GENDER PREFERENCES IN WINE MARKETING



Presented to the

Faculty of the Agribusiness Department

California Polytechnic State University



In Partial Fulfillment

Of the Requirements for the Degree

Bachelor of Science



By

Cristina Lombardo

June 2012

ABSTRACT

When purchasing a bottle of wine, the label is the consumer's first impression. Previous research about how different target markets react to label design and information cues have proven to have significant differences. This study was undertaken to determine how men and women view these features and cues differently. An online survey was submitted to 100 potential respondents with 69 surveys returned for analysis. Various statistical data analysis was conducted and the results are presented in this report. There was a significant difference across the genders for a label that "is colorful" and for an "organic" information cue. It is concluded in this report that although the statistical findings were not in unison with previous research, the results still present useful marketing information. It is recommended that the survey conducted be done again with a larger sample size and in a larger demographical area.

TABLE OF CONTENTS

LIST OF TABLES

LIST OF FIGURES

Chapter 1

INTRODUCTION

The wine industry in the United States has been booming for quite some time with

consumption surpassing that of traditional wine countries, such as France and Italy, even in these

tough economic times (Wagner, Olsen, and Thach, 2011). Americans are seeing wine not only as

an alcoholic beverage but also as a lifestyle, learning more and more about the wine making

process, visiting wineries, and some even taking educational classes to be more knowledgeable

about this agricultural industry. Not only are consumers introducing wine into their lives but

wine producers are continuously learning more about their products and producing some of the

highest quality wines ever produced. The selection of wines available to consumers has never

been greater, with wines now being produced in all fifty states and not to mention the massive

amount of wines being produced all over the world. Consumers find wine more interesting than

ever and this enthusiasm excites producers and the industry as a whole.

With this surge in wines available, the market has been saturated to include an estimated

60,000 different wine labels for sale in the U.S. alone (Wagner et al. 2007). Consumers are

bombarded in grocery stores, retail outlets and wine shops with so many choices that inevitably

lead to almost no brand loyalty amongst consumers. From type of varietal to wine region to

country of origin, just to name a few, consumers have an almost infinite amount of choices when

it comes to purchasing wine. This is a strange concept for marketers to understand since brand loyalty exists in almost every other product section, especially in packaged goods. Marketers have to change their way of thinking when it comes to marketing wine and abandon traditional marketing approaches. This can baffle even some of the best marketing firms and one mistake in advertisements, label design or the overall vibe of a tasting room could be detrimental to a winery succeeding in this industry.

The lack of brand loyalty from consumers because of an oversaturation of the market leads consumers to feel intimidated when purchasing a bottle of wine. The wine industry can look very complicated to an outsider because there is an overwhelming amount of information to be learned. There are hundreds of grape varietals originating from all over the world, each with their own characteristics in look and taste. The industry jargon can be very intimidating to someone who doesn't know the terms or what they mean. Even wine tasting can be a frightening experience for some: selecting a region to visit, then a winery, then selecting wines and, after a wine is selected, deciding how to drink it (to swirl or not to swirl? smell first or taste first?) These factors lead to defining whether a consumer is confident when drinking wine and making a purchase. According to Olsen et al. (2003) a consumer's self confidence is a key factor when purchasing wine because they doubt their ability to purchase a suitable wine for fear of rejection or looking uneducated by their peers.

Consumer confidence is another way marketers can define the different types of consumers. Gender, age, income level, and education are more common ways to distinguish consumers from each other. In a study conducted by Barber and Almanza (2006), women were significantly more concerned about making the wrong wine selection than men. This is just one example of how men and women differ in their purchasing of wine. Bottle shape, color, size,

type of closure and front and back label information are key factors that influence the wine

buying decision and men and women see these factors differently (Barber and Almanza 2006).

The biggest challenge that marketers face is how to make a wine both taste good and appealing

in appearance for consumers to purchase. They first need to look at the type of consumer they are

trying to market to and then build a marketing plan based on a particular consumer. One way to

distinguish consumers is by gender. It is clear that men and women see the world differently and

the way they purchase goods is also different, so in turn, they must be marketed to differently.

## Problem Statement

How are men and women influenced differently by marketing, specifically bottle

packaging, when selecting a bottle of wine?

## Hypothesis

Testing at a significance level of 0.05, there is a significant difference in wine label

attributes as related to gender.

## Objectives

1. To write and distribute a consumer survey.

2. To assess the different wine marketing attributes as they relate to gender.

3. To evaluate what information is important to men and women when purchasing a

   bottle of wine.

Significance of the Study

Marketing for the wine industry is not an easy task. While the four P's (product, place, promotion and price) provide a good foundation, marketers need to evolve with the generations and the changing market place and establish new, unique methods to attract consumers to purchase wine. Consumers should be separated into target markets and wines need to be promoted accordingly to achieve positive financial returns. Gender is an accessible and testable category to separate consumers and can provide a large amount of information on the wine buying decision. Every level in the industry can benefit from knowing how men and women are influenced differently and how marketing can account for those differences. The amount of knowledge to be gained by this study is useful for current industry personnel and well into the future of the wine industry.

Chapter 2

REVIEW OF THE LITERATURE

*Wine Packaging Research*

When trying to establish what influences the genders while making a wine purchase, understanding what creating a brand means and the concept of brand equity needs to be evaluated. This is understanding is important because according to Aaker (1996), "brand equity is the sum total of the attributes of a brand (awareness, loyalty, perceived quality, brand associations and other brand assets)." Any successful product needs to establish itself with a brand that will propel that product above its competitors. In wine, there are many factors that can be taken into account when establishing a brand: wine region, specialty varietals, label design, wine and winery slogans, etc. Based on Aaker's work, brand equity can be broken down into five separate areas with brand awareness being the first and most simple of the areas. If consumers are aware of a particular brand (in a positive way), then they are more likely to purchase that product, regardless of gender, age, income or any other factors. On the other hand, if a customer's awareness of a brand is negative, then they are less likely, or not all likely, to purchase a product. Creating positive awareness is crucial and should be a top priority when starting any business.

Brand loyalty is self-explanatory but a hard concept to achieve. Companies would love to have customers purchase only their brand but with millions of products on the market it is highly

unlikely, especially in the wine industry, with the United States having more than 60,000 wineries alone (Wagner, Olsen, and Thach 2011). Low involvement consumers, those who drink wine occasionally, are considered to be more loyal to a small amount of brands as opposed to high involvement consumers, those who consider wine to be part their lifestyle, who are highly unlikely to be brand loyal (Lockshin and Spawton 2001). Perceived quality is the next area of brand equity and the higher the perceived quality of a wine or brand, the more consumers are likely to purchase it. [However, since the quality is "perceived" it is the winery's job to prove that quality does exist with reinforcements of competition awards and recognitions in popular industry magazines.] Brand associations are directly related to label images and design elements. Giving the consumer something to remember when purchasing a wine will keep them coming back to that brand. Other brand assets can include historic buildings, single vineyard wines, unique production processes, fun winery events, etc. Ultimately, long-term consistent management is what builds strong brand equity (Lockshin and Spawton 2001).

Understanding the attributes of wine packaging are essential when developing a brand and they all influence consumers differently. A survey conducted by Barber, Almanza, and Donovan (2006) accessed the socio-demographic characteristics, consumer behavior activities, and psychographic information of wine drinkers in the state of Connecticut. They tested four hypotheses on different demographics including gender, age, income and front label influence. There were more female respondents than male, 62.2% over 37.8%, respectively. Respondents ranked "country of origin" as having the most importance cue on front and back labels, with "style of wine", "description of wine", "vintage of wine" and "brand name" following in descending order. Females were significantly more concerned with making the wrong wine purchase compared to male respondents. The results also found that "women were not more

11

likely than men to purchase a bottle of wine based upon the overall label and bottle packaging or front label design" (Barber, Almanza and Donovan 2006 p.225). This is a powerful result of the study and gives marketers a crucial piece of information about how men and women respond differently to labels. Front label image, picture, logo, and label colors were considered more important to women than men and a wax seal closure and foil coverings as an indication of freshness and quality were also rated higher by women than men. Males responded with a higher importance on what grape type was used and the vintage date than females. Women were significantly more concerned with having food pairing information on the bottle as opposed to men.

In a similar survey, the indifference of respondents to bottle packaging, front label and back label design when making a wine purchase decision was tested (Barber and Almanza 2006). Frequencies and t-test analysis were used to examine the results and the findings concluded that respondents are not indifferent to wine packaging and that certain cues do influence their decision making process. This study "confirms that consumers are aware of bottle shape, color, size and particularly the type of closure used" (Barber and Almanza 2006). They also concluded that consumers rank the importance of the back label higher, with importance of bottle packaging and importance of front label ranking lower, respectively.

Lockshin and Mueller (2008) examined the reliability of direct verbal versus indirect visual methods of measuring attribute importance of wine packaging for consumers. They proposed that the two methods produce different results based on a respondent's cognitive influence to visual versus verbal prompts. The study was conducted in Australia covering seven regions, city versus country area, gender, age, marital status, income, education and several other parameters. The results showed that visual packaging cues such as label shape, label color, bottle

12

color, shape, capsule, label style, and bottle size, were ranked of higher attribute importance as opposed to verbal packaging cues like organic, alcohol level, medals, country of origin, promo price, region, and brand.

Atkin, Nowak and Garcia (2007) present a comprehensive article about women wine consumers and how their overall wine purchase experience differs from that of men. The set of research questions were written to determine the different preferences of men and women on type of wine, region of origin, closure type, price and winery size. Questions about information search behaviors were also presented. The study sample represented only U.S. wine drinkers and accounted for 497 males and 877 females whose emails were obtained by wine-related groups such as the Wine Brats and the Winex Wine Club. Men and women both ranked U.S. wines higher than international wines and women showed a stronger preference for South American wines than men. Natural cork was the winner for both men and women, followed by synthetic corks and screw caps finishing last. Men reported being fairly neutral on the negative connotation of screw caps while women proved to have a pessimistic bias. Although there are significant differences in purchasing behavior amongst men and women, both genders consider price, quality, and value as crucial determinants of choosing a product.

Consumers find the decision of purchasing a particular bottle of wine to be overwhelming and difficult. Barber, Ismail and Taylor (2007) examine how levels of self-confidence influence consumers' decision behavior when faced with purchasing wine. This study looked specifically at front label characteristics and asked questions about mock labels designed in a classic, modern and contemporary format. The data was collected and the hypothesis was accepted that attributes on the front label of a wine bottle weigh heavily on a consumer's purchase decision. The difference between low confidence and high confidence consumers plays a role on the decision

13

making process as well. The study also concluded that consumers are overcome by fear and insecurity when purchasing a bottle of wine.

Lattey, et al. (2007) examined wine quality and consumer preferences by conducting a study in Australia. Quality as defined by wine professionals, such as wine makers, is explained and compared to what consumers believe to define high quality. Demographic questions were also asked in the survey as well as informational questions. Consumers were tested to evaluate what they consider to be high quality and to understand how they describe what they taste in wine. The parts of the study included testing recruit users and likers, 70-200 people from the target population, a blind tasting, good sensory practice, samples presented one by one, and a hedonic degree of liking scale.

When asked, "how long have you been drinking any type of wine?," forty-two percent of respondents answered more than 20 years, while 10-20 years was 21%, 5-10 years, 18% and 1-5 years 19%. Fifty-six percent described their knowledge/interest of wine be considered "some" knowledge while only 1% considered themselves to be a "serious enthusiast." Grape variety was ranked to be of highest importance in the decision to purchase with price, region and vintage as follow-up reasons.

*Survey Research*

Wright (2005) discusses the advantages and disadvantages of using online survey research. Current features, issues, pricing and limitations are evaluated and presented. This is an in-depth article that analyzes how online surveys are similar and different to traditional paper surveys. The author examined twenty of the most prominent online survey websites and services

to access the current trends and limitations that a researcher could encounter when conducting surveys online.

The author found advantages to online survey research to be a broader amount of respondents and access to individuals that would be difficult to reach otherwise, a large time saver not only for the researcher but also for respondents, and a money saver by eliminating the cost for paper, printing, and data entry, just to name a few. Some disadvantages are problems regarding sampling, limited access to online communities, multiple responses, and systematic bias. The author clearly states that some of the disadvantages in using online survey research are also present in traditional paper, face-to-face survey collection.

