Aims

The aims of the study were to examine:

1. the relationship between consumers’ product liking, purchase intent and the product-evoked emotions while tasting red wines of different quality, and
2. the influence of consumption context (laboratory, restaurant, at home) on consumers’ hedonic evaluation and emotional responses.

Materials and Methods

Three independent trials were conducted with a total of 347 regular wine consumers and 12 Shiraz wines. In each trial every consumer evaluated:

- four different Australian Shiraz wines, representing the four quality levels of the Australian wine show system (ranging from no medal to bronze, silver and gold),
- under three different consumption contexts; in the sensory laboratory, in a restaurant and at home, with at least one week between each context,
- stating their liking, willingness to pay and the product-evoked emotions.

The context and presentation order of the four wines were randomised across participants. The wines were presented in 4-digit coded ISO glasses in the laboratory and restaurant context. The wines for the home use test were either posted or given to the participants after the previous session. The bottles had an A6 size white label placed around the middle to cover the original label, were spray painted black, and any embossed metal screw cap was masked with black resin. At the restaurant and at home the participants could freely choose what food to consume while tasting the wines and how much of the sample they wanted to consume.

Questionnaire design:

After tasting the samples the participants indicated their liking on a 9-point hedonic scale, followed by the product-evoked emotions and willingness to pay.

Emotion scale:

Based on the Consumption Emotions set by Richins (1997), an emotion scale suitable to measure wine-evoked emotions in an Australian wine consumer sample was developed in two steps:

1) Eight focus groups totalling 113 consumers were conducted for selection and extension of 47 descriptors grouped into 17 emotional terms within the Consumption Emotions set (Richins, 1997). The extended set contained 19 emotional terms with 48 descriptors.

2) Further reduction of the selected descriptors with 105 consumers resulted in the final Australian Wine Evoked Emotions Lexicon (AWEEL), which includes 19 emotions rated on a 9-point scale starting from 1 – not at all to 9 – extremely.

Positive (11):


Negative (8):


Results

Correlation between willingness to pay and product-evoked emotions

Strong correlations between liking, willingness to pay and product-evoked emotions were found in all three trials over all three contexts, showing that wine liking and willingness to pay are positively correlated with positive emotions. The adverse was true for negative emotions. This matches previous findings for other food products e.g. by Cardello et al. (2012) and Ng, Chaya, & Hort (2013).

Conclusions

a) Emotional responses are strongly correlated with liking and willingness to pay.

b) A context effect was found for emotions but not for liking, indicating that although emotions and liking are correlated, the measurement of emotions can deliver additional information over liking.

c) These results indicate, that consumer wine tasting trials performed in a sensory laboratory may produce comparable results for liking to trials conducted at home or in a restaurant setting.

References:


Ng, M., Chaya, C., & Hort, J. (2013). Beyond liking: Comparing the measurement of emotional responses using EsSense Profile and consumer defined check-all-that-apply methodologies. Food Quality and Preference, 28(1), 193-209.