primary criterion highlights the subjective nature of general wine buying, reaffirming Johnson and Bruwer's (2007) argument.

### 5.3. Self-Gifting Behavior with wine purchasing

The finding about wine as self-gift section validates Beverland (2006) assertion that wine, due to its symbolic value and sensory pleasure, is an ideal self-gift. Among the 70 participants who engaged in wine self-gifting, 70% were women, supporting Almila's (2020) observation that the profile of wine buyers in Anglo-Saxon countries is more likely to be female., though this does not necessarily imply that women purchase more wine than men overall.

The frequency of wine self-gifting varies significantly among respondents. Nearly half of the respondents indicated they purchase wine as a self-gift only a few times a year. In contrast, about 30% of participants engage in this behaviour a few times a month. Like regular wine purchasers, those with higher incomes (\$75,000 and above) and aged 41-50 are more likely to frequently buy wine as a self-gift. This supports findings that as individuals age and their disposable income increases, their wine knowledge deepens, and older consumers tend to purchase premium wine products influenced by self-concept and anticipated consumption occasions (Atkin, Nowak, & Garcia, 2007; Roe & Bruwer, 2017).

The motivations for purchasing wine as a self-gift are primarily related to positive emotional experiences and celebrations. According to this study, most respondents buy wine to pair with a special meal, relax after a stressful day, or celebrate personal achievements. This suggests that consumers prefer wine as a self-reward, emphasising the comfort and relaxation aspects of self-care (Vassilikopoulou, 2023). The conclusion also reinforces that consumers are more likely to buy wine for themselves during special occasions, viewing it as a deserved treat (Park, Burns, & Rabolt, 2007). Respondents tend to spend more on wine as a self-gift when in a good mood, further confirming the role of emotions in consumer decision-making (Ragunathan & Pham, 1999).

The decision-making process for purchasing wine is relatively short, at less than ten minutes. In understanding respondents' importance ratings for choosing wine as a self-gift based on personal preference and taste, their reliance on established or known solutions is likely to result in reduced time. This aligns with findings that self-concept and product involvement are significant predictors of wine purchasing decisions (Roe & Bruwer, 2017). For habitual or repeat purchases that are familiar to consumers, previous satisfaction with the item is likely to reinforce their choice, although this initial decision may have taken some time and consideration to determine their choice/preference. This research found that of those respondents who could recall information about the wine they chose as a self-gift, the type or style of wine was more dominant than the brand name. This suggests that personal taste and experience may be more prominent than brand, however it also suggests the spontaneous purchase by some respondents is insufficient in moving the brand into long-term memory. While brand familiarity is important, the sensory and experiential aspects of wine are more influential in the context of self-gifting (Orth & Malkewitz, 2008).

Furthermore, respondents reported high satisfaction levels in their self-gifting purchase meeting their emotional need, indicating that self-gifting can, to a certain extent, satisfy emotional

demands. This supports the broader understanding of self-gifting as a performative process that addresses emotional and psychological needs, with positive moods enhancing the likelihood of such purchases (Clarke & Mortimer, 2013; Thach & Olsen, 2019).

#### 5.4. Role of emotions & motivations

The results for Hypothesis One found no statistically significant differences in spending on wine self-gifts based on emotional state. This means that whether the emotion is positive, neutral, or negative, the amount spent does not significantly differ, rejecting Hypothesis One. This suggests that while emotions play a role in the decision to purchase wine as a self-gift, they do not significantly alter the spending amount. The consistency in spending across emotional states may reflect predetermined self-gifting budgets or habitual spending patterns, as previously noted in studies on consumer behaviour in the wine market (Orth & Malkewitz, 2008).

Hypothesis Four indicates that positive motivations lead to higher decision-making involvement when selecting wine as a self-gift. However, regression analysis results found that neither positive nor negative motivations significantly influence decision-making involvement. These results challenge the initial hypotheses, suggesting that other factors, such as product preferences or habitual purchasing patterns, may play a more critical role in decision-making involvement for wine self-gifting. This aligns with the findings of Roe and Bruwer (2017), which identified self-concept and product involvement as key predictors of wine purchasing decisions. It also does not support Chen & Pham (2019), who proposed that positive emotional experiences are associated with higher spending and more thorough decision-making processes, especially for high-involvement products like wine. Additionally, the overall low involvement of participation in product categories in this study still highlights personal preferences and tastes as the most important considerations. This contrasts with Pickering and Kemp (2024), who noted that highly involved consumers prioritize intrinsic attributes such as

flavour, while low-involvement consumers tend to focus on extrinsic factors like packaging.

## 5.5. Individual differences impacting purchase decisions

The second research objective focused on understanding the relationship between demographic factors on wine self-gifting and whether the considerations for purchasing wine as a self-gift differ across segments.

This study found that Asian consumers were more inclined (than who?) to purchase wine as a reward after a tough day. This aligns with the idea of self-gifting (especially wine) being used as a coping mechanism to manage stress and negative emotions. Previous research suggested that consumers placed greater emphasis on relieving emotions through self-rewarding; however, the study did not mention cultural characteristics (Cryder et al.,2008). This finding contrasts with Nisbett (2003), who emphasized that self-gifting is less common in Eastern cultures. The discrepancy could be due to the influence of local Kiwi culture on the Asian participants in this study, although the survey did not account for how long participants had lived in New Zealand. Therefore, it is unclear whether local culture influences self-gifting behaviour among local Asian consumers.

Asian consumers are more inclined to purchase wine to cope with negative emotions and improve their mood, highlighting the emotional utility of wine as a self-gift for this group. This behaviour is supported by higher motivation scores related to emotional states on the Likert scale. These findings are consistent with Thach and Olsen (2019), who emphasized the role of wine in emotional regulation and its significance in self-gifting practices. Furthermore, Asian consumers are more likely to make quick purchasing decisions when in a bad mood, indicating more impulsive buying behaviour driven by a desire for immediate gratification (Baumeister, 2002). These perspectives might also have been related to the age of the respondents. The age range of Asian participants was concentrated between 31 and 40 years old, a period when they

were in the upward phase of their careers. In contrast, the New Zealand European participants were aged between 51 and 60, and they had accumulated more experience and wealth compared to the Asian consumers.

The analysis for Hypothesis 2 (chi-square) revealed significant demographic differences in the importance of various decision-making factors when the participants select wine as self-gift. Gender differences were particularly prominent, with women showing a stronger preference for personal taste and brand familiarity compared to men. For example, 100% of women valued personal preferences in their decision-making, compared to only 61.54% of men. Ethnicity also played an important role, particularly among New Zealand European/White participants, who universally valued personal preferences, while responses from Asian participants were more diverse (75% important, 10% unimportant, 15% neutral). This suggests cultural differences in how personal taste is prioritized in self-gifting decisions. Full-time employees (32%) valued in-store staff recommendations more than part-time employees and students, who found these recommendations unimportant. This reflects how employment status may influence the need for external guidance in wine selection, possibly related to time constraints or trust in expertise. Satisfaction levels also influenced this factor, with those highly satisfied with their choices showing mixed reactions to staff recommendations. These findings could help retailers, or the wine industry develop more targeted marketing strategies by using label design and descriptions to appeal to consumers living with family. After establishing brand loyalty, they could focus on promoting awards and regular discount pricing.

While analysis revealed differences in decision making criteria amongst respondents with their typical wine purchases, these differences were not evident when examining Hypothesis Two (ANOVA). Decisions to purchase wine as a self-gift did not significantly differ based on demographic characteristics such as gender, age, income, ethnicity, and living situation. Although descriptive results indicated that higher-income consumers were more likely to purchase higher-priced wine as a self-gift, aligning with the findings of Atkin, Nowak, and

Garcia (2007), overall, demographic factors did not have a significant impact on the decision-making process. This result contrasts with previous research that found demographic factors to be important in decision-making. For instance, Radovanović, Đorđević, and Petrović (2017) found that demographic factors such as age and income significantly influenced wine selection patterns among Serbian consumers. The lack of significant findings in this study may be due to the specific context of self-gifting wine, where the personal and emotional nature of the purchase may override general demographic trends. The results also support the view that self-gifting behaviour may be more driven by personal preferences and situational factors rather than broad demographic categories. This aligns with the Affect Infusion Model (Forgas, 1995), which posits that individuals' current emotions and specific situational factors greatly influence their decision-making process.

The results for Hypothesis Three found significant differences between novice and experienced wine consumers in terms of brand familiarity. Brand familiarity, representing a higher degree of consumer knowledge about the brand, implies a certain level of understanding of the region and quality behind the brand, partially supporting the description of experienced consumers by Johnson and Bruwer (2007). However, other prioritised factors mentioned in another study regarding senior consumer considerations, such as online reviews, ratings and awards on packaging (Spence, 2019), were not prioritised by experienced consumers in this study.

## 5.6. Theoretical Implications

Firstly, the research supports the application of Self-Determination Theory (SDT) proposed by Deci and Ryan (2000). This suggests that individuals engage in self-gifting behaviours, such as purchasing wine, to satisfy intrinsic needs related to emotional fulfilment. While self-determination theory emphasizes autonomy, competence, and relatedness as core drivers of intrinsic motivation, the findings from this study indicate that self-gifting, particularly wine, serves as a form of self-reward to fulfil emotional needs. The participants' frequency of self-

gifting suggests that it functions to reward oneself, perhaps not directly tied to autonomy or competence, but rather addressing emotional well-being and stress relief. This coincides with the motivation to purchase wine for relaxation, stress relief and personal enjoyment, suggesting that self-gifting behaviour may be an expression of intrinsic motivation driven by the need for self-care and self-reward.

However, differences in consumption based on emotional state were not significant, which challenges the idea that emotions consistently lead to increased spending or greater involvement in decision-making. This suggests that habitual behaviours and pre-determined budgets may moderate the influence of emotions on consumption decisions. aligning with Lukas and Howard's (2022) findings that budgets can significantly influence consumer spending decisions. Thirdly, this study deepens the understanding of Consumer Involvement Theory (CIT), which examines the level of consumer involvement and interest in a product category. The study found that the decision-making process for purchasing wine as a self-gift took less than ten minutes, suggesting a low level of participant engagement, which may be due to habitual purchasing patterns.

Finally, the research findings challenge and expand upon the existing literature regarding the impact of demographic factors on wine consumption. Previous studies have emphasized the importance of demographic factors in wine purchasing behaviour. However, this study separately examined the decision-making process and outcomes, finding that demographic characteristics showed significant differences in certain aspects of the decision-making process for self-gifting wine, but not in the outcomes. This discrepancy suggests that self-gifting behaviour may be more nuanced and driven by personal preferences rather than broad demographic trends.

## 5.7. Practical Implications

Drawing on these research findings, the first point of note relates to the messaging in advertising wine. The role of emotions in wine self-gifting behavior highlights the need for marketers to create emotional experiences and deliver messages. Marketing campaigns that emphasize the sensory pleasures and emotional benefits (e.g., relaxation, celebration, and stress relief) of wine consumption can resonate with consumers and prompt self-gifting behavior.

Secondly, personal preference and taste are key factors for consideration in the wine self-gifting decision-making process. It could be argued that retailers and wine producers should focus on offering a diverse selection of wines to cater for different tastes and preferences. However, this is challenging for any retailer or producer to provide and manage. Rather, the opportunity lies in providing in-store wine tasting events, personalized recommendations and detailed product information that can help consumers make informed choices that match their personal preferences. The personal connection, and individuals' wine stories are key to their instore selection behavior.

Thirdly, the research found that wine self-gifting behaviour is very common amongst high-income consumers aged 41-50, suggesting that marketers could prioritise this target segment. This demographic typically has higher disposable incomes and sophisticated spending patterns and is therefore more likely to purchase premium wine products. Targeted marketing campaigns, such as loyalty programmes and exclusive offers, can appeal to this segment and encourage repeat purchases. Findings on Asian consumers' tendency to purchase wine to cope with negative emotions suggest a potential market for products positioned to relieve stress and improve mood.

Additionally, the preference for purchasing wine in supermarkets highlights the importance of convenience and availability. Retailers and wineries should ensure a wide variety of wines are

available in chain supermarkets and maintain consistency in brand packaging design to ensure consumer familiarity. Regularly collaborating with supermarkets to conduct special promotions can attract new customers while ensuring competitive pricing. Furthermore, conducting in-store wine tasting events can capitalize on the role of taste and personal preference to engage more consumers.

The research also provides insights into product positioning and packaging. Given the importance of brand familiarity and personal taste, wine producers should focus on building a strong brand image and ensuring consistency in quality. Packaging that highlights awards, positive reviews, and sensory characteristics can attract both novice and experienced consumers. Innovative label designs and descriptions can convey the emotional and experiential aspects of the wine, further enhancing its appeal as a self-gift.

When wine is purchased as a self-gift, consumers are willing to spend more money. Sales staff can inquire about the reason for the purchase to better market the product. This approach is particularly effective with Asian consumers, who tend to be more influenced by sales staff recommendations compared to other ethnic groups.

## 5.8. Limitations and future research

Although this study has made practical and theoretical contributions, it also has several limitations. Firstly, the sample size is a significant limitation with responses ranging between 58 and 70 participants. Many participants skipped or withdrew at some stages. The initial intention of skipping a particular section in the questionnaire was to provide participants with more flexibility, and screen out consumers who don't gift themselves, but this later became an obstacle during the analysis stage. This key issue is likely to have led to problems such as reduced statistical power, increased margin of error, and difficulty in making meaningful comparisons between different groups, thereby reducing the accuracy of the study results

(Bartlett et al., 2001; Cohen, 1992).

Regarding the survey distribution, participant engagement was not sufficiently encouraged. The use of social networks and in-store communications to distribute the survey may have limited the responses, as these methods might not reach a broad or diverse audience. Additionally, the study relied on a post-survey lottery offering three gift cards, which may not have provided enough incentive for active participation from some respondents. To improve engagement, offering small monetary rewards to each participant would likely enhance participation. Alternatively, using a professional panel to access respondents would provide a more targeted approach, although this would involve higher costs due to the need to pay for panel services. Balancing these considerations could lead to more robust and representative data collection.

There are also issues with the questionnaire design. Firstly, the questionnaire was too long, with some scale questions covering too many factors, which may have caused participants to lose patience and either quit or skip entire sections, thereby reducing the sample size. Secondly, the use of multiple-choice questions instead of scale questions to describe emotional states made it difficult to measure the dimensions of emotional states, thus affecting the hypothesis results. Krosnick and Presser (2010) emphasized that while multiple-choice questions are suitable for quick surveys, scales are better for in-depth psychological research as they can capture the gradations of emotions. Future research could optimise the questionnaire design to ensure that it is of an appropriate length and focuses solely on the behaviour of wine as a self-gift, thus maintaining consistency of data throughout the analysis. In addition, pilot testing to ensure that each question type was appropriate would improve the accuracy of subsequent analyses. The impact of habitual buying patterns could also be explored, as well as factors other than emotion that may influence decision-making engagement. Expanding sample sizes and conducting cross-cultural studies could also deepen the understanding of how cultural differences influence self-gifting behaviour. By addressing these gaps, scholars can further refine theories of consumer behaviour for high-engagement products such as wine.