Lyons et al. (2005) examine the challenges that researchers face when conducting online survey research. This article is a guide to conducting online research with an explanation of what can be studied, who can be studied and how an online survey can be beneficial. The focus for this survey was on child and family development, online social behaviors, various aspects of family life, and health and nutrition, just to name a few. This article gives strong advantages to online surveying in general. Sampling and response rates and survey design and implementation are discussed in great detail. This article states that online surveying is a viable and feasible method to survey research and the benefits outweigh the potential disadvantages.

Chapter 3


METHODOLOGY


Procedures for Data Collection

To determine how men and women are influenced differently when purchasing a bottle of wine, primary data must be collected. A sample survey of 10 questions will be administered to a group of consumers. The survey will be sent out electronically through the online survey website, Survey Monkey. The surveys will be sent to about 100 potential respondents with 80 respondents expected. This number was calculated using the Raosoft Sample Size Calculator. Although this number is minor, it will still give insight into what a small sample size of consumers think about when purchasing wine. The questionnaire will determine demographics of the respondents as well as what they look for when purchasing a bottle of wine. Preferences on label appearance, label features, information cues and where most people find information about wine and the wine industry will be assessed and evaluated. Once the results are submitted, statistical data analysis will be conducted and various tests will be run on the data including, but not limited to, independent t-tests, CHI Square, and frequencies.

The use of an online survey will provide a broad selection of respondents, ranging in age, education, career field, and income. The results will only be examined if the respondent is a wine drinker and that will be established by some initial qualifying questions. The first question asked

will be to determine age and if the respondent is of legal drinking age to consume wine. The second question will be used to determine if the respondent has purchased wine in the past year. If the respondent is not of legal drinking age and/or has not purchased wine in the past year, then the survey will be terminated. The following question will assess how many bottles of wine are typically purchased per month. This question is to get a better understanding of much each respondent purchases. The next questions assess desirability of label characteristics and what information cues do the respondents typically look for. A media usage question is included in the survey to analyze where respondents get information about wine and the wine industry. The remaining questions are demographic and will be used to further analyze the respondents' individual characteristics.

Online survey research will also save time and money by allowing for a faster and greater response rate and limiting costs by eliminating the use of paper, printing and other additional costs associated with traditional survey collection. A small introduction will be presented so the respondents know what the survey is about, whom it will benefit and that their responses will be confidential. They will also be informed and thanked for contributing to research used for a Cal Poly Agribusiness senior project.

The survey will be administered through email and Facebook during the month of April 2012 and respondents will have 30 days to complete the survey. The deadline of survey completion is crucial so there can be adequate time to input the results into statistical software and the results can be evaluated in a timely manner.

Procedure for Data Analysis

Once the data is entered into the software, appropriate tests will be run on each individual question based on the type of data being evaluated. The data can be nominal, ordinal, ratio or interval. Specific tests are run on each question that will give the data comprehensive meaning that can be evaluated to better understand how men and women purchase wine based on the marketing attributes. Frequencies will be run on all questions to determine the percentage frequency of responses. CHI square tests will be run for variables that are nominal or ordinal. Independent t-tests will be run for variables that are ratio or interval. All tests, except frequencies, will be run across the gender questions. The tests will be looking for independence and significance of answers in terms of gender. A significance level of 0.05 will be used to determine independence.

The questions asked will determine what men and women look for in wine labels, as well as what media outlets are used for wine industry information. This can ultimately lead to information that combined with previous research and studies would be useful for marketers when establishing a wine brand and its design. Key questions in the survey will help the researcher answer the problem statement and conclude the research. Demographic questions and wine purchasing habits will be the most important questions asked and the results will be evaluated carefully to ensure an accurate reporting of the results.

Assumptions

Although this research will be well documented and submitted with the upmost accuracy and relevance, some assumptions need to be made and factors held constant to stay within the scope of this research project. It will be assumed that all information submitted by the respondents is accurate and true. All respondents are assumed to be of legal drinking age and are

considered to be wine drinkers. The data inputted is assumed to be transferred accurately and the tests are run correctly.

