Relationships between wine consumers’ fine wine behaviour and their moods, product-evoked emotions, liking and willingness-to-pay

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Background and Aims
The Fine Wine Instrument has been successfully used to segment Australian wine consumers based on their fine wine behaviour. This work is part of a larger project investigating contextual effects on wine consumer perceptions and preference and the role of the wine attributes that drive both emotions and willingness to pay.

As part of a greater strategy to understand consumers and have them trade up in their wine purchases this study aimed to investigate the relationships between consumers’ fine wine behaviour, their moods when drinking wine, wine-evoked emotions, liking and willingness to pay for Shiraz wines of different quality.

Materials and Methods

Trial Design:
Three independent trials (total n=347 regular wine consumers and 12 Shiraz wines) were conducted. In each trial every consumer evaluated:

• 4 different Australian Shiraz wines, representing the 4 quality levels of the Australian wine show system (i.e. no medal, bronze, silver and gold medal),

• under 3 different consumption contexts; in the sensory laboratory, a restaurant and at home, with at least one week between each context,

• stating their mood, liking, willingness to pay and the product-evoked emotions.

In the laboratory and restaurant wines were presented in 4-digit coded ISO glasses. In the restaurant participants also freely selected 2-course meals from the menu. Wines for the home use test were posted or given to the participants after the previous session. These bottles were masked to prevent identification by the participants. Participants could choose if and what food to consume while tasting wines at home and how much of the wine they wanted to consume, but they had to taste all 4 wines in one sitting.

Consumer Psychographic Measures:
Before tasting wines, consumers rated their moods on the Brief Mood Introspection Scale and after tasting indicated their liking (9-point hedonic scale), product-evoked emotions and willingness to pay.

Based on the Richins’ Consumption Emotions Scale an emotion scale, suitable to measure wine-evoked emotions in an Australian wine consumer sample; the Australian Wine Evoked Emotions Lexicon (AWEEL) including 19 emotion terms was developed (for more details regarding the AWEEL also see posture number 58).


Consumer segmentation:
The Fine Wine Instrument, a scale measuring consumer fine wine related behaviour and knowledge, was used to categorise consumers into “Connoisseurs”, “Aspirants” and “No Frills” segments.

Results

Relationship between consumers’ fine wine behaviour and their moods
The results of the ANOVA showed that in anticipation of the wine tasting “Connoisseurs” were in a more positive mood (e.g. more calm, happy, loving) and less anxious compared to the “Aspirants” and “No Frills” segments.

Conclusions

a) This study demonstrated that the Fine Wine Instrument can be a useful tool for wine consumer segmentation for liking and willingness to pay.

b) Fine wine consumer segments do not only differ in their liking of wine, but also in their moods and emotional reactions to wine.

c) These insights highlight the importance of targeted marketing activities that tap into consumers’ moods and emotional responses (e.g. guided wine tastings for different experience levels) to increase their involvement and interest in wine and increase their wine spend.

References: