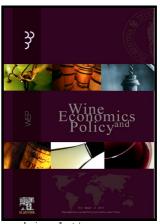
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Wine and Health Perceptions: Exploring the Impact of Gender, Age and Ethnicity on Consumer Perceptions of Wine and Health

Kathryn J. Chang, MW Liz Thach, Janeen Olsen



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#### **ACCEPTED MANUSCRIPT**

## Wine and Health Perceptions: Exploring the Impact of Gender, Age and Ethnicity on Consumer Perceptions of Wine and Health

# Wine and Health Perceptions: Exploring the Impact of Gender, Age and Ethnicity on Consumer Perceptions of Wine and Health

by

#### Kathryn J. Chang

School of Business and Economics Sonoma State University 1801 E. Cotati Ave. Rohnert Park, CA 94928, U.S.A. kathryn.chang@sonoma.edu

#### Liz Thach, MW<sup>‡</sup>

School of Business and Economics Sonoma State University 1801 E. Cotati Ave. Rohnert Park, CA 94928, U.S.A. Tel: 011-1-707-792-2002 Liz@lizthach.com

#### Janeen Olsen

School of Business and Economics Sonoma State University 1801 E. Cotati Ave. Rohnert Park, CA 94928, U.S.A. Janeenolsen@gmail.com

#### Abstract

This study explores U.S. wine consumers' perception of wine and health by gender, age, and ethnic background. An extensive body of epidemiological studies suggests that there are health benefits from moderate wine drinking. In light of an increased consumer preference over healthier foods and beverages, it is important to understand the health orientation of wine consumers and the effect of gender, age, or ethnicity on their perceptions of wine and health.

‡ Corresponding Author

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