



Anthropological case study into the motivation behind wine gifting in a premium retail environment.

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Abstract

This Research Paper is an anthropological and evidence based study of wine gifting in a premium retail environment. Its aim is to understand the occasions, motivations and choices made when buying wine as a present. The focus is on answering the following key questions:

- 1) The purchasers intended recipient?
- 2) If there is value added by purchasing from a premium retailer?
- 3) Is there a correlation between the intended recipient and the type, price point and packaging of wine selected and what this says about their relationship?

The study concluded that the consumer bought wine because a bottle could always be found to suit a wide range of recipients, occasions and budgets. It was discovered that people gifted wine to friends and relatives over business associates; this was a direct contrast to an earlier study on the subject. Shopping in a premium environment gave the consumer a sense that they had made more effort by choosing the gift and that the present was more exclusive. The type of wine and the knowledge the giver had about the recipient were the primary decision drivers, with price and occasion next in importance. It also noted that there were gender-driven differences in the way that customers made their choices.

Introduction

While there has been research done on how consumers purchase wine, there has been little direct research investigating how consumers gift wine. Although this research paper will tackle a relatively small sample, it has the potential to become part of a broader study. To present wines as gift-able items and to understand what the donors think wine ‘says’ about themselves has implications for labelling, how retailers display wines for sale (including use of bespoke gifting lines, hampers or boxes), the types of wines they sell and how they merchandise around key gifting times.

The research was carried out in a UK based premium retailer, which has stores in three cities. It consisted of an ethnographic study done over 2013 and 2014, at the key gifting times of Christmas, Valentine’s Day, Mother’s Day and Father’s Day. A survey of the wine shop’s customers was undertaken simultaneously covering 640 respondents. Follow up interviews then took place with a selection of 40 of the survey participants. Interviews with 12 of the wine shops’ staff were also conducted and sales data over the two years was analysed.

Literature Review

As the gift is a central tenant within Anthropology this literature review will examine past and present anthropological studies. It will also briefly touch on the only two wine studies that cover gifting. The review will focus more on the research that examines why we buy wine and the occasions when wine is purchased to set the background for the questions asked in the survey and to analyse the results.

Anthropology: Early Gifting Theories.

Sykes (2005:1) summarises the importance of gifting in anthropology as: ‘The habit of giving and receiving gifts resonates through human lives because the gift is more than the material object. It establishes or confirms a relationship between people and in this way has been described by some as the cornerstone of society’. This concept was explored by Mauss (1924), an early theorist, when he researched communities in the Pacific Northwest, Melanesia and Polynesia. He discovered three fields of obligation, to give, to receive and to repay which ensured the circulation of wealth through a continuous cycle of exchange. He saw gifting as a spiritual or magical tie between people. Malinowski (1922) studied the Trobriand Islanders circles of gift exchange, which was known as the ‘Kula Ring’. He concluded that there was a continuous pattern of exchange between different tribes and within the tribes themselves. These exchanges affirmed the relationships between and within tribes; they were important for establishing status and maintaining rank as well as being part of an economic exchange system. For him the present was more of an economic tie than a spiritual one. These early studies focused on so called ‘primitive’ societies but they are still referenced in studies of gifting today.

Present Day Theories Within The Social Sciences

Since the work of Mauss and Malinowski and many others, not just in the field of anthropology but across sociology, psychology and economics, have studied gifting and its relevance to social interaction. Carrier (1995) looked at exchange since the 1700's and how it has changed with the advent of capitalism and commoditization given that today gifting is mainly between individuals as opposed to between tribes or groups of people. Carrier believed that once a commodity is gifted it is no longer just a commodity; it has become imbued with meaning through appropriation.¹ He stated that this was done in three ways: through the nature of the object (history, how it was made, its uniqueness), the way it is bought and its purpose. Schieffelin (1980) believes that a present becomes significant because the gifted item has been given symbolic dimensions. Bagozzi (1974, 1975) talks of the gift's four functions, which are those of: communication, social exchange, economic exchange and socialization. Schwartz (1967) stated that acceptance or rejection of a gift can be an affirmation of self and Sherry (1983) felt that the sharing of presents maintains the degree of intimacy of a relationship and reflected the appropriateness of the occasion. Finley (1990) declared that the giving of a gift was the opportunity for the giver to express his/her perception of themselves and the recipient. The gift has meaning and so the choice of object carries a series of risks or rewards depending on the person to whom it is given. Belk (1996) believed there were six principles to the perfect present, namely that it illustrated self-sacrifice, made the recipient happy, was luxurious, distinctive, appropriate, a delightful surprise and pleasing. All of the above theories and observations were clearly supported by the research undertaken for this paper in regards to gifting wine.

Research On Why People Buy Wine

¹ 'appropriation is the 'process by which a person, establishes a relationship of identity with an object, makes it a possession' (Carrier, 1995, p10)

A great deal of work has been done on why people buy wine for themselves and what drives the decision-making process. (Charters, Lockshin & Unwin, 1999; Hall & Winchester, 2000; Jacoby, Olson & Haddock, 1971). As consumers perceive wine to be a complex subject they frequently use their own knowledge to inform their purchasing decisions (Brucks, 1985; Celsi and Olson, 1988). From several studies on wine, Hall and Lockshin (2000) compiled a list of attributes and consequences linked to wine purchase that affects the consumer's choice. They looked at situational drinking and what attributes, values and consequences were linked to that occasion. They found that the attributes of taste and price were dominant across three occasions - a party, a business dinner and a bottle for oneself. Brand and type of wine were also important for the business dinner. Whilst these things all influence choice these studies do not talk about what motivates people to buy wine as a gift or what drives their decisions to choose a certain wine.

The means-ends chain according to Hall and Lockshin is a 'conceptual cognitive model' (2000: 3) that relates the consumers' values (ends) with attributes that the product (means) possesses. The customer will choose products that maximize the desired outcome they want from the product and minimize what in their eyes is undesirable (Gutman, 1984; Hall & Lockshin, 2000). Mitchell and Greatedorex (1989) concluded that the greatest risks in buying wine were: taste, social approval and if it would complement food. Choosing it as a gift carries even more risk as it is something chosen for another person. Should the recipient not like it, what might that say about the relationship between the giver and receiver? The rewards are high, however, if the choice is right. Ogbeide & Brewer (2013) said that wine is a product for pleasure and social connection, so if the choice is right it can stimulate both. These quoted studies relate to occasion and motivation but do not relate to gifting of wine.

Wine And Gifting

Two studies were found that cover wine and gifting. Ritchie (2007) mention wine was regularly used to express thanks or as a business gift and it can convey an image of the giver. She concluded that wine was rarely bought for a friend or close relation. Hall, Oppenheim and Lockshin (2001) examined why consumers buy wine for different occasions. They looked at three examples and concluded that for a party the wine had to represent fun, if drinking by oneself, self-fulfilment and for a business occasion type of wine and brand were important. They found taste and price were the two principal attributes across the three occasions. They, however, focus solely on occasion and only mention buying wine as a present in passing. This paper will study the gifting of wine in greater detail in order to understand the decision process involved and how the wine industry can exploit the findings of the research.

Methodology

The methods used to collect the data for the research were as follows:

- Ethnographic data – time spent observing the shop floor during the key gifting times of Christmas 2013 and 2014 (a month on each occasion), the days leading up to Valentine’s Day 2014 / 2015, Mother’s Day 2014 /2015 and Father’s Day 2014.
- Questionnaires sent out on Survey Monkey to the four shops’ wine consumer database.
- Additional in depth face-to-face or online interviews with people as a follow-on from the survey.
- Face-to-face interviews with shop staff in all four stores.
- Comparative analysis of the wines bought over the gifting periods compared to yearly sales in 2014 and 2013.

Ethnography

In Anthropology the use of Ethnography has long been recognised as an effective technique for qualitative research. It is the ‘first hand study of a small community or ethnic group. Studies combine, to a varying degree, descriptive and analytical elements’ (Seymour-Smith 1986: 99). Sherry says ‘through field immersion, participant observation and interviews, the anthropologist aspires to produce, what Geertz (1973) has called, a thick description’ (1983: 158). The research focused on one high-end independent retailer with four stores located in London, Birmingham and Manchester. The retailer has an even spread of sales over the major categories: still wine (34%), champagne (27%) and spirits (34%). Fortified wines make up 4% of sales. It is not known what percentage of the independent retailer’s wines were bought as gifts but when talking to staff they all stated it was between 40—50% of purchases. The only anomaly was the one Manchester store where they felt that it was around 70%; however this store has quite a different feel and location to the others being

situated in the menswear department. The use of one single retailer allowed the study to focus in depth on the chosen consumers. Similar restricted case studies include Durgee and Sago (2001) covering 10 couples (published in the *Advances in Consumer Research Review*) and Caplow (1982) with 110 respondents, (published in *American Sociological Review*). Working in a familiar environment gave access to detailed financial, product and consumer data. Bernard H Russell (2011) concludes that familiarity with the environment allows the researcher to build trust, which in turn lowers reactivity giving a higher validity to the data.

Survey

The Survey was constructed based on information gathered during field research and was sent out to around 3200 people from the wine shops' customer database (2.8% of the wine shops total consumers). There was a 19.9% response rate covering 640 respondents. Using the standard 95% confidence level and standard 4-point confidence interval, a 600 person sample size would be required for statistical significance. 640 completed surveys falls above this minimum sample requirement and therefore maintains the required level of statistical accuracy.

The survey was sent out on Survey Monkey and was a mix of multiple choice, drop down and ranking questions (Appendix 2). Consumers were asked questions (all of which they could opt out of) on age range, gender, marital status, education level and country/post code of residence (Appendix 3). The means-ends information gathered by Hall, Oppenheim & Lockshin (2001) defined some pre-established reasons and hence questions as to what drives choice e.g. price, packaging and occasion. Respondents were asked to leave their details if they were available for further questioning. There was an almost even split between males (48.57%) and females (51.43%), although 113 people declined to answer the questions on gender. There was a fair spread of age groups (Appendix 3, figure. 7) with 111 people

declining to answer. 77% of respondents were educated to first degree or masters level (Appendix 3, figure 8). The majority of consumers were from the UK with a bias towards London, Birmingham and Manchester as expected (Appendix 3, figures 9 and 10). 57 Consumers were from Europe, 11 from Asia, 33 from the USA, 3 from the Middle East and 6 from Australia, which reflects that there are some international consumers who visit the store (115 omitted this answer).

Questionnaires

Respondents who took the initial survey and volunteered to answer further questions were then contacted. They were chosen based on the personal questions they answered regarding age, gender, residence, marital status and qualifications in order to get an even distribution of consumers. They were also customers that bought wine as a present frequently or very frequently. Initially a target of 60 was planned, but due to low response rates only 40 responses were received (Appendix 5, figure.12). The consumers were asked to participate in a telephone interview or answer questions by e-mail. 68% chose to answer by e-mail, the rest answering over the telephone. Questions were the same for all, but some elaboration was possible over the telephone. Questions were designed based on survey responses to understand the motivations behind gifting and were narrative in nature (Appendix 5).

Staff Interviews

Face-to-face interviews took place with 12 members of staff from all stores out of a possible 25. They were chosen based on length of service to ensure that they had been with the store for a minimum of a year (Appendix 4). This provided supplementary information on the customers' views and helped moderate any research bias that may have arisen in the study by incorporating views from professionals who spend considerable time working with

customers. Their interaction with consumers was also studied whilst the ethnographic work was taking place.

Data Analysis

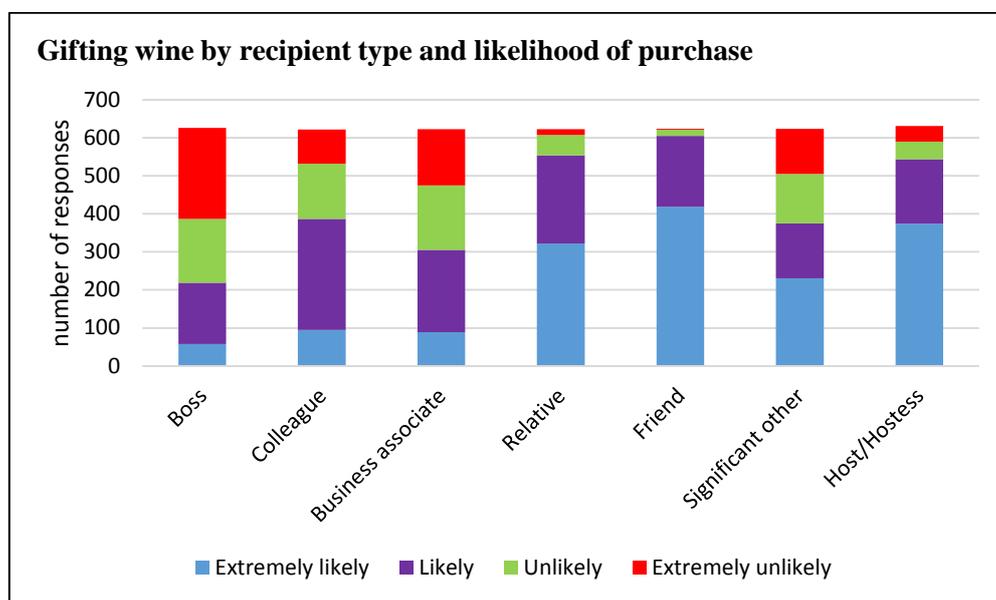
Survey questions were analysed based on all consumer's responses to the questions. The survey's answers to the questions were combined to see if any trends emerged. Replies were then disaggregated to understand gender differences. The questionnaire results were combined together to understand trends resulting from the answers. Ethnographic data was collated; this consisted of written descriptions of encounters with consumers and answers to any questions that they were asked, as well as any interactions with other members of staff that happened over the key gifting days. This qualitative data was then analysed for patterns or common themes. Sales data was collected on all wine sales for 2013 and 2014 and then over Christmas (1st December to 24th of December) and the week leading up to Valentine's Day, Mother's Day and Father's Day over the same years. The data was broken down by country of origin and then region of origin/style to see if any trends were evident.

Research Results

Who Consumers Bought Wine For

Consumers were asked for whom they were likely to buy wine as a gift, namely a: boss, colleague, business associate, relative, friend, significant other and host/hostess. 605 respondents said they would be likely or extremely likely to give wine to a friend, 554 to a relative and 544 to a host or hostess. They were less likely to give wine as a present to a boss (307), significant other (375), colleague (387) or business associate (307) as seen in Figure 1.

Figure 1.



When examining the gender split from the surveys it became clear that women tended to buy across all the recipient types. Men, however, bought more for business associates. (Appendix 6, figure 17).

From observation and conversation with other independent retailers more corporate gifts were being bought in the past than today. This directly contradicts research done by Ritchie (2007) who stated one of the main gifting occasions was for business. Up until 3 years ago the majority of telephone sales at Christmas, at the retailer studied, were made by individuals buying large volumes of red wine or champagne to be delivered to business addresses. This

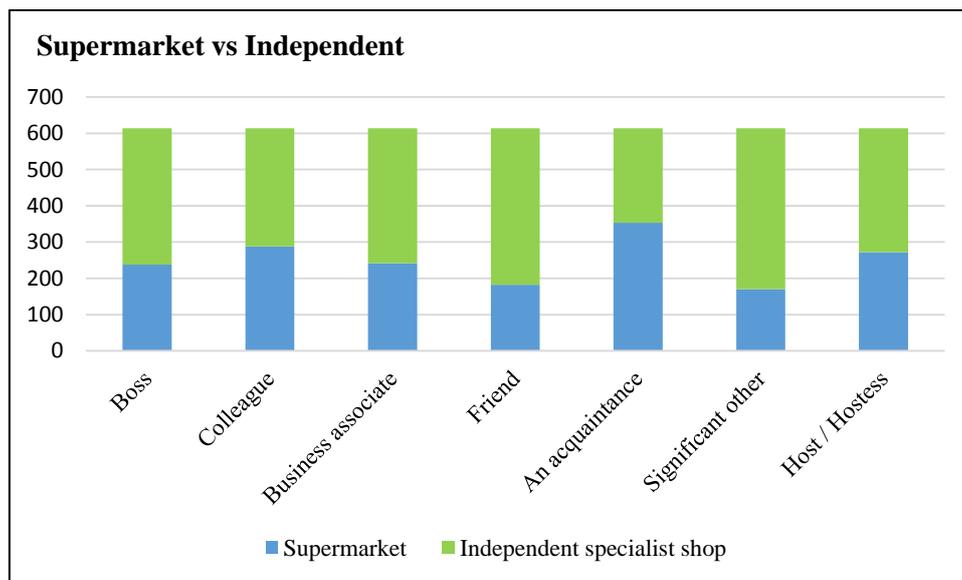
fact was backed up by records of deliveries and by staff opinion. This was discussed with a few of the regular business customers, who explained that it was due to the 2010 Her Majesty's Revenue and Customs Bribery Act (2010, c23). One gentleman said 'I would buy wine as a present for my business associates as it was an easy way to say thank you, but all that has changed, you have to be very careful now, things are easily misinterpreted.' This is one of the reasons Ritchie (2007) found different results, as her research predated the act.

Over the Christmas period when the consumers were asked for whom they were making the purchase, the majority said a family member or loved one – normally a father or boyfriend. Staff also confirmed that the majority of people were shopping for friends or relatives. When the customers were asked why, they commented that, 'wine is easy to buy', 'he/she has everything and at least I know that he/she will enjoy this.' In the follow-up interviews the consumers also echoed the statements above. They also responded that wine was associated with sharing and could demonstrate their wine expertise; they knew their friends enjoyed wine and it was regarded as a premium present, with a wide enough range of styles to be able to find something to suit most recipients. In addition interviewees mentioned that they gave wine because it was something they got pleasure from and that it was ideal for sharing experiences.

Where Consumers Would Buy Wine As A Gift

In the surveys consumers were asked where they would buy wine as a gift for the different types of recipients. In each case most people reported they would go to an independent specialist over a multiple supermarket, with the exception of when buying wine for an acquaintance, as seen in Figure 2.

Figure 2.



This pattern was echoed in the detailed questionnaires with, 80% saying they preferred to shop in an independent. Interestingly the survey results reveal that men preferred to buy their gifts at an independent whilst women were more likely to buy from a supermarket (Appendix 6, figure 18). Presumably this is linked to the fact that women shop more frequently in supermarkets than men (Jennings & Woods. 1994). Interviewees declared that when they bought from an independent retailer it felt as though they had taken time to go out and search for a present; that they were not, as respondent Glenda said, ‘just picking it up on the grocery run.’ Supermarkets deal in commodities - there is less of a personal element to the purchase. It is where most people shop weekly and is part of everyday life, so it does not feel as special

to the person as an outlet they may not visit as often. In addition consumers believed they tended to find something special, of higher quality and more interesting from an independent. They liked the fact that if they purchased wine in such a place it would often come in a 'nice' bag, which was indicative of the extra effort gone into acquiring the present. It was also commented that if recipients were not wine connoisseurs they would not recognise if the wine came from an independent or a multiple.

The statements above reflect Carrier's (1995) research on how a product is appropriated so it is not just a commodity. By personalizing a product, by giving it a history, a story and a feeling of uniqueness all helps with the appropriation. He emphasized that the way it was bought; the store feeling, the staff, how well-known the shop was, all of these factors helped the consumer imbue meaning into the product and therefore appropriate it. Ogbeide, Stringer & Ford (2014) found that Australian consumers were willing to pay more for the expert services of a wine retailer and this also seems to be the case in the UK.

Why Consumers Bought Wine As A Gift

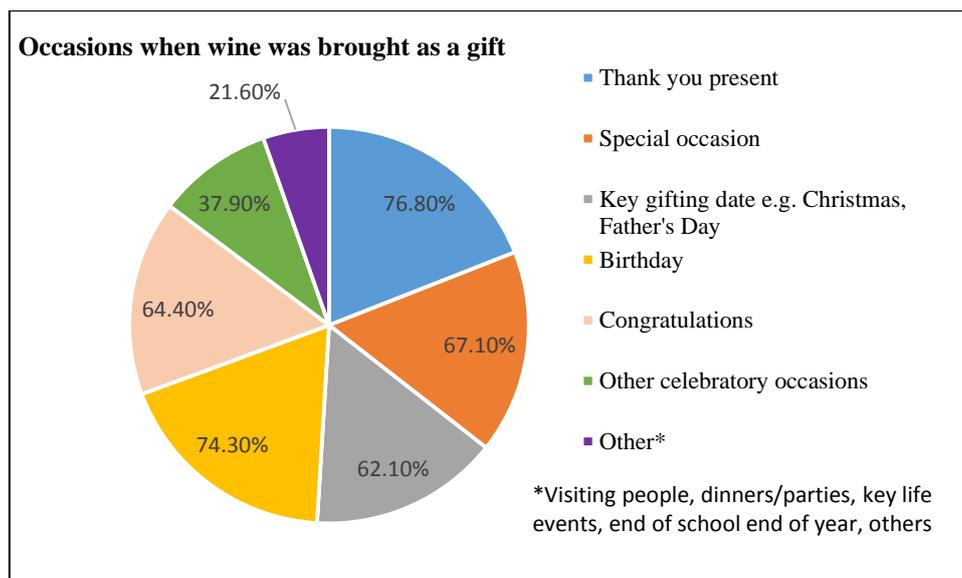
Linda, one of the interviewees, put it very succinctly 'With wine you can be confident the person will like it. People who drink regularly always appreciate a nice bottle; you can get the gift based on your budget, expectation, and occasion.' The flexibility of wine seemed to be the key to why it was bought over other things, as customers could find a wine which was appropriate for every occasion and at any price point. Reasons given also ranged greatly. There were very self-centric statements; Euan said 'I would appreciate the wine myself' and Will said that 'if I was going to a dinner party I would want to drink something nice'. Others had more altruistic ones 'it is good to share', they knew the other person liked wine and a bottle reminded them of a moment shared with the recipient and of their mutual enjoyment of

wine. Wine is a product that can convey knowledge, a story, more so than a box of chocolates or a candle and it is a gift that you can tailor to suit the giver very easily if you know what they enjoy.

When Consumers Bought Wine As A Gift

There is existing research on the factors that drive consumers to buy based on occasions such as Hall & Lockshin (2000), Dubow (1992) and Ritchie (2007) and though this paper will not go into this in detail, it is important to give it some consideration. In the survey conducted for this paper, customers were asked on what occasions they were likely to buy wine as a present and were given a range of options including: as a thank you, for a special occasion or a key date (i.e. Christmas, birthday and congratulations). All occasions had over 60% of people likely to buy wine as a gift with 76% of them choosing to buy wine as a thank you and 74% buying wine for a birthday (Figure 3). When interviewed the staff all mentioned birthdays as the main occasion for gifting wine, which supports the findings above.

Figure 3.



These figures were reflected across both genders as well (Appendix 6, figure 16). People were also asked to say on what other occasions they would buy wine as a present (21.7% of the consumers, figure 3). They gave a variety of responses, the majority stating for a dinner party or as a leaving gift. Other responses were for a christening, housewarming, if they found an interesting wine, as a corporate present and as a seduction tool! Quite a few individuals indicated that they gave wine to their childrens' teachers at the end of term – this could be an interesting potential sales avenue which could be capitalised upon and further research into whether this is widespread could be beneficial. This research confirms that the consumers think about occasion when purchasing, however in contrast to findings from Hall and Lockshin (2000) it is not their primary concern when buying wine as a present.

Belk (1979) states there are two types of involvement in gifting; Item specific (the giver cares more about the purchase outcome) and situation specific (centres on the usage of the product). The situational gift speaks more about the occasion and the item-specific gift is linked more closely to the person it is being gifted to. A situational gift is, for example, a dinner party present for a host/ hostess. The decision-making process behind this choice is occasion and price driven - how many people will be there, what kind of food is expected, will the recipient open it on the spot, if so, would the giver get to drink it. The choices of present here become more about the giver and less recipient focused. If the wine is for close friends or relatives the gifts centre more on the recipients - who they are, how much they know about wine, what their likes and dislikes are or what is the relevance of the wine to the recipients.

What Was Important In The Choice Of Wine

Consumers were asked to rank from 1 to 5 their main consideration when buying a present. From the choices given, the results were ranked by average rating, highest to lowest, where the lowest numbers represent the highest average rating (Appendix 6, figure 19) giving:

Whom you are buying the wine for	1.75
Your wine knowledge	3.07
Type/ style of wine	3.17
Price	3.66
A recommendation	4.20
Packaging	5.15

In the survey the intended recipient was the most important factor in the decision making process for the majority of consumers, followed by their own knowledge. In the individual interviews the respondents said their primary consideration was the person for whom they were purchasing - with occasion coming as the second basis for the decision. The respondents had ideas on what wines were suitable for specific occasions; celebratory occasions were linked to Champagne or sparkling wine. This reflects research done in the past on buying for self or occasion (Lockshin and Hall, 2000; Hall, Oppenheim, and Lockshin 2001). Researchers identified key attributes that people look for when buying wine; type, taste, price and brand (Mitchell and Greatorex 1989; Koewn and Casey, 1995; Sharp and Smith 1991; Schaefer 1997). These attributes are still important when a consumer buys wine as a present, but how essential they are, depends on the recipient. In the

questionnaires consumers mentioned brand², price point and style, but always with reference to the recipient. Roddy said ‘who the recipient is, is very important, one or two friends are extremely knowledgeable I choose very carefully for them. For others I still put thought into the choice as I want something decent.’ When the shops’ staff were interviewed they were asked what questions they posed when helping a customer choose a gift. Without exception the first thing they asked was ‘whom it was for?’ Michael (London) ‘I would find out who they were giving the present to, are they old or young and did they know what the person liked’. They would then move on to ask about occasion and if it was for a dinner suggest a wine to suit the meal. The staff felt women tended to ask for advice more than men did and that women were more often the purchasers of the gift. An examination of the gender based survey results on frequency of gifting supports this impression (Appendix 6, fig 14).

Knowledge

The respondents’ knowledge concerning wine came second in importance on the survey questions. This was common across both genders; however, it was noted that men perceived their own knowledge to be more important than women did, but only by a small margin (Appendix 6, figure 20); women were more concerned with the recipient’s understanding of wine. Interviewees were voluble about why it mattered. They felt proud to reveal their expertise in this area. When the giver felt they were knowledgeable they seemed much more confident to buy something they classed as different. Mary Jane said ‘I want to find an interesting wine hoping to inspire them to enjoy.’ Tom said ‘I am looking for something to surprise, interest, spark a conversation, something to explore/discover’. These sentiments were repeated in many conversations. The level of involvement (Lesschaeve and Bruwer,

² For the purpose of this study a brand is taken to be a wine that is deliberately marketed as a brand and is recognisable to a consumer as possessing a certain style / image.

2010) has been studied on several occasions and has considerable influence on the consumer decision-making process (Bruwer and Butler, 2013). Wine, can say as much about the giver as the receiver. As one interviewee said 'it can be personalized' and it allows givers to say something about their own interests, expertise and preferences more so than many gifts. If we look back to anthropological studies the personalization of the present was regarded as very important. When giving a bottle of wine the giver can impart some of their knowledge to the gift, the choice of the gift thus becomes personal, it is given meaning - it is no longer just a product on a shelf. The interviewees felt that asking advice depended firstly on their own familiarity with wine and secondly on where they were. Without exception people said they would not ask for advice in a supermarket. Most said they might ask in an independent retailer if it had a reputation for friendly staff who showed expertise.

In the survey when questioned about decisions based around knowledge, after the respondents' own expertise it was the recipients' that was key. If the beneficiary had some wine expertise they indicated there was more risk involved in buying the present, therefore they felt they needed to go to greater lengths to choose it. People said they would spend more money, try to find something more unusual, 'look for something that shouts quality'. In addition many of the customers talked about how, if their recipient knew a lot about wine, it was much more important to get the wine right. In this case they felt their choice would have more significance since it also reflected more on themselves and how the recipient saw them. Belk (1976) stresses that an imbalance can occur between giver and receiver, especially when the giver does not know the receiver well and cannot predict what the recipient likes – with wine this is highly likely as it is so personal, therefore it carries considerable risk. He says there is less imbalance when the recipient is a close family member as there will be a history of reciprocal giving. This links back to the risk/ reward hypothesis of Mitchell and Grotorex (1989). Ogbeide et al (2014) discuss risk 'relievers'; opportunity to taste, recommendations,

store reputation, product knowledge, brand and price. The interviewees all mentioned using these risk relievers as part of their decision-making process. When examining what drove consumers to buy wine for specific types of recipient it was noted that the closer the giver was to the recipient the more knowledge and taste were of importance over other factors.

Amount Willing To Spend On Purchase

In the survey, price was weighted equally in importance with type/style of wine and just below knowledge. This did not vary across gender. Data was analysed on average spend over the year. Surprisingly at key times of giving spend did not vary much overall. Whites were flat; £20.46 compared with £20.42 at key gifting times. Whites increased by £1 on average around Valentine's and Mother's Day when sales of white wines rose while red wines went up on average 30p from £24.06 to £24.36. Father's Day showed the greatest increase at £25.03. However, none of the above is conclusive that customers were spending more at key times. The survey indicated that 76% of survey respondents perceived value-for-money as the most important factor. 72% believed the importance of price depended on whom the present was for and 66% said the occasion was important in the decision on how much to spend (Appendix 6, figure 23). In the interviews price was referred to often; though many did not want to look ostentatious they wanted a perception of high value. If the person was close to the interviewee they were likely to spend more, and correspondingly less, if the wine was for someone they felt would not really appreciate it. Occasion was highlighted, with people confirming they would spend more for a special occasion such as a birthday or wedding. They would spend less if the gift was for a party where many others would be attending and wine would not be the focus of the evening. Wine shop staff all said price was a major consideration and was one of the first things they established with the customer.

Other factors, which they felt was relevant to the consumers, were that the wine looked premium and that the consumers felt that they were getting value for money for the wine.

Packaging

When considering packaging the majority of consumers said it did not influence them.

Women however found packaging to be of more significance than men did with the label being the most important element. Both rated bottle design as influential, with cork also being a consideration, as it was seen as a sign of quality. If it was in a gift box or if it had a screwcap was of the least relevance to the consumer. Boxes were seen by staff as an add-on-sale; the consumer liked the box as it was easily wrapped but it was more important for champagne and spirit gifting than for wine. One man said if you buy from an independent you can have great packaging – wine can be boxed, put in a bag so then the label becomes less noticeable. In the interviews people suggested that label was only influential when they knew little about the wine. Interviewees, consumers and staff indicated to have a branded bag from an independent retailer implied they had made the effort to go to there and that the gift was premium.

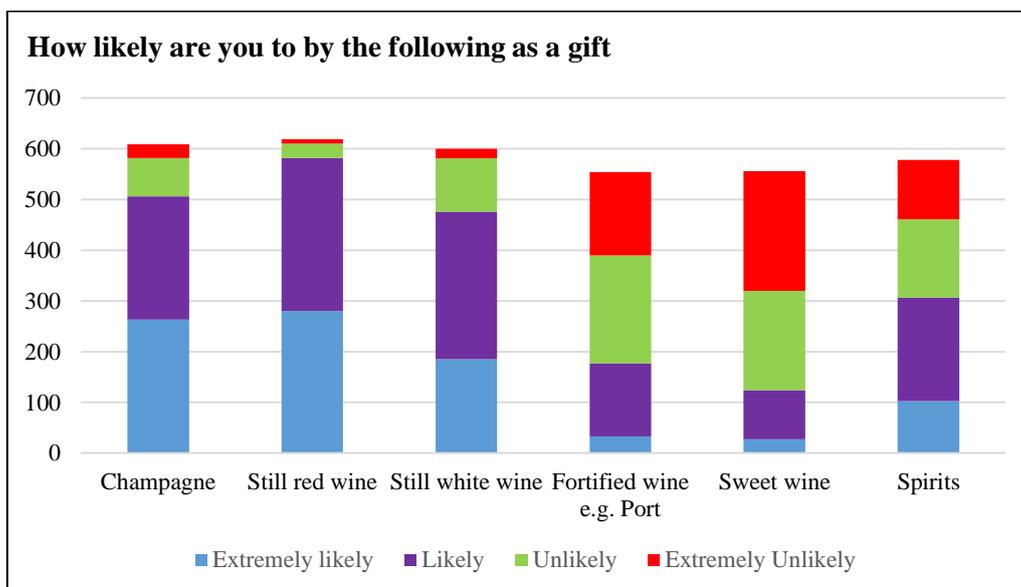
During the time spent on the shop floor it was noted that when the staff recommended a bottle as a present, consumers often talked about the label and what it looked like. Most had an opinion on the appearance of the bottle; this is in contradiction to the survey and questionnaire results and suggests that ‘look’ is a subliminal consideration. One customer shopping for her boyfriend said ‘It has to look expensive, it needs to look posh and I want him to know I spend money on him’. A few consumers talked about choosing wines based on whether the label had relevance to the recipient, such as the same name, reference to an event, etc. Consumers’ ideas on what kind of packaging made a good present was very

subjective; the only thing that most agreed on was that it must make the wine look premium; however what premium meant differed. This could be an avenue for further research. Many commented that they would never buy a multiple's own label as a present as it felt 'too mass market'. When examining the sales data from the independent, during peak times sales of the stores own-label wines dropped in comparison to other wines. This suggests that own-label wines are not seen as gift-able in comparison to non-own label wines. This would need to be further investigated to establish a pattern in the longer-term.

Type

In the survey customers were asked which out of champagne/ still red wine / still white wine/ fortified wine/ sweet wine and spirits they were extremely likely/ likely/ unlikely or extremely unlikely to buy as a present. As can be seen from Figure 4, red wine, then champagne and white wines were the most popular styles

Figure 4



Spirits, then finally fortified and sweet wines followed this. It was more common for men to buy sweet wines and spirits as gifts; however both genders favoured red wine and champagne over any other category. In the interviews people indicated that champagne and sparkling wine was much more of an occasion present and less to do with for whom they were buying. Red wine examples such as Bordeaux, Burgundy, Malbec and Merlot were the most frequently given. Sweet wine and fortified was bought infrequently with the exception of Christmas. When looking at the sales data from the independent it is clear that, of the still wines, red wine is stronger as a category year round (60% of still wine sales) and increases at Christmas time.

Over the studied gifting periods some interesting trends emerge, which could be related either to the recipient of the present or to the giver. In the independent retailer's data over the year the most popular country was France for both red and white wines. This sales trend was reflected at Christmas. When it came to Mother's Day the sales data put New Zealand Sauvignon Blanc on top and in red sales Bordeaux was still strong, but there was a spike in South American red wines and Rioja. Father's Day showed an increase in South American reds and in New Zealand Sauvignon Blanc, a trend that was also seen around Valentine's Day. Valentine's, Father's and Mother's Days are all times when people gift to someone close to them, implying they know their preferences. This could suggest that during the rest of the year and at Christmas, when buying for a broader spectrum of people, the consumer chooses 'safer' well known wines. More research would have to be done to test this theory.

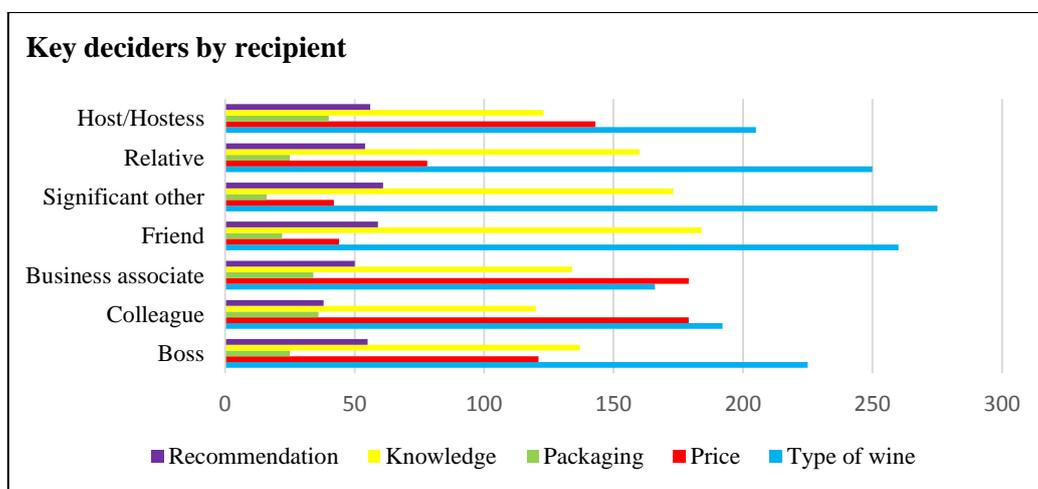
When the staff were asked about which wines they would recommend for different consumers, they each had their own opinions about what would be suitable. All agreed, however, that they liked recommending wines that would interest the recipient so they needed to get a good understanding of who the person was in order to suggest the right bottle. There

was some agreement that for a businessman they would go for a classic red wine, for a hostess a bottle of something sparkling and for a friend something that was more unusual.

Grape type, brand/producer and wine origin, were of equal weight in the survey with none having an overall domination. The most important on average was brand/producer with an average rating of 2.12; this was followed closely by grape type with an average of 2.15 and then the origin with an average rating of 2.25 (Appendix 6, figure 27). What became apparent was that popular brands or regions were either positives or negatives in decisions. The more the person knew about the other person or about wine the less brand became relevant. Respondents did not want to be seen as just giving something that the other person could buy anywhere i.e. 'the easy option'. They wanted to give something different that allowed them to show their expertise or that would engage the recipient. Zoe an interviewee said, 'If I am buying wine for someone who does not know a lot I am more likely to buy something I would drink and it would be an add-on present with, say, a candle'. People who were less confident about wine or who knew less about the recipient tended to go with what they called a 'safe bet' and would consider giving a well-known brand.

Consumers were asked to choose which of the following were of most importance when linked to a specific recipient; knowledge, packaging, price, recommendation and type of wine. The recipients given were; boss, friend, colleague, business associate, host, relative and significant other, see Figure 5.

Figure 5.



What came across strongly for both men and women was that the type of wine was of primary importance followed by expertise. Packaging was of the least importance to both genders. It was clear that for those recipients to whom the purchaser was more distant, price was key whereas for recipients with whom they were more familiar, knowledge was significant and price extraneous. Women were much more likely to base a decision on a recommendation than males (Appendix 6, figure 22).

Importance Of The Gift

The consumers were asked to strongly agree/agree/neither agree nor disagree/disagree and strongly disagree to the following statements:

- When I choose a wine as a gift I do it because it is a safe choice
- When I buy wine as a gift I am conscious of the other person's opinion of my choice
- When I buy wine as a gift I like it to look expensive.
- When I buy wine as a gift I like to show my knowledge of wine
- When I buy wine as a gift I like to be adventurous
- When I buy wine as a gift I feel it should reflect my relationship with the person I am giving it to
- I would like to receive the same wine as a gift

When looking at the weighted averages it was clear that the three key statements to respondents were; they are conscious of the other person's opinion (1.97 weighted average), that the present reflected their relationship (2.00) and that they would like to receive the same gift (2.02). This was true across both genders. The least important were that it was a safe bet (2.94) and that the wine looked expensive (2.72). Women tended to be swayed by a safe bet, were much more conscious of wanting the present to look expensive and selected a wine they would drink themselves. Men suggested they were likely to be adventurous, more so than women, in their choice of present. In the questionnaire when asked how conscious they were about others feelings, respondents said they were aware and mindful of what others would think. Robert said 'I judge so expect others to judge'. Even those who were confident in their expertise and felt they knew more than those around them still indicated that choice of a bottle would say something about themselves.

The interviewees were very voluble when it came to talking about how the wine should reflect their relationships with the person; 83% saying that what they knew about the recipient was important when making their choice. They echoed each other when talking about respecting the recipient's knowledge/showing their own knowledge/ impressing the person/ showing they appreciate the relationship and being perceived as generous. Tom said, 'It has to be the right sort of generosity, not make the person feel obliged. I think it is a good way to demonstrate you have made an extra effort'. Elliot said, 'It can say I like you, I know you, I've spent time thinking about what you will like, I want you to have a good time even if I am not there, I thank you.' This all reflects what anthropologists have said about the gift. Carrier (1995: 8) sums it up saying 'when people share or transact objects, their understanding of the object interacts with their perception of the relationship, strengthening or weakening it, modifying or reproducing peoples' understanding of each other in their relationship.' By giving wine as a present they are showing something of themselves to the receivers and are trying to express awareness of the recipients' preferences.

Conclusions

Question 1: The Purchasers Intended Recipient?

Though respondents indicated that they bought for many different types of people, it was clear that they were buying more for friends and family than for business associates. This balance has shifted since Ritchie's 2007 study. While this is believed to be the consequence of the Bribery Act (2010) it has not been investigated and needs confirming by a follow up study targeting corporate gifting. Purchasers were very mindful of who they were buying for and this influenced their decision – no matter whom the recipient was. They were conscious of not only what the person thought of their choice but also what it said about themselves. Hall & Lockshin (2000) and Hall, Oppenheim & Lockshin (2001) suggest occasion is the main motivation for buying wine. The research showed that whilst the occasion is significant, the nature of the recipient is of greater importance.

The interviewees based their primary decision on what wine to choose as a gift around the type of wine; this was the case for each of the different kinds of recipient. They were much more likely to spend more time and effort, and in some cases money, if they believed that the recipient was a wine buff, as they felt more pressure to get the choice right. The risks were reduced if the consumer felt they had greater expertise than the person for whom they were buying. If they did not know the recipient well, they tended to buy something that was well known or that they themselves enjoyed. For friends, relatives and significant others, price became less of a consideration than for business relationships. Less effort was made when buying a bottle for a party (where many people would be bringing bottles of wine) or for someone who was not that interested in wine. They were constantly looking for ways to reduce the risks and increase the reward when purchasing the bottle either through their knowledge or by asking advice.

On the part of the vendor, highlighting popular wines within categories, providing tasting opportunities, recruiting knowledgeable staff and training them to ask the correct questions and give helpful answers to aid the consumer find the right present will all support risk reduction. A bespoke gifting area offering a range of prices and offering solutions based on the criteria seen as important to the consumers will make the customer journey easier. If wineries want to target the gifting market labels with a story about the wine or winemaker will help with the appropriation of the product in the consumers' eyes.

Question 2: If There Is Value Added By Purchasing From A Premium Retailer?

The survey clearly showed that respondents preferred to shop in an independent for most of their gifting solutions. However, as the survey focused on consumers that already shop in an independent, to gain further insight into this preference a wider survey would need to be done covering a broader range of outlets. What was instructive was that the reason for shopping for a present at an independent compared to a multiple was the fact that customers had made the effort to go to a premium retailer which added to their perceived value of the gift. In 77% of the interviews the words 'effort', 'thought', 'special' and 'quality' were used when describing purchasing a gift from an independent. This reflects Belk's (1996) first aspect of the perfect present: it illustrates self-sacrifice – going out of their way to purchase something special. At a good independent customers felt that they would get a wider choice and more knowledgeable staff, but the wine would also be more 'curated' as Elliot (an interviewee) commented. Supermarkets are where people shop on a regular basis and where wines are viewed more as commodities. Kopytoff (1986: 74) discusses how everything that is bought for money is just an item, but by 'pulling it out of its normal sphere of trading or by restricting commoditization' it becomes, as Carrier (1995) says, appropriated. The customer

does this through interaction with staff, spending more time studying labels or reading point of sale literature.

Purchasers appreciated the independents' packaging as it provided proof they had made the effort to shop somewhere different. Banks (1979: 321) states 'Store images, as well as brand image, are both conspicuous aspects that give the gift receiver cues as to the value the giver is trying to impart.' This statement and the fact that consumers highlighted the idea of a gift bag suggests that independents should consider what kind of packaging/bags they use and how they can demonstrate that the present was bought from their store.

With gifting of wine becoming more popular there is potential opportunity for independents to capitalize on this category of consumer as their stores are in a prime position to enable the consumer to feel they have appropriated the product by allowing them to perceive it as an object imbued with meaning and not as a mere commodity. Making clear statements that they are experts in gifting, offering bespoke packaging and gifting solutions for a range of recipients will give the consumer confidence to buy there.

Question 3: Is There A Correlation Between The Intended Recipient And The Type, Price Point And Packaging Of Wine Selected And What Does This Says About Their Relationship?

It is clear from the research that people are buying wine as a present because they believe it is more personal than buying other items such as a candle or chocolates. The fact that wine is very versatile, has a wide price range and has many styles makes it a highly gift-able item for most occasions and recipients. In a world where people have so many commodities the gift

of wine is an easy choice as it is consumable and people believe it will give the recipient pleasure.

The research shows that red wine and champagne were the most gift-able categories.

Respondents preferred to gift red wine to any other type of still wine and often purchased classics such as Bordeaux, Rioja and Malbec. Henry an interviewee said, 'If you do know the person then you can buy a wine that reflects their personality and tastes. You know your straight-laced old boy is going to be a bit of a classist and so a wine from a more traditional region or established variety is in order.' The interviews were laced with anecdotes like these. There was no evidence that there was one type of wine for one type of person. Based on observation, however, if people were not sure about the receiver they stayed safe – an older gentleman Bordeaux, an older lady Sancerre or Chablis, a younger lady Sauvignon Blanc, a younger man Malbec. The wines the staff tended to recommend as gifts also reflected these stereotypes. Consumers varied from wanting to buy classic 'safe bets' to wanting to buy something different from the norm but it all depended on how much confidence they had in themselves and their knowledge of the recipient. This reflects the diversity of styles available and the subjectivity of wine. What is not clear from the sales data or consumer feedback is exactly what wines were linked to gifting and personality type; this would need to be further researched.

Price was always a factor in purchase decisions and was linked to recipient and occasion; consumers did not want people to think it was their primary decision-maker although it was often mentioned in interviews. It was important that the present gave the impression of being premium, although the consumers did not have a clear idea of what they meant by that. The closer they were to the recipient and the more the recipient knew about wine, the more time

and money they were willing to spend. The sale data, which included all sales and did not specifically identify gifting purchases, did not show any significant increase in spends around key gifting dates.

According to the survey how the bottle was packaged had the least impact on consumer decisions and to an extent, the interviews mirrored this. There was no clear idea of what good packaging looked like and comments were very subjective. Time spent on the retailer's shop floor indicated that consumers considered packaging only in the final moments of the decision-making process. They were most concerned by label design rather than other aspects of packaging; those less confident in their knowledge of the product were the most likely to be influenced by its appearance. During the interviews the emphasis was on the importance of store packaging and how that indicated the effort put into the purchase.

What came across in the interviews was that respondents liked a story about the wine, or they wanted to link the wine to a memory, or occasion that they had shared with the recipient. Sarah, an interviewee, said, 'I have bought wine based on the country the person is from. I bought a nice Italian wine for a friend that got engaged in Italy'. Euan said, 'I want to give them something relevant around the name or label'. They both felt the need to personalize the wine. This suggests that the more the retailer is able to personalize the wine the more the wine will be seen as suitable to give as a present. Thus sales could be increased at key gifting dates, if wine could be made more personal through methods such as on the spot engraving.

When gender and gifting was considered overall there was little difference in gifting patterns between men and women; however some interesting facts did emerge. Women bought wine as a gift more frequently and were less likely to shop in the independents. This is potentially

linked to the fact that women are the primary grocery shoppers. Both genders bought more often for those close to them compared to those with whom they were in business relationships. Men, though, were more likely to buy for a business associate. Women tended to seek out the 'safe bets' but were also more open to ask advice from staff, whilst men were more reliant on their own knowledge, would buy something different or would follow a wine critic's recommendation when searching for a present. Both genders were conscious of who they were buying the gift for and decisions were driven by the type of wine, with packaging being the last consideration. Though men and women usually bought still wine and champagne as a present, men were more likely to buy spirits and sweet wines. The fact that women are the main purchasers of gifts but purchased at the supermarket more often, suggests that independents need to do more to entice women into their shops in order to capitalize on this category of consumer by providing an environment where women feel comfortable and to consider how better to engage them.

If we go back to Belk's (1996) perfect gift theory and relate it to the interviewees remarks about wine, we see that within their statements they are justifying their choice of wine to ensure it is the perfect gift. Their decisions illustrate 'self- sacrifice' through where they chose to shop, i.e. did they decide to make the effort to go and get the present from somewhere they would not normally go. In over half of the statements there was the desire that the wine should bring the recipient happiness and it should please them. Ben said, 'buying wine that they will enjoy is critical.' For some it was a gift of luxury. Nathan said, 'It feels premium.' That wine is distinctive and appropriate for recipients was echoed in statements like, 'I want it to be different, something that they would not have tried before' and 'it needs to taste good!' All the givers wanted to look good in the eyes of the recipient and to both surprise and delight the receiver.

The research shows there is value added through purchasing from a premium retailer, and that the intended recipient has recently shifted from business associates towards closer friends and relations. There are no obvious correlations between recipients of the present and the type/packaging and price of the wines. There are though clear indications as to the most important aspect in the decision-making process of buying wine as a gift namely how the choice of a particular wine reflects the relationship between the giver and receiver.

Wolfenbarger (1990: 704) suggests consumers are their own 'creative directors in the management of meaning' as they construct the meaning into an inanimate object.

Consequently it is the job of retailers to help with the construction of that meaning. The Trobriand islanders gave necklaces; these items had been passed through people and held the spirit of the original giver. In the same way wine can pass on something about the giver: their likes, their knowledge of both the wine and the person to whom they are giving it.

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Appendices

Appendix 1: Approved research paper synopsis

Proposed Title: Anthropological case study into the motivation behind wine gifting in a premium retail environment.

Define the subject of your Research Paper and specify the research questions you plan to pursue:

This study will focus on social anthropology which investigates human behavior with reference to social issues. The research will use participant observation as a study tool (Macmillan Dictionary of Anthropology 1996).