Limitations

Since the survey will be administered online, the amount of respondents are limited to who the researcher plans to send the survey to. This will give a profile of a limited group of people and is not a representation of the population as a whole. However, the methodology of this research can be administered throughout the United States and a more generalizable assumption can be made.

CHAPTER 4


DEVELOPMENT OF THE STUDY



Data Collection Problems


Once the survey was entered into Survey Monkey and submitted to potential

respondents some problems arose. The main problem was the amount of actual responses did not

meet the expected total. Seventy-three total responses were collected and through analyzing the

data, only sixty-nine responses were considered for further analysis. This was either because the

respondent was not of legal drinking age or because they had not purchased wine in the past

year. Another problem was the distribution of male respondents and female respondents. Figure

3 shows the gender breakdown; almost two-thirds of the total respondents were female while
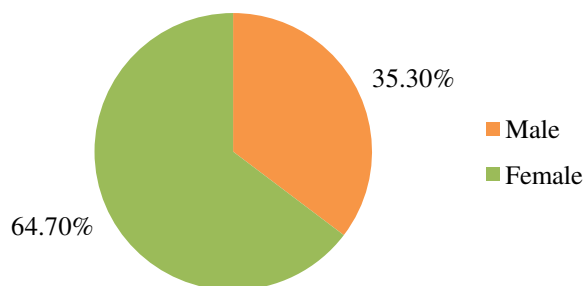
one-third was male.



Figure 1: Gender Breakdown
Source: Lombardo, 2012

Analysis

*Survey Data*

The online survey consisted of 10 questions and took roughly 5-10 minutes to complete.

Table 1 displays the questions and the method of response.

Table 1: Gender Preferences in Wine Marketing Survey Questions and Responses

| Question | Response |
|---|---|
| 1. Which of the following ranges best describes your age? | 1=21-24, 2=25-29, 3=30-34, 4=35-39, 5=40-49, 6=50-59, 7=60 or older |
| 2. Which of the following alcoholic beverages have you purchased in the past year? | 1=Yes, 0=No |
| 2a. Beer | 1=Yes, 0=No |
| 2b. Wine | 1=Yes, 0=No |
| 2c. Sparkling Wine | 1=Yes, 0=No |
| 2d. Mixed Drinks | 1=Yes, 0=No |
| 2e. Other | 1=Yes, 0=No |
| 3. Approximately, how many bottles of wine do you typically buy per month? | Fill-in |
| 4. When purchasing a bottle of wine, for home consumption or a party, how important is the appearance of the label in your purchase decision? | 1=Extremely Important 2=Very Important 3=Somewhat Important 4= Slightly Important 5=Not at all Important |
| 5. The following is a list of features people may look for in labels when purchasing wines. Please indicate the desirability of each feature of the label to you when you purchase wine. | - |
| 5a. Is simple | 5=Extremely Desirable 4=Very Desirable 3=Somewhat Desirable 2= Slightly Desirable 1=Not at all Desirable |
| 5b. Is colorful | 5=Extremely Desirable 4=Very Desirable 3=Somewhat Desirable 2= Slightly Desirable 1=Not at all Desirable |
| 5c. Looks sophisticated | 5=Extremely Desirable 4=Very Desirable 3=Somewhat Desirable 2= Slightly Desirable 1=Not at all Desirable |
| 5d. Is stylish | 5=Extremely Desirable 4=Very Desirable 3=Somewhat Desirable 2= Slightly Desirable 1=Not at all Desirable |
| 5e. Clever | 5=Extremely Desirable 4=Very Desirable 3=Somewhat Desirable 2= Slightly Desirable 1=Not at all Desirable |
| 5f. Has an animal on it | 5=Extremely Desirable 4=Very Desirable 3=Somewhat Desirable 2= Slightly Desirable 1=Not at all Desirable |

