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### **Exploring Impulse Purchasing of Wine in the Online Environment** **D. Christopher TAYLOR, Nelson BARBER, D. Veena PARBOTEEAH**

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Wine sales continue to climb in both on and off premise settings. With on premise sales having a great impact on off-premise sales, it is important to look at all sales modes in understanding how to better market to consumers across spectrums. What this study aims to do is to utilize a Stimulus-Organism-Response Model to better understand wine sales, when it comes to online impulse buying. This model and study is anticipated to add to our knowledge about impulse buying of wine and is a first step at gaining a better understanding of impulse buying of wine in restaurant settings.

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