This Research Paper will look at wine gifting and the occasions, motivations and choices made when choosing wine as a gift. This paper will look at the following key questions:-

- 1) The purchasers intended recipient
- 2) If there is value added by purchasing from a premium retailer, given the statement
- 3) Is there a correlation between the intended recipient and the type of wine selected and what does this say about their relationship.

The recipient's perspective is excluded from this study.

The focus will be on an independent premium retailer's stores in three cities in the UK. A premium retailer sells a wide range of wines, not necessarily brand heavy, in a luxury environment at a premium price. Still wine will be the focus of the research although champagnes and sparkling wines will be touched upon.

Background and Context:

In anthropology and related disciplines there has been considerable study of gifting for example, the works of Malinowski (1922), Mauss (1954) and Levi Strauss (1976). Their work has led to modern studies which examine gifting on a more interpersonal level. Karen Sykes sums the gift up 'as the cornerstone of society.' (Arguing with Anthropology, 2005)

Work has been done on why people buy wine for themselves (Charters & Lockshin 1999, Hall & Winchester 2000, Jacoby, Olson & Haddock 1971) but there has been no detailed examination of the motivations behind the gifting of wine. Lockshin briefly discusses its use within the context of social situations but by his own admission not as a gift. The AWRI has no papers dedicated to the subject and there appears to be no anthropological research into it indicated by searches of Anthrosource, Web of Knowledge or Anthropology Plus.

This paper will investigate a small part of this market but has the potential to instigate broader studies covering other sectors, for example multiple retailers. It could lead to new considerations of how wine is presented throughout the year and at key gifting times. Research could be expanded to look at the recipients and their reactions to the gift and how it impacts their perceptions of the giver.

Sources:

Anthropological/ Sociological: -

Historical work seminal to anthropological research

Levi-Strauss (1976) 'The Elementary Structure of Kinship'

Malinowski (1921) 'Argonauts of the West Pacific'

Mauss M, (1954) 'The Gift'

Recent studies looking at gift giving in today's market economy.

Advances in Consumer Research

American Sociological Review

Belk, Russell, W, Various articles

'Gift Giving in Anthropological Perspective' John F Sherry JR – Journal of Consumer Research Vol 10 (1983)

James G Carrier (1994)- 'Gifts and Commodities'

Wine Research

Articles and studies focused on motivations and drivers that influence consumer decisions
Lockshin & Hall; 'Using means-ends chains for analyzing occasions – Not buyers' (Australian marketing Journal Vol 8. No1 pp45-54, 1991)

Journal of Marketing

Journal of Consumer Research

Research methods –

'Means-End Theory' – Gutman (1982)

'Research methods in Anthropology; Qualitative and Quantitative Approaches' – H. Russell Bernard (2011)

Research Methodology:

I will use a mixed-method approach for my research (Bernard H. Russell 2011)

- One of the main methods used in Social Anthropology is **Ethnography**. Time will spend time on the shop floor studying and talking to the consumers about their choice of gift – this work has begun. This is the basis for establishing the targeted questions for both the survey and interviews. The use of stores in London, Manchester and Birmingham will strengthen and broaden the data pool. The use of one retailer will allow an in depth study of the consumers. Similar restricted case studies include Dargee and Sago, 2001 (10 couples); Fleischer, 1989 (one prison); Caplow, 1982 (110 respondents). Working in an environment well known to myself gives access to detailed financial, sku and consumer data. Bernard H Russell (2011) concludes that familiarity with the environment allows the researcher to build trust which in turn lowers reactivity giving a higher validity of data.
- **Analysis of sales data** from the retailer throughout the year and around key gifting periods.
- **Structured interviews** with shop floor staff capturing their observations on the types of wine people choose and why. This will provide supplementary information on the customer's views and will help moderate any research bias that may arise in the study by incorporating views from others that have no vested interest in the research but also spent considerable time working with the customers. I will use the customer questionnaire to elicit their more general reactions to the same questions.
- **Survey** I will be sending surveys to a sample of c3000 people from the wine shops customer database (2.8% of total wine shops consumers). Using the standard 95% confidence level and standard 4 point confidence interval this is of statistical significance. This survey will aim to establish the key values, attributes and consequences that link choice to the gift. The survey will establish; who are the most common recipients of wine gifts, what wines are commonly chosen and reasons for such choice. This survey will allow further selection of a range of purchasers to interview, who will be selection based on gender, age, and a distribution between corporate and personal givers. This will moderate against bias in the interviews.
- More **in depth Interviews** will then be carried out with a target of 60 people – this is a realistic number to interview over the given period. The interviews will be to understand motivations that drive choice and to understand how the choice affects or reflects the relationship between the giver and the receiver. This is a key part of the research as it explain relationships and motivations which are the goals of the research. The choice of interviewees will hinge on a final question in the survey asking if the respondent would agree to an interview.

Potential to Contribute to the Body of Knowledge on Wine:

While there has been research done on how consumers purchase wine, there has been little direct research done investigating how consumers gift wine. Although this research paper will tackle a small sample, it has the potential to become part of a broader study. To present wines as giftable items and to understand what the donors think wine 'says' about themselves has implications for labeling, how retailers present wines for sale (including use of bespoke gifting lines, hampers or gift boxes), the types of wines they sell, how they merchandise around key gifting times.

This study can also help drive a more focused sales approach for staff. By understanding what motivates the consumer it is easier to help them make a choice through a few simple questions. The potential for further study is discussed above.

Proposed Time Schedule/Programme:

Initial ethnography – pre June 2014, although the ethnography itself will continue through to April 2015.

- November – Survey sent out– it is important that this is done early and before December, a key gifting time. This survey will focus the ethnographic work in December and will provide the key interviewees.
- December – Participant observation: daily observation of consumer habits, conversations with consumers to understand what drives their purchases.
- January / February (early) – interviews with the consumers identified in both the survey and during ethnographic work in December. A quieter time in the retail year will allow in-depth interviews to take place as well as interviews with staff whilst Christmas decisions are still remembered.
- Analysis – March – early April – This ensures all the key gifting dates have been covered, Mother's Day/ Father's Day/ Christmas 2014 and Valentine's Day 2015. Any additional interviews to examine issues uncovered in analysis needing further explanations will be done at this time.
- Write up – Mid April – early May

Appendix 2: Survey Monkey Questionnaire

Q1. In the past year how often have you brought wine as a gift for someone?

- Very frequently – once every couple of weeks
- Frequently – up to eight times a year
- Once in a while – four times a year
- Two to three times a year

Q2. From the list below please indicate how likely you are to buy the particular product as a gift? *Extremely likely / Likely / Unlikely / Extremely Unlikely*

- Champagne
- Still red wine
- Still white wine
- Fortified wine e.g. Port
- Sweet wine
- Spirits

Q3. On what occasion would you buy wine as a gift? Please check more than one answer if relevant.

- Thank you present
- Special occasion
- Key gifting date e.g. Christmas, Father's Day
- Birthday
- Congratulations
- Other celebratory occasions
- Other (please specify)

Q4. How likely are you to buy wine as a gift for each of the following people?
Extremely likely / Likely / Unlikely / extremely unlikely

- Boss
- Colleague
- Business associate
- Relative
- Friend
- Significant other
- Host/Hostess

Q5. When buying wine as a gift for the following people where are you most likely to buy the wine from? *Supermarket or Independent specialist shop*

- Boss
- Colleague
- Business associate
- Friend
- An acquaintance
- Significant other
- Host / Hostess

Q6. By dragging and dropping the following statements place them in order of importance, with the top statement being your most important statement. Which of the following is most likely to affect your choice of

- wine as a gift.
- who you are buying the wine for

- your wine knowledge
- a recommendation
- packaging
- price
- type/ style of wine

Q7. For the following people please indicate from the drop down box which would be the most important selection criteria in your selection

- Boss
- Colleague
- Business associate
- Friend
- Significant other
- Relative
- Host/Hostess

Choices: knowledge / price / packaging / type of wine / recommendations

Q8. When price influences your decision when purchasing wine as gift, which of the following is important / not important to you? You can pick more than one.

- The wine is inexpensive
- The wine is expensive
- Perceived value for money
- Price is dependent on who the gift is for
- Price is dependent on the occasion
- None of the above - price does not influence my decision

Q9. By dragging and dropping the following statements place them in order of importance, with the top statement being your most important statement. When choosing wine as gift what aspects of the packaging:

- Bottle shape
- Label design
- Whether it comes in a gift box
- Screw cap
- Cork
- None of the above this does not influence me

Q10. By dragging and dropping the following statements place them in order of importance, with the top statement being your most important statement. When choosing a gift, in order of importance what are the key influences in your decision to choosing that wine?

- Grape type
- Where the wine is from
- Brand/Producer
- None of the above this does not influence me

Q11. When choosing wine as a gift please state how likely it is that the below would influence your decision. *Extremely likely / Likely / Unlikely Extremely / Unlikely / N/A*

- Your knowledge
- Degree of knowledge you believe your recipient has
- Critic scores/ recommendation

- Staff advice/ recommendation
- It's a safe bet
- Popularity of the wine style
- Other (please specify)

Q12. How much do you agree or disagree with the following statements?

Strongly agree/ Agree/ Neither Disagree or Agree / Disagree / Strongly disagree

- When I choose a wine as a gift I do it because it is a safe choice
- When I buy wine as a gift I am conscious of the other person's opinion of my choice
- When I buy wine as a gift I like it to look expensive.
- When I buy wine as a gift I like to show my knowledge of wine
- When I buy wine as a gift I like to be adventurous
- When I buy wine as a gift I feel it should reflect my relationship with the person I am giving it to
- I would like to receive the same wine as a gift

The following questions are for classification purposes use only and do not need to be answered if you do not feel comfortable doing so

Q13. What is your gender?

- Female
- Male

Q14. What is your age?

- 18 to 24
- 25 to 34
- 35 to 44
- 45 to 54
- 55 to 64
- 65 to 74
- 75 or older

Q15. What is the highest level of education you have completed?

Q16. Which of the following best describes your current relationship status?

- Married
- Widowed
- Divorced
- Separated
- In a domestic partnership or civil union
- Single, but cohabiting with a significant other
- Single, never married

Q17. In what country do you currently reside?

- Mainland Europe
- Asia
- Americas
- Australasia

- Africa
- Middle East
- UK - please add first 3 letters of postcode below

Q18. Thank you for your time, if you are happy to be contacted at a later stage for a short interview please leave your email address or contact number below

Email Address

Phone Number

Appendix 3: Survey Respondents

630 respondents in total of that number 530 left information about themselves see below

Figure 6.

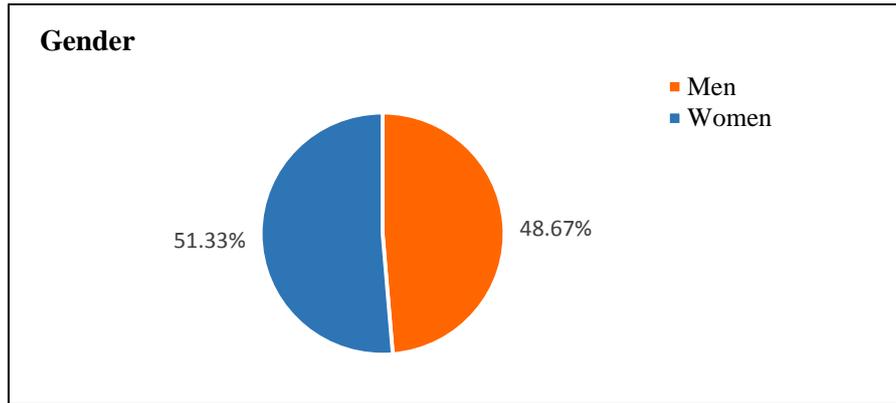


Figure 7.

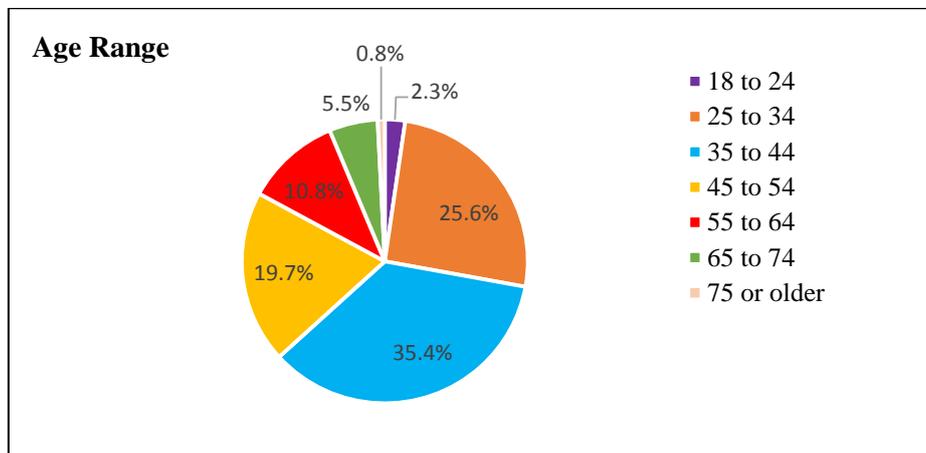


Figure 8.