| | |
|---|---|
| 5g. Looks cartoonish | 5=Extremely Desirable 4=Very Desirable 3=Somewhat Desirable 2= Slightly Desirable 1=Not at all Desirable |
| 5h. Is unique | 5=Extremely Desirable 4=Very Desirable 3=Somewhat Desirable 2= Slightly Desirable 1=Not at all Desirable |
| 5i. Is interesting | 5=Extremely Desirable 4=Very Desirable 3=Somewhat Desirable 2= Slightly Desirable 1=Not at all Desirable |
| 5j. Is elegant | 5=Extremely Desirable 4=Very Desirable 3=Somewhat Desirable 2= Slightly Desirable 1=Not at all Desirable |
| 5k. Has subtle color | 5=Extremely Desirable 4=Very Desirable 3=Somewhat Desirable 2= Slightly Desirable 1=Not at all Desirable |
| 5l. Is eye catching | 5=Extremely Desirable 4=Very Desirable 3=Somewhat Desirable 2= Slightly Desirable 1=Not at all Desirable |
| 5m. Is artistic | 5=Extremely Desirable 4=Very Desirable 3=Somewhat Desirable 2= Slightly Desirable 1=Not at all Desirable |
| 5n. Creative label | 5=Extremely Desirable 4=Very Desirable 3=Somewhat Desirable 2= Slightly Desirable 1=Not at all Desirable |
| 5o. Is romantic | 5=Extremely Desirable 4=Very Desirable 3=Somewhat Desirable 2= Slightly Desirable 1=Not at all Desirable |
| 5p. Label from well-known brand | 5=Extremely Desirable 4=Very Desirable 3=Somewhat Desirable 2= Slightly Desirable 1=Not at all Desirable |
| 5q. Does not contain a picture | 5=Extremely Desirable 4=Very Desirable 3=Somewhat Desirable 2= Slightly Desirable 1=Not at all Desirable |
| 5r. Looks like it is fun to drink | 5=Extremely Desirable 4=Very Desirable 3=Somewhat Desirable 2= Slightly Desirable 1=Not at all Desirable |
| 6. When purchasing a bottle of wine, which of the following information cues do you look for? | - |
| 6a. Brand name | 1=Yes, 0=No |
| 6b. Style of wine | 1=Yes, 0=No |
| 6c. Varietal | 1=Yes, 0=No |
| 6d. Vintage | 1=Yes, 0=No |
| 6e. Country of Origin, if international wine | 1=Yes, 0=No |
| 6f. County of Origin, if domestic wine | 1=Yes, 0=No |
| 6g. Food pairing | 1=Yes, 0=No |
| 6h. Description of wine | 1=Yes, 0=No |
| 6i. Organic | 1=Yes, 0=No |
| 6j. Sustainable | 1=Yes, 0=No |
| 6k. Alcohol level | 1=Yes, 0=No |

| 6l. Medals/Awards | 1=Yes, 0=No |
|---|---|
| 7. Which of the following do you use to get information about wine and the wine industry? | - |
| 7a. Newspaper | 1=Yes, 0=No |
| 7b. Television | 1=Yes, 0=No |
| 7c. Radio | 1=Yes, 0=No |
| 7d. Friends and Family | 1=Yes, 0=No |
| 7e. Yahoo | 1=Yes, 0=No |
| 7f. Google | 1=Yes, 0=No |
| 7g. Facebook | 1=Yes, 0=No |
| 7h. Twitter | 1=Yes, 0=No |
| 7i. Wine Industry magazines | 1=Yes, 0=No |
| 7j. Food magazines | 1=Yes, 0=No |
| 8. Are you male or female? | 1=Male, 2=Female |
| 9. Are you? | 1=Married 2=Living with Partner 3=Single 4=Widowed |
| 10. Are you? | 1= Employed, full time 2=Employed, part time 3=Not employed/Retired |