## 6. Conclusions

Completing this thesis involved numerous challenges that significantly influenced the research journey. A major obstacle was collecting survey responses. Initially perceived as straightforward, obtaining enough completed surveys proved to be much more difficult than expected. Despite potential participants' enthusiasm, the actual completion rate was disappointingly low, impacting the accuracy of analyses and reliability of results.

While quantitative research was attractive for its structured approach and data support, the implementation revealed complexities. Designing the questionnaire, setting hypotheses, and ensuring logical links between elements required unforeseen levels of consistency and precision. Attention to detail and a deep understanding of variable relationships became essential.

These challenges provided valuable insights and highlighted that research involves not only applying methods but also navigating unforeseen difficulties. This experience emphasized the importance of perseverance, flexibility, and critical thinking in academic research, along with a deeper understanding of the complexities and careful execution required in quantitative research.

This study draws on self-determination theory, affect infusion model, and consumer involvement theory to explore the role of emotions, motivations, and demographic characteristics in purchasing wine as a self-gift. The role of emotions, motivations, and demographic characteristics in purchasing wine as a self-gift. The findings provide valuable insights into how these factors shape self-gifting behaviours, with theoretical and practical implications for academics and marketers alike.

One of the key findings is that emotional and motivational states impact wine self-gifting decisions. While positive emotions were expected to lead to higher consumption, the results

showed that neither positive nor negative emotions had a statistically significant effect on consumption. This suggests that while emotions play a role in influencing mood and motivation, they may not translate directly into financial decisions.

Another important conclusion from this study relates to the influence of demographic characteristics on wine-purchasing decisions. Although demographic differences, including age, gender, and ethnicity, had little impact on overall purchasing behavior, they did appear to influence specific preferences. For example, older consumers preferred traditional wines and were more brand loyal, whereas younger participants showed a more experimental tendency and tended to be influenced by their emotional state when purchasing wine as a self-gift.

A third important finding was that experienced wine buyers valued brand familiarity more, i.e., familiarity played a crucial role in decision-making for highly engaged products. However, across all consumer groups, personal preference remains the most important factor in choosing wine as a self-gift, highlighting the role of intrinsic motivation in the decision-making process.

Theoretically, these findings contribute to our understanding of self-gifting behavior by linking affective influence and motivation to high-engagement purchase decisions. This study refines the existing framework by providing a more nuanced perspective on how emotions influence consumer engagement without necessarily influencing consumption. The study also provides empirical evidence for the role of demographic factors in shaping self-gifting behavior, which has not been fully explored in previous research.

These insights provide guidance for marketers in the wine industry. Targeted marketing strategies should emphasize personal preferences and emotional experiences, especially for younger consumers who are more likely to engage in self-gifting behaviors. In addition, for seasoned wine buyers, brands should focus on fostering familiarity and maintaining brand loyalty through storytelling, consistent quality and emotional branding.

Future research could ensure consistency of data by optimizing questionnaire length and focusing on wine as a self-ceremonial behavior. In addition, pilot testing to validate the appropriateness of the question design would help to improve the accuracy of the analyses. Future research should also explore habitual purchasing patterns and other factors that influence decision-making participation. Expanding the sample size and conducting a cross-cultural comparison study can further deepen the understanding of how cultural differences affect self-courtesy behaviors. This would help to further refine theories of consumer behavior for high-engagement products such as wine.

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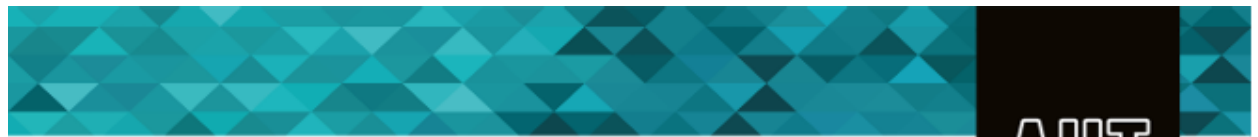
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## 7. Appendix

### Appendix A: Ethics Approval



#### Auckland University of Technology Ethics Committee (AUTEC)

7 June 2024

Helene Wilkinson  
Faculty of Business Economics and Law

Dear Helene

Re Ethics Application: **24/145 Influences in the selection of wine as a self-gift: an examination of emotions, motivations and demographics.**

Thank you for your responses to AUTEC's conditions.

Your ethics application has been approved for three years until 7 June 2027.

#### **Standard Conditions of Approval**

1. The research is to be undertaken in accordance with the [Auckland University of Technology Code of Conduct for Research](#) and as approved by AUTEC.
2. All public facing documents must have the AUTEC approval number and be of a high standard of spelling and grammar. Dates on the Information Sheet(s) and Consent Form(s) must be consistent.
3. Any amendments to the project must be approved by AUTEC prior to being implemented.
4. A progress report is due annually on the anniversary of the approval date.
5. A final report is due at the expiration of the approval period, or, upon completion of project.
6. Any serious or adverse events must be reported to AUTEC, this includes unforeseen issues that might affect continued ethical acceptability of the project.
7. AUTEC grants ethical approval only. You are responsible for obtaining management permission for access from any institution or organisation at which your research is being conducted and you need to meet all ethical, legal, public health, and locality obligations or requirements for the jurisdictions in which the research is being undertaken.

The application number and title need to be referenced on all correspondence related to this project.

All forms are available online <http://www.aut.ac.nz/research/researchethics>

For any enquiries, please contact [ethics@aut.ac.nz](mailto:ethics@aut.ac.nz)  
(This is a computer-generated letter for which no signature is required)

The AUTEC Secretariat  
Auckland University of Technology Ethics Committee

Cc: ftq5229@autuni.ac.nz

## Appendix B: Questionnaire

Q2 Have you ever bought a bottle of wine as a self-gift? i.e. bought yourself a bottle of wine for yourself to enjoy as a treat, reward, or to feel good.

- Yes (1)
- No (2)

*Skip To: End of Survey If Have you ever bought a bottle of wine as a self-gift? i.e. bought yourself a bottle of wine for y... = No*

### **End of Block: Screening**

#### **Start of Block: General Wine buying Behaviour**

Q3 The following questions relate to general shopping behaviour when buying bottled wine to drink (from a retailer, not at a restaurant or bar).

Q4 How often do you buy bottled wine to drink?

- At least weekly (1)
- 2-3 times a month (2)
- once a month (3)
- once every 2-3 months (4)
- less often (5)

Q5 Which type of bottled wine do you usually buy? (select one)

- Red wine (1)
- White wine (2)
- Rosé (3)
- Sparkling wine (4)
- Dessert wine (5)
- Other (please specify) (6) \_\_\_\_\_

Q6 Where do you usually buy bottled wine from (select one)

- Supermarket (1)
- Liquor store (2)
- Online retailer (3)
- Other (please state) (4) \_\_\_\_\_

Q7 On average, how much do you usually spend on a bottle of wine to drink?

\_\_\_\_\_

Q8 How important are the following in influencing your usual wine buying decisions?

Not at all	Not very	Neither	Important	Very
important	important	important	(4)	important

	(1)	(2)	nor unimportant (3)		(5)
Personal preference and taste (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Recommendations from friends or family (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Online reviews and ratings (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Advice from staff in the store (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Familiarity with the brand (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Price (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visual design on the label (eg pictures) (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Appeal of the brand name (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Description on the label (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Stars and/or Awards on the label (10)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q9 Overall, how would you rate your knowledge of wine?

- Novice (little to no knowledge) (1)
- Intermediate (some knowledge) (2)
- Experienced (good knowledge) (3)

- Expert (extensive knowledge) (4)

**End of Block: General Wine buying Behaviour**

**Start of Block: Wine as a self gift**

Q10 The next set of questions relate to buying wine as a self gift i.e. wine as a treat, reward or to feel good

Q11 How often do you buy bottled wine as a self-gift? i.e. gift for yourself.

- Never (1)
- Rarely (a few times a year) (2)
- Occasionally (once a month) (3)
- Frequently (a few times a month) (4)
- Very Frequently (weekly or more often) (5)

*Skip To: End of Block If How often do you buy bottled wine as a self-gift? i.e. gift for yourself. = Never*

Q12 Please indicate your agreement with the following statements relating to the purchase of wine as a self-gift:

	Strongly Disagree (1)	Somewhat Disagree (2)	Neither agree nor disagree (3)	Somewhat Agree (4)	Strongly Agree (5)
I buy wine as a self-gift to celebrate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

personal

achievements

(1)

I buy wine as a  
self-gift to  
relax and  
unwind after a  
stressful day

(2)

I buy wine as a  
self-gift to  
have with a  
special meal

(3)

I buy wine as a  
self-gift as a  
reward after a  
tough day (4)

I buy wine as a  
self-gift to  
cope with  
negative  
emotions &  
make me feel  
better (5)

I tend to spend  
more money  
on a bottle of  
wine if I am in  
a good mood

(6)

The mood I  
am in  
influences the  
amount of

time I spend  
choosing a  
wine (7)

I make quick  
purchase  
decisions

when I am in a  
bad mood (8)

I generally  
take more time  
to choose a  
wine when I  
am in a good  
mood. (9)

I spend more  
on wine as a  
self-gift than  
on wine I buy  
to drink  
normally (10)

Q13 Thinking back now, to the last time you bought yourself a bottle of wine as a self gift, please answer the following set of questions.