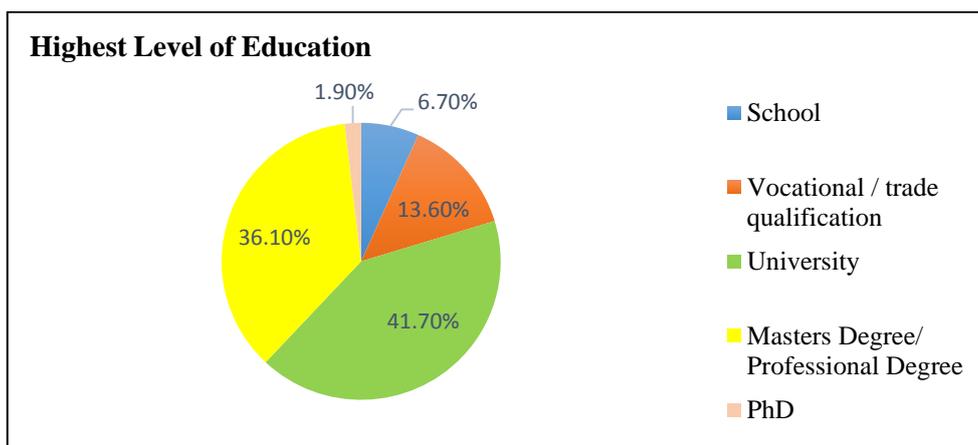


Figure 9.

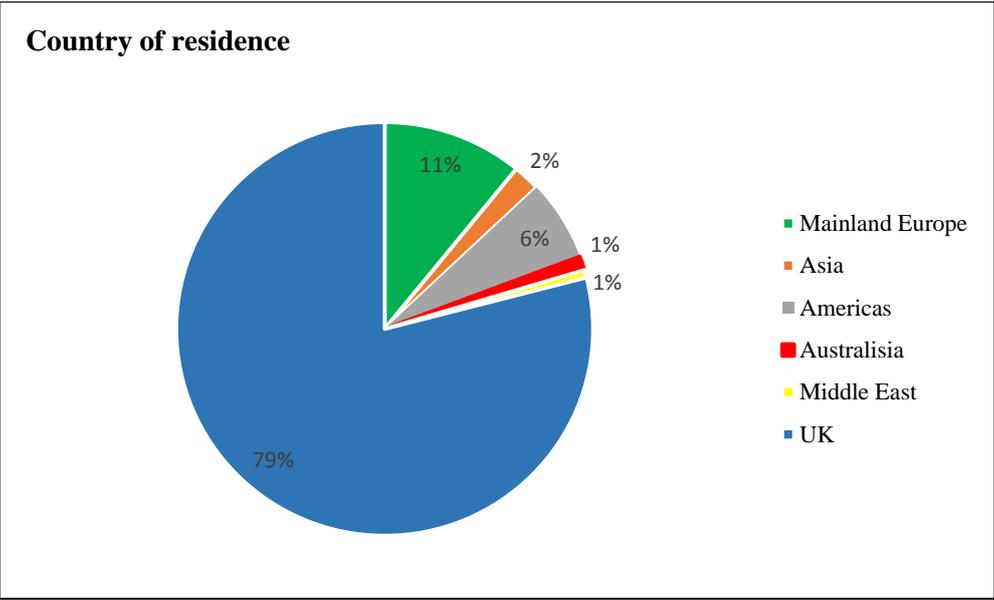


Figure 10.

Postcode Ranges UK

Ab	CB7	EH6	IG3	n7 8	OX7	se2	SW11	TR1	W36
AL1	CB9	EN5	IG5	N78	PL2	se2	Sw11	Tr1	W38
AL1	CF14	ex2	IG5	N7E	PL2	Se20	sw11	TR3	W4
AL2	Ch6	Ex2	IP1	N8 7	pl26	se23	SW17	TW1	w4
b	cm1	ex2	KT	N8 9JT	PL9	Se24	sw17	tw1	W43
b	CM1	ex6	KT1	n88	po5	SE3	SW17	TW1	W5
b12	CM13	FK6	KT12	N89	PR6	SE4	sw18	Tw11	W6
b24	Cm2	g61	Kt14	Ne29	PR8	SE4	Sw18	TW11	w6
b32	CM7	g61	KT2	NG1	PR8	sg3	SW19	TW19	W6 8
b48	CR2	g62	KT2	NG2	rg	SG4	SW1V	TW2	W8 4
b48	Cr4	G63	KT2	Nn1	RG2	sg8	SW2	TW3	w8 7
B5	CU32	G63	kt3	nn13	RG27	SK8	SW2	TW4	W9
B60	CV2	G66	kt5	nop	rg4	SL1	sw2	Tw8	W9
b70	Cv3	G75	KT8	NP1	Rh	SL2	SW2	UB10	W9
b92	CV3	GL11	KY1	nw	RH1	SL4	Sw2	UB10	W9 2
b98	Cv37	GI12	KY1	nw1	Rh12	sl4	SW2	UB4	wc1
BA1	DA1	GL6	LA23	Nw1	Rh2	SL4	sw20	W11	wc1
BA1	E1	gl7	LE15	nw10	RH20	SI7	SW20	w11	WC1
BA1	E1 0	GU2	LN11	NW10	RH8	SM7	sw3	w12	WD1
BN1	e1 4tn	GU23	LS16	NW2	Rm138aj	SO2	sw4	W12	WD17
bn1	E14	Gu23	LU1	nw2	RM2	sp1	SW4	W14	WD17
BN2	E16	GU3	LU7	nw2	RM3	sp6	sw4	W14	wd2
BN2	E17	gu4	Mk19	NW2	RM6	SS1	Sw4	W14	Wd23
BN3	E1W	Gu9	MK8	NW3	S7	Ss6	sw6	W14	wd6
BN3	e2	HA5	N1	NW3	SE	Sw	sw6	W14	WNG
BN3	E2	Ha5	N1	NW3	se1	SW1	sw6	w1A	WR11
BN43	E3	HA6	N1 9	NW3	SE1	SW1	sw6	w1f	wv4
BN7	E35	ha8 8ru	N10	NW4	SE1	SW1	sw9	W1g	WV4
BR2	E5 8AJ	hp1	n14	NW5	SE1	SW1	swx	W1G	wv6
BR2	E7	HP10	N16	Nw5	SE1	SW1	SY3	w1j	yo23
br2	E8	HP10	N16	NW6	SE1	SW1	SY8	W1K	
BR3	EC2	HP2	n19	NW6	Se1	SW1	TA	W1K	
BR6	EC2	hp2	N2 0	OX1	Se1	SW1	TA1	W1W	
br7	EH	HP5	N22	Ox1	SE1	SW1	ta11	W1W	
bt6	EH10	HP6	N28	OX28	SE1	SW1	Ta4	W2	
Cb1	EH2	hp6	N4	OX4	SE1	sw1	TA6	W2	
cb1	EH30	HP9	n44	OX4	Se1	sW1	TD11	w2	
CB1	EH4	HR2	N5	Ox49	SE1	sw1	TN	w2	
CB11	eh5	Hu1	N5	OX7	SE16	Sw1	TN1	w23	
Cb2	EH5	Ig	n5 2	ox7	SE16	Sw11	TN13	w25	
Cb22	EH5	ig3	N52	OX7	SE18	sw11	TN14	w26	
cB4	EH5	IG3	N65	OX7	SE19	sw11	TN2	w3	

Appendix 4: Staff Questionnaire

Q1) What percentage of customers are buying wine as a gift in your opinion?

Q2) What percentage, in your opinion, ask for help?

Q3) Who do you think buys wines as a present more – men or women?

Q4) Who are they mainly buying for?

Friends

Relatives

Partner

Business

Q5) Does who they are buying for change during the year?

Q6) What occasions are they mostly buying for?

Q7) What are they looking for in most cases in your opinion

A type of wine

A price point

A look

Q8) When they ask for a recommendation what do you ask them to get a better understanding of what they are looking for?

Q9) Do the questions you ask depend on who they are buying for or the occasion they are buying for?

Q10) What do you think motivates the choice of wine?

Q11) Do you change your choice of wine based on who they are buying for

Q12) What would you recommend for.....

A boss

A colleague

A friend

A partner

A relative

A hostess present

Q13) What drives your choices and why

Style of wine

Brand

Where the wine is from

Price

Look of the wine

Q14) Do you find yourself picking certain wines to recommend as gifts on a regular basis – if so what do you choose and why?

Q15) Do you think people's choices are driven by what they think the person will think about them when they see the wine?

Q16) What could wine say about a person?

Staff Interviewees

Figure 11.

Michael	London
Rachel	London
Sarah	London
Quentin	London
Paul	London
Carl	Manchester
Kate	Manchester
Chris	Manchester
James	Manchester
Sophia	Birmingham
Euan	Birmingham
Glen	Birmingham

Appendix 5: Consumer Questionnaire

- Q1) Why do you buy wine as a gift?
- Q2) What wines do you typically buy as gifts and why? (this can be type/style/variety etc.)
- Q3) What do you think buying wine from an independent retailer says about the gift over buying a wine from a supermarket?
- Q4) Does who the recipient is depend on what you buy or do you have a certain type of wine for a certain occasion? What is the decision making process you go for?
- Q5) Looking at what occasions you buy wine for, why is wine appropriate for those occasions?
- Q6) How do you decide what wine will suit a person, how do you make that choice?
- Q7) Are you conscious of the other person's opinion of your choice, why?
- Q8) What should a gift convey about your relationship to the person you are giving to (examples welcome)?
- Q9) Why would you choose a certain style of wine for a person as a gift?
- Q10) What can a label say about the wine?
- Q11) If you know a wine style is popular are you more likely to buy it and why?
- Q12) On what occasions is price the most relevant part of the decision to buy a wine and why?
- Q14) Why would you ask staff for advice and would it depend on who you were buying for?
- Q15) What should a wine say about you and the relationship you have with the person you are giving it to?

Consumer Questionnaire Data

Figure 12.

Name	Gender	Age	Education	Relationship	Postcode
Anais	female	25-34	vocational	single	Europe
Tom P	male	25-34	university	cohabiting	W5
Mary Jane	female	45-54	university	partner	TD11
Robert D	male	25-34	masters	single	CR2
Sile	female	35-44	masters	married	SW6
Tania	female	35-44	university	married	S7
Glynn	male	65-74	university	married	TA11
Will	male	35-44	masters	married	C
Matthew L	male	35-44	university	single	NW3
Henry	male	35-44	university	single	W6
Roddy	male	55-64	masters	married	KT2
Tracy	female	45-54	school	divorced	CM1
Elliot	male	35-44	masters	married	W14
Jeanette	female	45-54	vocational	single	SW1
Glenda	female	65-74	vocational	married	IP1
David H	male	45-54	university	married	TN13
Martin D	male	55-64	masters	cohabiting	OX4
Geoff	male	55-64	university	married	BT4
Susan	female	65-74	school	single	HP6
Chris N	male	35-44	masters	married	W9
Noel	male	45-54	school	married	SE4
Georgia	female	35-44	university	cohabiting	SW11
Euan	male	45-54	university	married	BN3
Zoe	female	45-54	school	single	GU10
Sarah M	female	35-44	university	single	SW9
Lindsey	female	35-44	university	single	E10
Matt K	male	35-44	university	single	NW4
Nathan H	male	35-44	masters	cohabiting	W1
Danny	male	45-54	masters	married	M27
Raymond	male	45-54	masters	married	M6
Ben	male	35-44	university	married	B3
Nigel	male	55-64	university	married	E8
Jane	female	25-34	university	single	SE5
Geraldine	female	55-64	school	single	SE10
Trevor	male	45-54	masters	cohabiting	SW6
Kelly	female	18-24	masters	single	B24
Sarah P	female	55-64	school	married	B15
Fiona	female	55-64	university	married	M6
John K	male	18-24	university	single	M3

Appendix 6: Survey Data Results Total and Split by Gender

Figure 13.