The first question of the survey was a qualifying question to determine if the respondent was of legal drinking age. The majority of respondents were female and their ages ranged from 21-24 to 60 or older. The male respondents had a minimum age of 30-34 and ranged to 60 or older.
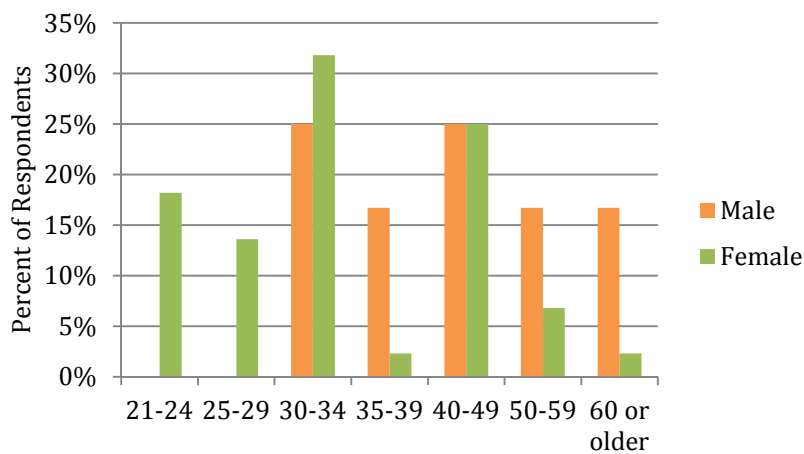


Figure 2: Age Breakdown by Gender
Source: Lombardo, 2012

*Frequencies*

23

Table 2 illustrates the frequency of responses from the total sample of 69 surveys.

Question 2 has a frequency of 100% because it was used as a qualifying question; this allowed

the surveyor to determine if the respondent was suitable for the survey. Question 3 involved a fill

in portion of the question; the frequencies that are shown reflect the most frequent responses

with other representing an accumulation of various answers given.

Table 2:Frequency of Responses

| Question | Percent of Respondents |
|---|---|
| 1. Which of the following ranges best describes your age? | 13%=21-24, 8.7%=25-29, 29%=30-34, 7.2%=35-39, 24.6%=40-49, 10.1%=50-59, 7.2%=60 or older |
| 2. Which of the following alcoholic beverages have you purchased in the past year? | - |
| 2a. Beer | 88.4%=Yes, 11.6%=No |
| 2b. Wine | 100%=Yes, 0%=No |
| 2c. Sparkling Wine | 44.9%=Yes, 55.1%=No |
| 2d. Mixed Drinks | 73.9%=Yes, 26.1%=No |
| 2e. Other | 17.4%=Yes, 82.6%=No |
| 3. Approximately, how many bottles of wine do you typically buy per month? | Fill-in |
| 4. When purchasing a bottle of wine, for home consumption or a party, how important is the appearance of the label in your purchase decision? | 1.5%=Extremely Important 10.3%=Very Important 57.4%=Somewhat Important 23.5%= Slightly Important 7.4%=Not at all Important |
| 5. The following is a list of features people may look for in labels when purchasing wines. Please indicate the desirability of each feature of the label to you when you purchase wine. | - |
| 5a. Is simple | 4.4%=Extremely Desirable 20.6%=Very Desirable 55.9%=Somewhat Desirable 13.2%= Slightly Desirable 5.9%=Not at all Desirable |
| 5b. Is colorful | 4.5%=Extremely Desirable 16.7%=Very Desirable 42.4%=Somewhat Desirable 21.2%= Slightly Desirable 15.2%=Not at all Desirable |
| 5c. Looks sophisticated | 11.9%=Extremely Desirable 40.3%=Very Desirable 29.9%=Somewhat Desirable 9.0%= Slightly Desirable 9.0%=Not at all Desirable |
| 5d. Is stylish | 10.6%=Extremely Desirable 48.5%=Very Desirable 28.8%=Somewhat Desirable 7.6%= |