Q14 What kind of mood were you in when you bought the bottled wine as a self-gift?

Positive (1)

Neutral (2)

Negative (3)

Q15 What was the main reason you decided to buy yourself a bottle of wine as a self gift?

- I was feeling happy and felt like buying myself a nice bottle of wine (1)
- I was feeling sad/upset, and I wanted to make myself feel better (2)
- I was feeling a bit stressed and wanted to treat myself (3)
- I saw a bottle of wine that I hadn't had for a while, and decided to treat myself (4)
- I was feeling excited, and wanted to celebrate (5)
- I was feeling angry, and I wanted to make myself feel better (6)

Q16 What type of wine did you buy as a self-gift?

- Red wine (1)
- White wine (2)
- Rosé (3)
- Sparkling wine (4)
- Dessert wine (5)

Q17 Can you recall the brand and style of wine that you bought?

- No (1)

Yes - the brand was: (2)

---

Yes - the style/type of wine was: (3)

---

Q18 How much time did you spend deciding on which bottle of wine to buy as a self-gift?

- Less than 5 minutes (1)
- 5-10 minutes (2)
- More than 10 minutes, but less than 20 minutes (3)
- More than 20 minutes (4)

Q19 How much did you spend on the bottle of wine as a self-gift?

---

Q20 How important were the following to you, in deciding on the last bottle of wine you bought for yourself as a self-gift?

	Not at all important (1)	Not very important (2)	Neither important nor unimportant (3)	Important (4)	Very important (5)
Personal preference and taste (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Recommendations from friends or family (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Online reviews and ratings (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Advice from staff in the store (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Familiarity with the brand (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Price for the bottle of the wine (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visual design of the label (eg pictures) (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Appeal of the brand name (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Description on the label (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Awards and/or stars on the bottle (10)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q48 Overall how satisfied were you that the purchase meet your emotional needs?

Level of

satisfaction

(1)

**End of Block: Wine as a self gift**

**Start of Block: Demographic characteristics**

Q21 The following questions are for classification purposes only. Your answers will remain confidential and anonymous.

Q22 Which of the following best describes your living situation?

- I live alone (1)
- Live with my partner (2)
- Flatting with others (3)
- At home with family (4)

Q23 Are you:

- Male (1)
- Female (2)
- Non-binary / third gender (3)
- Prefer not to say (4)

Q24 Are you?

- under 21 (1)
- 21-30 (2)
- 31-40 (3)

- 41-50 (4)
- 51-60 (5)
- over 60 (6)

Q25 Which one of the following best describes you:

- Employed full time (1)
- Employed part time (2)
- Student & working part time (3)
- Student & working full time (4)
- Student, not working (5)
- Retired (6)
- Unemployed (7)

Q26 What is your approximate annual income?

- Under \$25,000 (1)
- \$25,000 - \$49,999 (2)
- \$50,000 - \$74,999 (3)
- \$75,000 - \$100,000 (4)

Over \$100,000 (5)

Q27 Which of the following best describes your ethnicity?

New Zealand European/Pākehā (1)

Māori (2)

Pacific Islander (e.g., Samoan, Tongan, Niuean, Cook Islands Māori, Fijian) (3)

Asian (e.g., Chinese, Indian, Korean, Filipino) (4)

Middle Eastern/Latin American/African (5)

Other European (e.g., British, German, French) (6)

Prefer not to say (7)

Other (Please state below) (8)

---

**End of Block: Demographic characteristics**

**Start of Block: Block 4**

Q46 ENTER PRIZE DRAW: In appreciation of your time in answering this survey, we invite you to leave a contact email address to be entered in to a prize draw for one of three gifts. Your email will only be used to contact you if you are a winner, then deleted at the conclusion of the prize draw.

---

## Appendix C: Participant Information Sheet

### **Date Information Sheet Produced:**

2/04/2024

### **Project Title**

Influences in the selection of wine as a self-gift: an examination of emotions, motivations, and demographics

### **An Invitation**

Hello, my name is Pengfei Ren, a Master student at Auckland University of Technology. My master research focuses on the influences of emotion, motivations, and demographics of wine selection as a self-gift. The findings of the study could inform marketing strategies in the wine retail industry. This approach is expected to help consumers simplify the decision-making process. In addition, this study aims to inform in-store marketing campaigns to effectively address customer motivations and demographic differences.

Please complete all question items in the following questionnaire. The questionnaire will take approximately 10-12 minutes to complete.

### **What is the purpose of this research?**

The study's ultimate purpose is to enhance training for wine sales professionals by providing a clearer understanding of how emotional states and motivations influence instore purchase decisions. The findings of this research may be used for academic publications and presentations.

### **How was I identified and why am I being invited to participate in this research?**

You are a wine buyer or potential buyer living in New Zealand and are over eighteen years of age.

### **How do I agree to participate in this research?**

Your participation is entirely voluntary and will not advantage or disadvantage you by any means. You can consent to the research by completing the online survey, after carefully reading and understanding this information sheet.