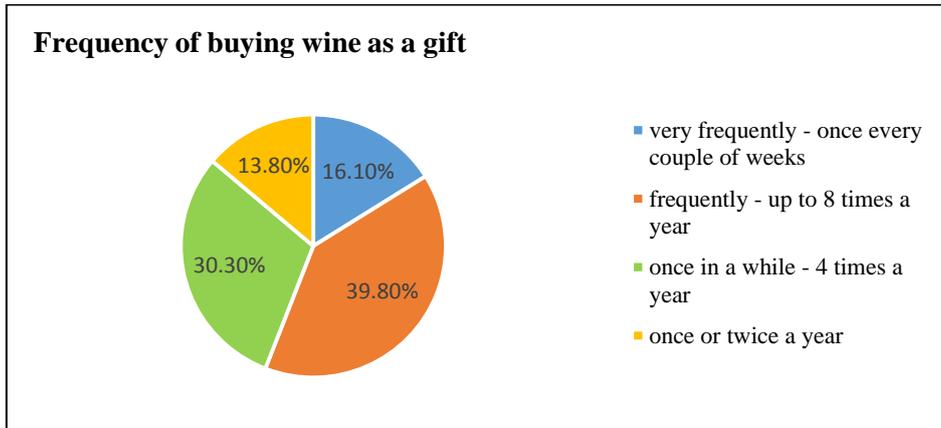


Figure 14.

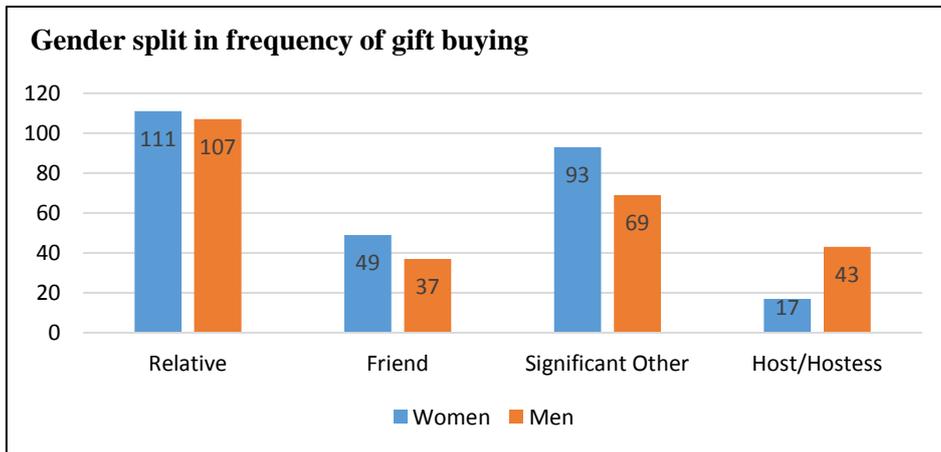


Figure 15.

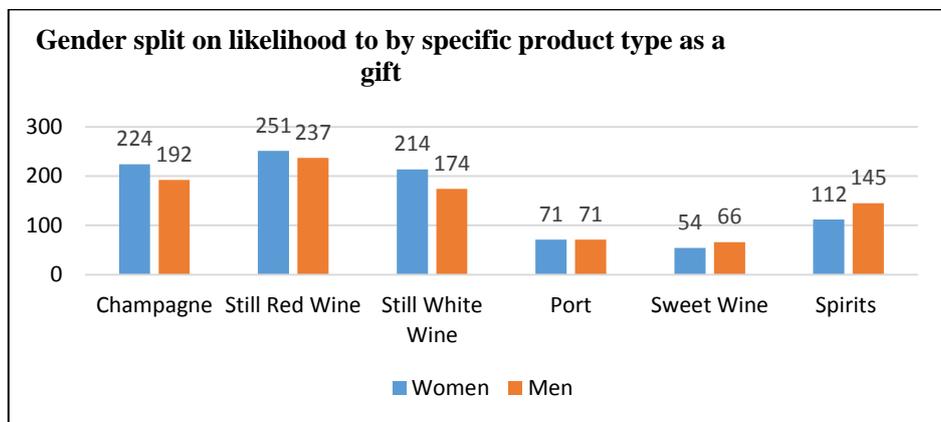


Figure 16.

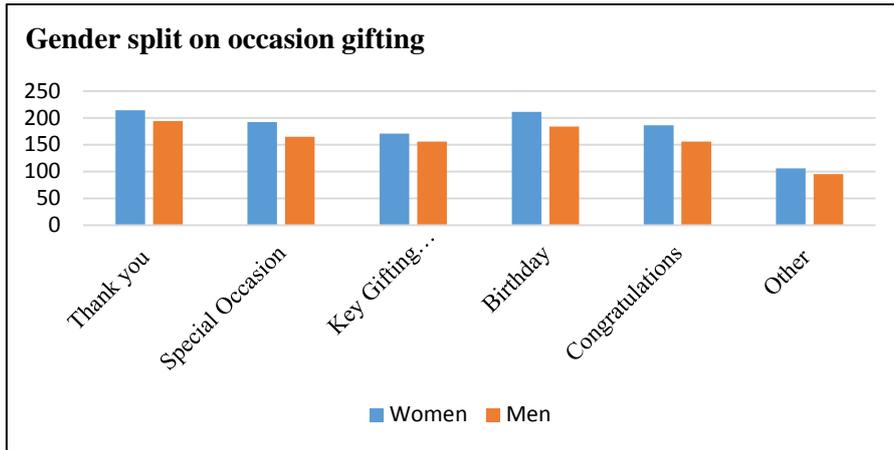


Figure 17.

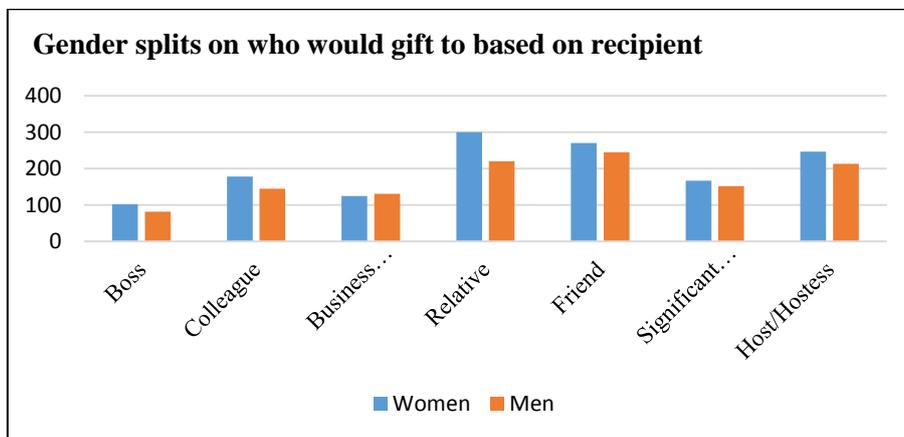


Figure 18.



Figure 19.

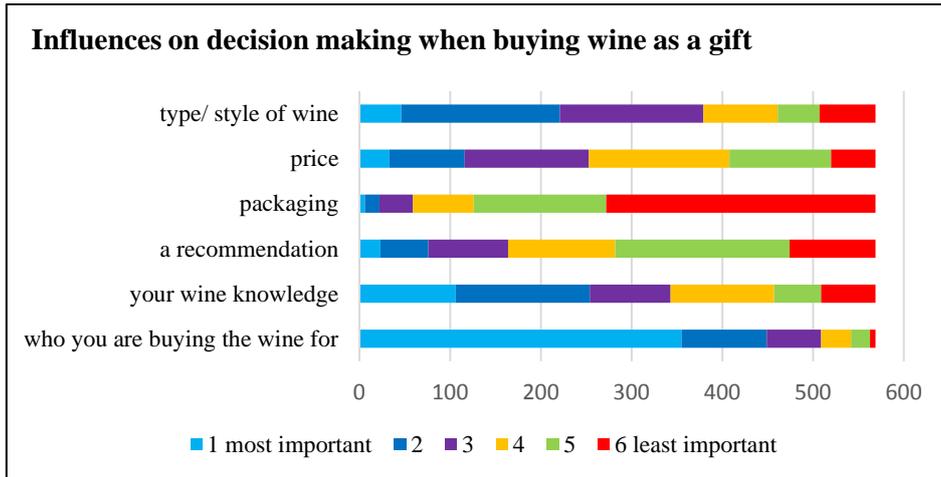


Figure 20.



Figure 21.

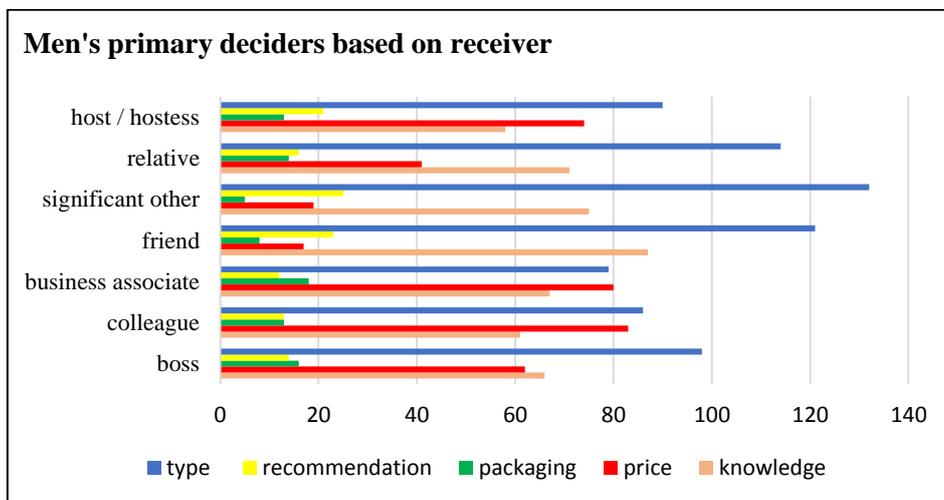


Figure 22.

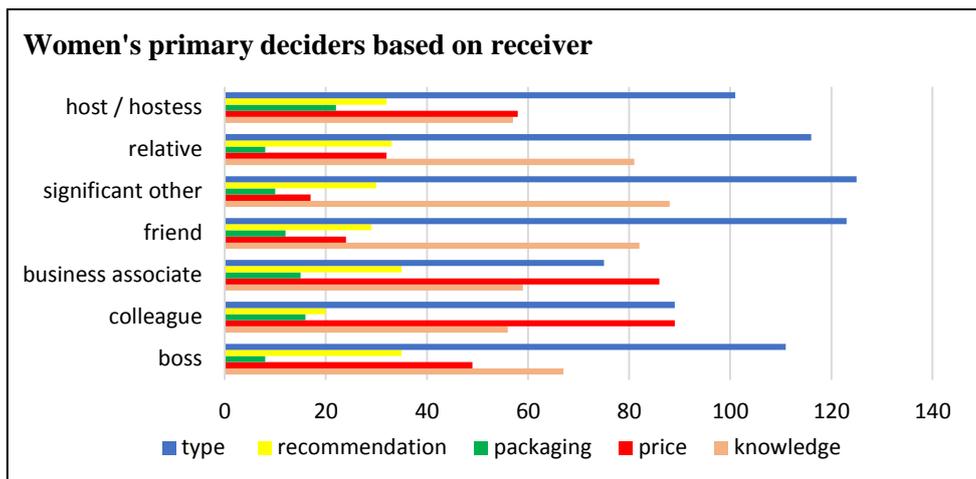


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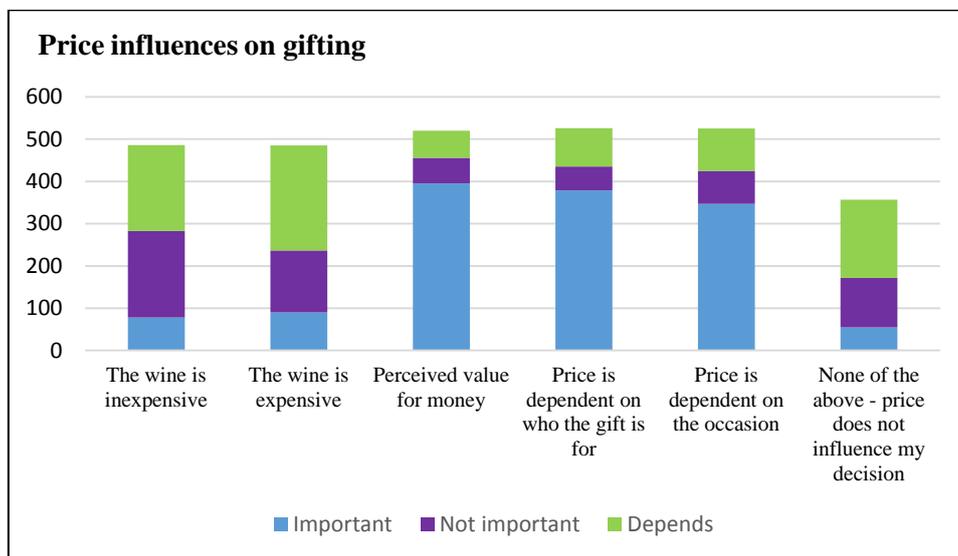


