

Conducting Interview

Ellie

1. How often do you drink wine?

I'm guessing like once a month

2. On a scale of 1 to 10 how confident are you when purchasing a wine? why?

About 2 or 3? I do not know much about wine brands

3. Do you prefer to purchase wine online or at the retail stores?

Retail, and at the store, I search and check for reviews online

4. How frequently do you purchase wine?

twice a month?

5. What are some of the main factors that influence your decision to select and purchase wine?

Flavor description on retail store

Online, I check for customer reviews and price

6. Have you ever encountered any issues or difficulty when purchasing wine?

When description are missing, or there are too many options to choose from

When some name brand wines are expensive

7. Do you have any experience attending wine tasting?

Yes

8. How was your experience?

Good but not so good. because i did not have an option to choose from.

9. How important is the expertise of the sommelier or host when attending a wine tasting?

From my experience, they offered me a drink, but there was no explanation. So i do not know

Iris

1. How often do you drink wine?

It depends, but I think about once a month?

2. On a scale of 1 to 10 how confident are you when purchasing a wine?

5

3. Do you prefer to purchase wine online or at the retail stores?

I personally like to purchase at the retail store

4. How frequently do you purchase wine?

I think I purchase them once or twice a month

5. What are some of the main factors that influence your decision to select and purchase wine?

Flavor is the major factor to make a decision

6. Have you ever encountered any issues or difficulty when purchasing wine?

When i first got into wine yes, I had some difficulty but now that i know what flavor i should go for, I pick up pretty good ones

7. Do you have any experience attending wine tasting?

Yes,

8. How was your experience?

It's similar to a brewery experience where there's a bunch of wines to select from.

9. How important is the expertise of the sommelier or host when attending a wine tasting?

It is important, but I don't think it is a major factor

Steven

1. How often do you drink wine?

I think like once in like 5 months? I haven't been into drinking lately.

2. On a scale of 1 to 10 how confident are you when purchasing a wine?

Around 6 to 7

3. Do you prefer to purchase wine online or at the retail stores?

Online. Just because I want to purchase premium or luxury ones

4. How frequently do you purchase wine?

I haven't purchased recently, but when i was into wine, I think I would buy like 2 or 3 bottles a week or two

5. What are some of the main factors that influence your decision to select and purchase wine?

That really depends. Sometimes it's the types of grapes and the regions, sometimes because of pairing. It's really down to what is the purpose.

6. Have you ever encountered any issues or difficulty when purchasing wine?

Because there are so many choices, sometimes it takes long time to choose one

7. Do you have any experience attending wine tasting?

Yes

8. How was your experience?

It comes down to which one you go. Some places are nice, have good food to pair with and their specialties are really good, some are so and so. It's really up to your taste.

9. How important is the expertise of the sommelier or host when attending a wine tasting?

If you don't know anything about wine, they are important. You can ask questions and they can suggest to you what to try, but if you know what you want then not really.

Kevin

1. How often do you drink wine?

I think at least once in like 2 month

2. On a scale of 1 to 10 how confident are you when purchasing a wine?

About 6?

3. Do you prefer to purchase wine online or at the retail stores?

For gifts, I purchase it online, but for myself, at the retail store.

4. How frequently do you purchase wine?

It really depends, I would say once or twice in 2 months. Not a whole a lot

5. What are some of the main factors that influence your decision to select and purchase wine?

I think it's the brand. I tend to buy the ones that I tried before and tasted good.

6. Have you ever encountered any issues or difficulty when purchasing wine?

I don't remember all the names of the grapes of the region and stuff, so that is one issue when I order wine at a restaurant.

7. Do you have any experience attending wine tasting?

Yes

8. How was your experience?

When I went, we ordered samples to try and purchased the one we liked and ordered charcuterie

9. How important is the expertise of the sommelier or host when attending a wine tasting?

I think it is important because when I first went to wine tasting, I did not know what to try, so I told them what flavor I liked and they recommended the ones I would like and I did.

Daniel

1. How often do you drink wine?

Whenever there is a chance? Like at wedding or at family event

2. On a scale of 1 to 10 how confident are you when purchasing a wine?

1?. I don't really know about wine. It is usually an assumption.

3. Do you prefer to purchase wine online or at the retail stores?

Online because of the detail descriptions of taste and review

4. How frequently do you purchase wine?

I get them on thanksgiving, christmas and new year for gifts. Not for myself

5. What are some of the main factors that influence your decision to select and purchase wine?

Price is one factor and the taste.

6. Have you ever encountered any issues or difficulty when purchasing wine?

Well, when I bought wine for myself to drink, I bought it with assumption at the store and I did not like it. So since then i started to buy online

7. Do you have any experience attending wine tasting?

Yes, once

8. How was your experience?

It was good, They recommended me couple wines to choose from and it was good

9. How important is the expertise of the sommelier or host when attending a wine tasting?

I don't think I got like explanation about wine or what is good or new, but just for the reason they recommend the one that would match my taste, I think it is important