All information you provide will be strictly confidential. Your responses will be presented only in aggregate and no individual results will be highlighted. Results will not be released to any third-party. The demographic information that I ask you to provide, at the end of the questionnaire, will be used for comparative purposes only. If at any time you wish to withdraw from the survey you will not be disadvantaged in any way. Your consent to participate in this research will be indicated by commencing the following, electronic questionnaire.

### **What will happen in this research?**

You will complete an online questionnaire. The questionnaire will present 15 questions. You

will provide a numerical rating for some questions. Or select the answer that can describe you.

What are the discomforts and risks?

There will be no discomforts or any risks to the participants.

How will these discomforts and risks be alleviated? N/A

**What are the benefits?**

Your participation will provide you with some insight into your own consumer behaviour, as well as help the researcher complete a Master degree. Your participation will also contribute to the study of the wine market and consumer behaviour.

**How will my privacy be protected?**

No individual names or contact details will be recorded or reported. All this information will be analysed and reported at an aggregate level that does not identify the individual responses of participants.

**What are the costs of participating in this research?**

About 10-12 minutes of participation will be required.

**What opportunity do I have to consider this invitation?**

About 10-12 minutes of participation will be required.

**Will I receive feedback on the results of this research?**

You may email the researcher (Pengfei Ren) for any feedback or a summary of the research findings. (Researcher's email: [ftq5229@autuni.ac.nz](mailto:ftq5229@autuni.ac.nz))

**What do I do if I have concerns about this research?**

Any concerns regarding the nature of this project should be notified in the first instance to the Project Supervisors, Dr Helene Wilkinson, [Helene.wilkinson@aut.ac.nz](mailto:Helene.wilkinson@aut.ac.nz) , (09) 9219999 ext 5912.

Concerns regarding the conduct of the research should be notified to the Executive Secretary of AUTEAC, [ethics@aut.ac.nz](mailto:ethics@aut.ac.nz) , (+649) 921 9999 ext 6038.

**Whom do I contact for further information about this research?**

Please keep this Information Sheet for your future reference. You are also able to contact the research team as follows:

**Researcher Contact Details:**

Researcher Contact Details: Pengfei Ren [ftq5229@autuni.ac.nz](mailto:ftq5229@autuni.ac.nz)

Project Supervisor Contact Details, Dr Helene Wilkinson, [Helene.wilkinson@aut.ac.nz](mailto:Helene.wilkinson@aut.ac.nz) , (09) 9219999 ext 5912.

**Project Supervisor Contact Details:**

Project Supervisor Contact Details:, Dr Helene Wilkinson, [Helene.wilkinson@aut.ac.nz](mailto:Helene.wilkinson@aut.ac.nz) , (09) 9219999 ext 5912.

## Appendix D: Poster

### Wine Selection as a Self-Gift: Emotions, Motivations, Demographics.



**Tell us about buying wine as a self-gift**

**Participants needed:** I am an AUT Master of Marketing student conducting research as part of my studies. I am seeking research participants to survey wine purchasing habits, particularly buying wine as a self-gift. My aim is to understand motivations, preferences, and behaviours when choosing to buy wine for yourself as a treat or reward.

The **online survey** will take about 10-12 minutes to complete. All completed surveys go in a **prize draw** for one of three gift vouchers. Please use the link below to access the survey directly or the QR code at left bottom:

[https://aut.au1.qualtrics.com/jfe/form/SV\\_3DYXjhliq052cTA](https://aut.au1.qualtrics.com/jfe/form/SV_3DYXjhliq052cTA)

Contact Pengfei Ren (primary researcher) [ftq5228@autuni.ac.nz](mailto:ftq5228@autuni.ac.nz)  
or  
Supervisor Dr. Helene Wilkinson [helene.wilkinson@aut.ac.nz](mailto:helene.wilkinson@aut.ac.nz)  
for information

 This project has been reviewed and approved by the Auckland University of Technology Ethics Committee, AUT, Auckland, New Zealand (reference: 24/145)

## Appendix E: Crosstabs

Count		Crosstab					Total
		What is your approximate annual income?					
		Under \$25,000	\$25,000 - \$49,999	\$50,000 - \$74,999	\$75,000 - \$100,000	Over \$100,000	
How often do you buy bottled wine as a self-gift? i.e. gift for yourself.	Never	0	0	0	1	1	2
	Rarely (a few times a year)	5	3	9	2	10	29
	Occasionally (once a month)	0	1	3	2	6	12
	Frequently (a few times a month)	2	1	3	2	4	12
	Very Frequently (weekly or more often)	0	0	2	3	0	5
Total		7	5	17	10	21	60

### How often do you buy bottled wine as a self-gift? i.e. gift for yourself. \* Gender

Count		Crosstab				Total
		Gender				
		Male	Female	Non-binary / third gender	Prefer not to say	
How often do you buy bottled wine as a self-gift? i.e. gift for yourself.	Never	1	1	0	0	2
	Rarely (a few times a year)	6	20	1	2	29
	Occasionally (once a month)	3	9	0	0	12
	Frequently (a few times a month)	4	8	0	0	12
	Very Frequently (weekly or more often)	0	5	0	0	5
Total		14	43	1	2	60

