

Survey Analysis of Consumer Actions At - and Post-Purchase of Wine

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Introduction

Wine survey analysis has been utilized previously to assess a myriad of applications in the wine industry. These surveys typically evaluate the consumer bases within the wine industry and examine their perceptions, tendencies, and habits. There are a multitude of indications that assist consumers in wine purchases and the manner in which the consumer treats the wine. Other studies have evaluated these contextual attributes and consumer habitual actions pertaining to wine. For wine attributes, research has examined how consumers perceive wine closures, different wine styles, wine label design, and more. Many of these characteristics and attributes have then been compared among different age groups, ethnicities, nationalities, gender and more. In doing so, these results inform the market on current consumer tendencies and preferences, which can be utilized in a multitude of applications. This research aimed to further supplement data in this context and received samples from a wide range of consumers across the world. Consumer perceptions of red and white wine, closure type, label information, and serving temperature were examined. Furthermore, an examination how consumers treated wine displayed differences in refrigeration preference, wine refrigeration preference, temperature to store wine, how quickly the wine is consumed, and how frequently the consumer drank wine.

Materials and Methods

The survey was disseminated through personal and professional connections via email, word of mouth, and social media. 1,152 responses were received within a 3-month period. For Chinese and South African respondents, price points were set at similar values as the US Dollar group, while slightly adjusting it in order to obtain less confusing and seemingly normal price points. When comparing between prices, the exchange rate was determined from August 1st, 2020. Chi-square analysis was used for comparison. Significant values were determined at the 95% confidence level ($\alpha = 0.05$).

Results and Discussion

Table 1 compares wine preference with wine knowledge. This data suggests that those who consider themselves to be more knowledgeable about wine, may not have a particular preference between red or white wine. Meanwhile those, that have a preference towards either

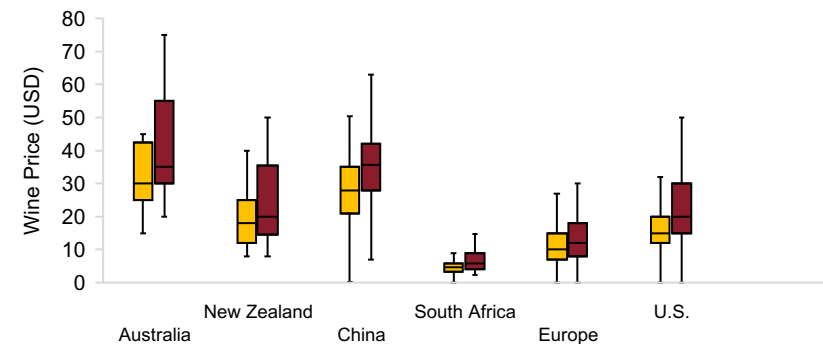
Table 1 Wine preference compared to wine knowledge^a

Wine preference	Wine knowledge				Total
	Very knowledgeable	Somewhat knowledgeable	Not very knowledgeable	Not knowledgeable at all	
Red wine	96	207	70	9	382
White wine	72	134	64	15	285
No preference	154	134	33	3	324
Total	322	475	167	27	991

^a All values in cells are totals. Dark grey cells were significantly higher than expected values and light grey cells were significantly lower than expected values, at $\alpha = 0.05$

white or red may be groups of participants who are less knowledgeable about wine. **Figure 1** shows differences in price. There is a clear increase in price paid for red wine

Figure 1 Price typically paid for a bottle of white and red wine separated by country (outliers not shown; $n_{\text{Australia}} = 21$, $n_{\text{New Zealand}} = 26$, $n_{\text{China}} = 156$, $n_{\text{South Africa, white}} = 141$, $n_{\text{South Africa, red}} = 142$, $n_{\text{Europe}} = 237$, $n_{\text{U.S.}} = 370$)



among every region. The higher price paid by Australian consumers compared to U.S. consumers has been observed in other research as well (Bleibaum et al. 2005).

Conclusions

This data supports the hypothesis that not all wine consumers are the same, and market segmentation can discern differences. Further research should be conducted on price evaluations and larger sample sizes for regions, which would have assisted in this study.

Literature Cited

Bleibaum R.N., Lattey K.A. and Francis I.L. 2005. Conjoint research for consumer perception of wine closure options and their impact on purchase interest in the United States and Australia. Presented at 6th Pangborn Sensory Science Symposium (www.tragon.com/articles/2005PangbornWineClosures.pdf)