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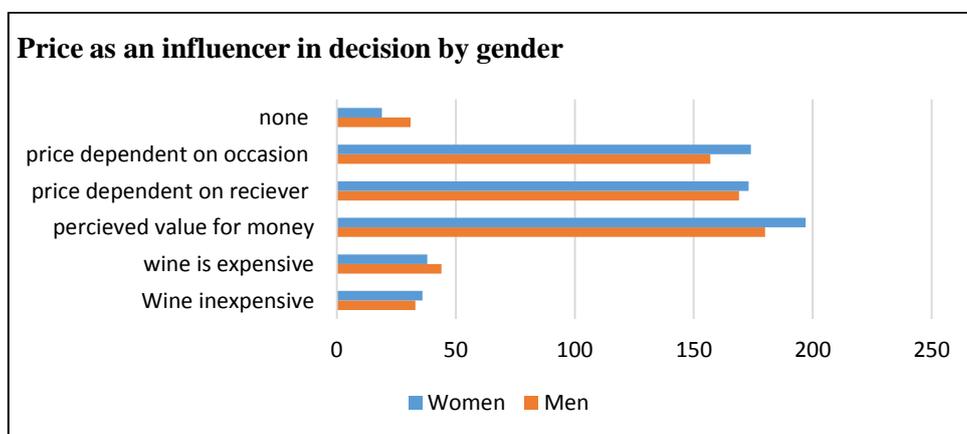


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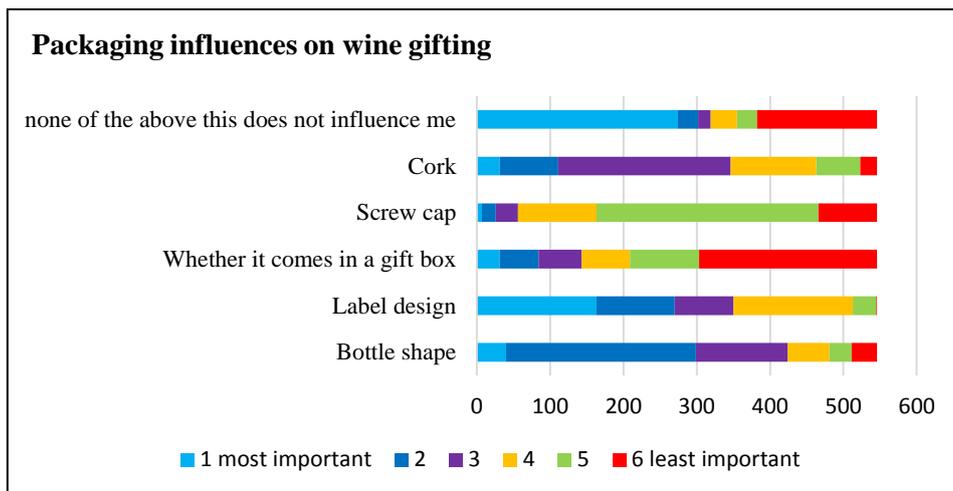


Figure 26.

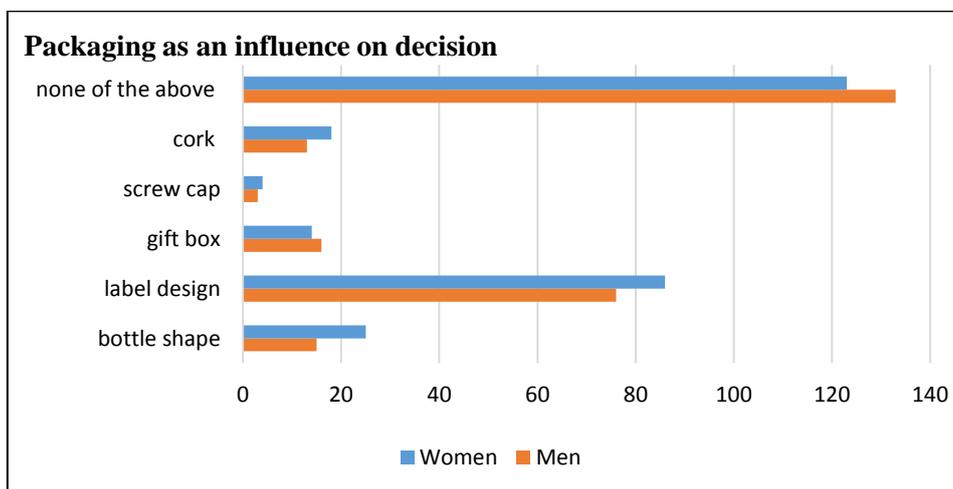


Figure 27.

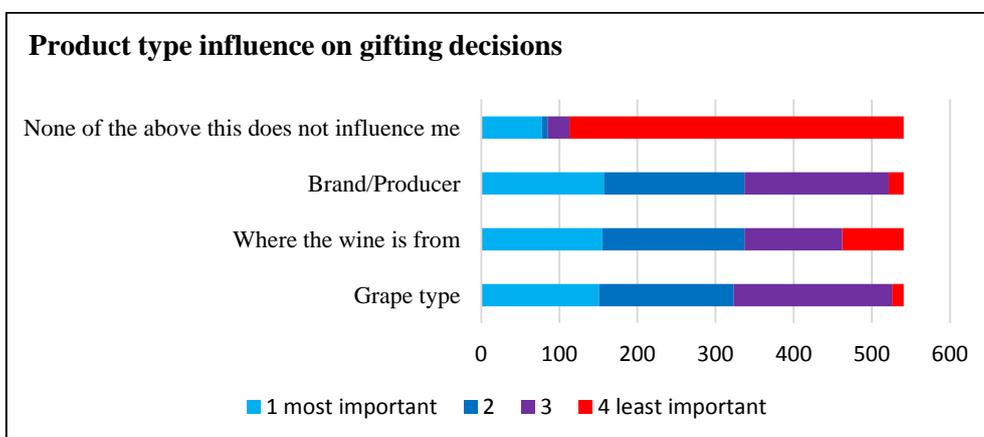


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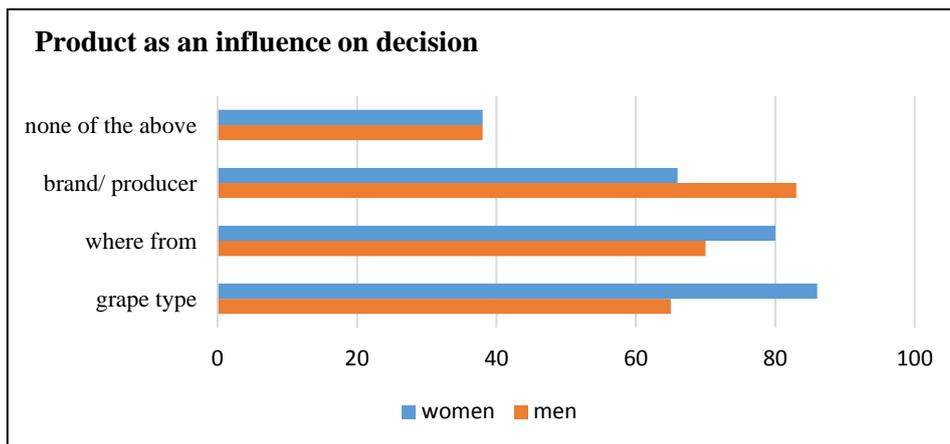


Figure 29.

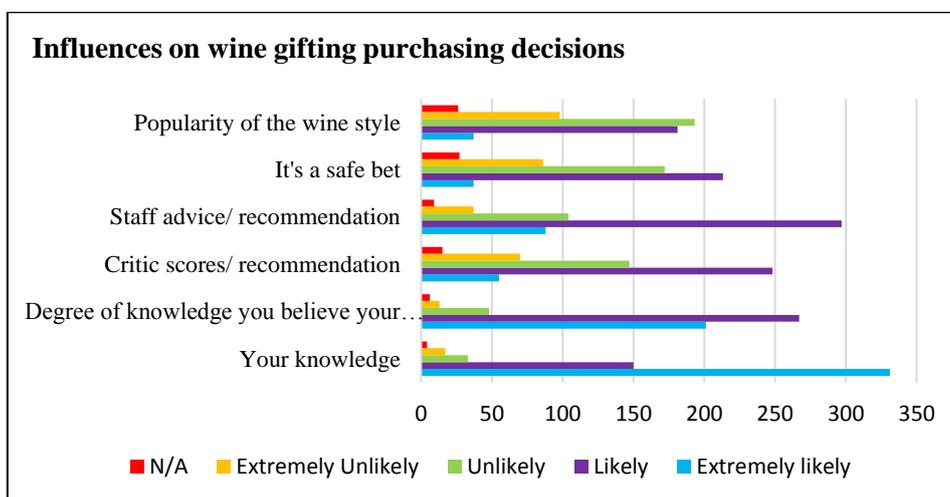


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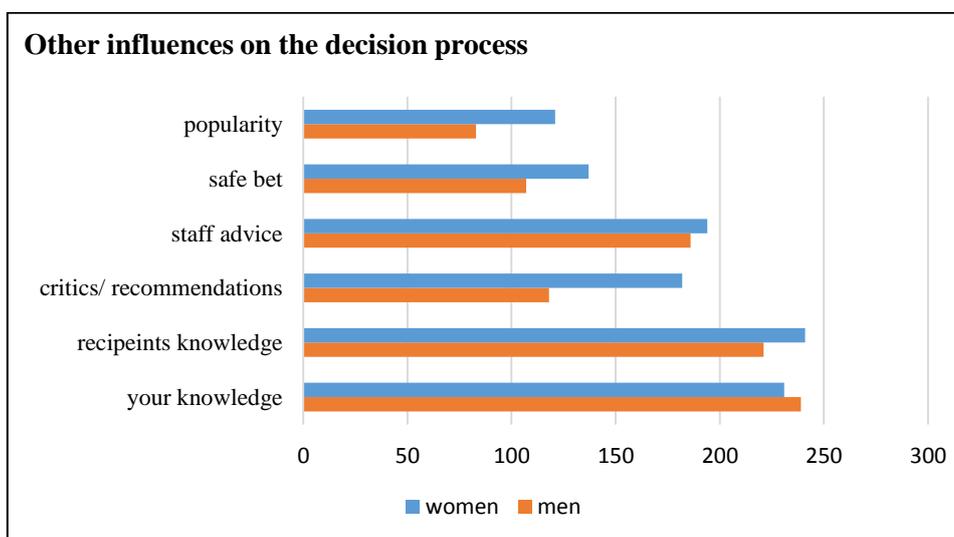


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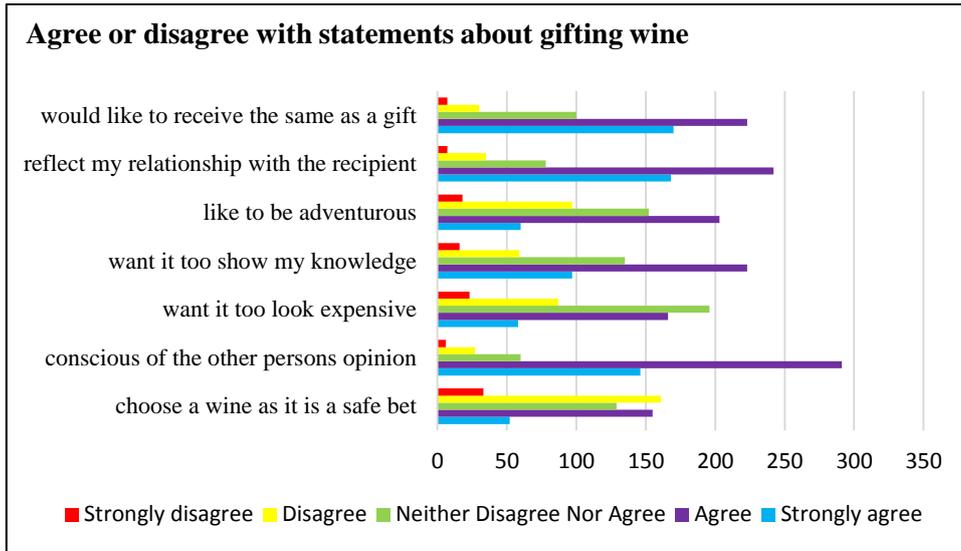


Figure 32.