### How often do you buy bottled wine as a self-gift? i.e. gift for yourself. \* Age

Count		Crosstab					Total
		Age					
		21-30	31-40	41-50	51-60	over 60	
How often do you buy bottled wine as a self-gift? i.e. gift for yourself.	Never	0	1	1	0	0	2
	Rarely (a few times a year)	6	8	12	3	0	29
	Occasionally (once a month)	2	2	3	3	2	12
	Frequently (a few times a month)	1	1	5	3	2	12
	Very Frequently (weekly or more often)	0	0	2	2	1	5
Total		9	12	23	11	5	60

**How often do you buy bottled wine as a self-gift? i.e. gift for yourself. \* Which of the following best describes your living situation?**

Count		Crosstab				
		Which of the following best describes your living situation?				
		I live alone	Live with my partner	Flatting with others	At home with family	Total
How often do you buy bottled wine as a self-gift? i.e. gift for yourself.	Never	0	1	1	0	2
	Rarely (a few times a year)	5	10	2	12	29
	Occasionally (once a month)	2	5	0	5	12
	Frequently (a few times a month)	2	4	1	5	12
	Very Frequently (weekly or more often)	1	1	0	3	5
<b>Total</b>		<b>10</b>	<b>21</b>	<b>4</b>	<b>25</b>	<b>60</b>

**How often do you buy bottled wine as a self-gift? i.e. gift for yourself. \* Which of the following best describes your ethnicity? - Selected Choice**

Count		Crosstab								
		Which of the following best describes your ethnicity? - Selected Choice								
		New Zealand European/Pākehā	Māori	Pacific Islander (e.g., Samoan, Tongan, Niuean, Cook Islands Māori, Fijian)	Asian (e.g., Chinese, Indian, Korean, Filipino)	Middle Eastern/Latin American/African	Other European (e.g., British, German, French)	Prefer not to say	Other (Please state below)	Total
How often do you buy bottled wine as a self-gift? i.e. gift for yourself.	Never	0	0	0	1	0	0	0	1	2
	Rarely (a few times a year)	13	1	1	12	1	1	0	0	29
	Occasionally (once a month)	6	0	0	4	0	1	0	1	12
	Frequently (a few times a month)	5	0	0	4	0	2	1	0	12
	Very Frequently (weekly or more often)	5	0	0	0	0	0	0	0	5
<b>Total</b>		<b>29</b>	<b>1</b>	<b>1</b>	<b>21</b>	<b>1</b>	<b>4</b>	<b>1</b>	<b>2</b>	<b>60</b>

## Appendix F: Additional Analysis

Analysis of Decision-Making Differences by Age, Gender, and Income										
Gende										
	Male(n=14)	Female(n=44)	Non-binary / third gender(n=1)	Prefer not to say(n=2)	<i>F</i>	<i>p</i>				
Purchase decisions for Wine as a Self-Gift	31.13±106.75	2.05±0.79	1.33±0.00	2.58±0.12	1.12	20.348				
Age										
	21-30(n=9)	31-40(n=13)	41-50(n=23)	51-60(n=11)	over 60(n=5)	<i>F</i>	<i>p</i>			
Purchase decisions for Wine as a Self-Gift	2.03±0.78	37.17±115.83	1.84±0.78	2.00±0.57	1.50±0.35	1.09	60.368			
What is your approximate annual income?										
	Under \$25,000(n=7)	\$25,000 - \$49,999(n=6)	\$50,000 - \$74,999(n=17)	\$75,000 - \$100,000(n=10)	Over \$100,000(n=21)	<i>F</i>	<i>p</i>			
Purchase decisions for Wine as a Self-Gift	2.05±0.96	1.53±0.73	2.08±0.72	1.65±0.96	21.24±85.95	0.46	30.763			
* <i>p</i> <0.05 ** <i>p</i> <0.01										
Which of the following best describes your ethnicity? - Selected Choice										
	New Zealand European/Pākehā (n=29)	Māori (n=1)	Pacific Islander(n=1)	Asian(n=22)	Middle Eastern/Latin American/African(n=1)	Other European(n=4)	Prefer not to say(n=1)	Other(n=2)	<i>F</i>	<i>p</i>
decision for Wine as a Self-Gift	15.19±71.40	3.00	1.33±	1.98±0.94	2.00±0.00	1.46±0.60	2.75±0.00	2.25±0.00	0.127	0.996
Which of the following best describes your living situation?										
	I live alone(n=10)	Live with my partner(n=22)	Flatting with others(n=4)	At home with family(n=25)	<i>F</i>	<i>p</i>				
Purchase decision for Wine as a Self-Gift	39.96±121.73	1.93±0.79	2.44±1.35	2.06±0.73	1.60	70.19				
* <i>p</i> <0.05 ** <i>p</i> <0.01										