| | |
|---|---|
| | Slightly Desirable 4.5%=Not at all Desirable |
| 5e. Clever | 10.1%=Extremely Desirable 26.1%=Very Desirable 31.9%=Somewhat Desirable 21.7%= Slightly Desirable 10.1%=Not at all Desirable |
| 5f. Has an animal on it | 0%=Extremely Desirable 0%=Very Desirable 16.2%=Somewhat Desirable 30.9%= Slightly Desirable 52.9%=Not at all Desirable |
| 5g. Looks cartoonish | 0%=Extremely Desirable 0%=Very Desirable 8.8%=Somewhat Desirable 22.1%= Slightly Desirable 69.1%=Not at all Desirable |
| 5h. Is unique | 20.3%=Extremely Desirable 37.7%=Very Desirable 26.1%=Somewhat Desirable 10.1%= Slightly Desirable 5.8%=Not at all Desirable |
| 5i. Is interesting | 13.4%=Extremely Desirable 40.3%=Very Desirable 32.8%=Somewhat Desirable 7.5%= Slightly Desirable 6.0%=Not at all Desirable |
| 5j. Is elegant | 12.1%=Extremely Desirable 47.0%=Very Desirable 24.2%=Somewhat Desirable 9.1%= Slightly Desirable 7.6%=Not at all Desirable |
| 5k. Has subtle color | 2.9%=Extremely Desirable 16.2%=Very Desirable 51.5%=Somewhat Desirable 16.2%= Slightly Desirable 13.2%=Not at all Desirable |
| 5l. Is eye catching | 13.2%=Extremely Desirable 38.2%=Very Desirable 33.8%=Somewhat Desirable 8.8%= Slightly Desirable 5.9%=Not at all Desirable |
| 5m. Is artistic | 7.7%=Extremely Desirable 33.8%=Very Desirable 33.8%=Somewhat Desirable 10.8%= Slightly Desirable 13.8%=Not at all Desirable |
| 5n. Creative label | 16.4%=Extremely Desirable 37.3%=Very Desirable 25.4%=Somewhat Desirable 11.9%= Slightly Desirable 9.0%=Not at all Desirable |
| 5o. Is romantic | 1.5%=Extremely Desirable 14.9%=Very Desirable 28.4%=Somewhat Desirable 32.8%= Slightly Desirable 22.4%=Not at all Desirable |
| 5p. Label from well-known brand | 10.9%=Extremely Desirable 35.9%=Very Desirable 31.3%=Somewhat Desirable 12.5%= Slightly Desirable 9.4%=Not at all Desirable |
| 5q. Does not contain a picture | 0%=Extremely Desirable 4.5%=Very Desirable 32.8%=Somewhat Desirable 28.4%= Slightly Desirable 34.3%=Not at all Desirable |
| 5r. Looks like it is fun to drink | 7.6%=Extremely Desirable 25.8%=Very Desirable 27.3%=Somewhat Desirable 21.2%= Slightly Desirable 18.2%=Not at all Desirable |
| 6. When purchasing a bottle of wine, which of the following information cues do you look | - |

| | |
|---|---|
| for? | |
| 6a. Brand name | 75.4%=Yes, 24.6%=No |
| 6b. Style of wine | 65.2%=Yes, 34.8%=No |
| 6c. Varietal | 43.5%=Yes, 56.5%=No |
| 6d. Vintage | 34.8%=Yes, 65.2%=No |
| 6e. Country of Origin, if international wine | 46.4%=Yes, 53.6%=No |
| 6f. County of Origin, if domestic wine | 43.5%=Yes, 56.5%=No |
| 6g. Food pairing | 21.7%=Yes, 50.7%=No |
| 6h. Description of wine | 50.7%=Yes, 49.3%=No |
| 6i. Organic | 8.7%=Yes, 91.3%=No |
| 6j. Sustainable | 4.3%=Yes, 95.7%=No |
| 6k. Alcohol level | 4.3%=Yes, 95.7%=No |
| 6l. Medals/Awards | 30.4%=Yes, 69.6%=No |
| 7. Which of the following do you use to get information about wine and the wine industry? | - |
| 7a. Newspaper | 10.1%=Yes, 89.9%=No |
| 7b. Television | 15.9%=Yes, 84.1%=No |
| 7c. Radio | 8.7%=Yes, 91.3%=No |
| 7d. Friends and Family | 88.4%=Yes, 11.6%=No |
| 7e. Yahoo | 1.4%=Yes, 98.6%=No |
| 7f. Google | 18.8%=Yes, 81.2%=No |
| 7g. Facebook | 4.3%=Yes, 95.7%=No |
| 7h. Twitter | 2.9%=Yes, 97.1%=No |
| 7i. Wine Industry magazines | 40.6%=Yes, 59.4%=No |
| 7j. Food magazines | 56.5%=Yes, 43.5%=No |
| 8. Are you male or female? | 35.3%=Male, 64.7%=Female |
| 9. Are you? | 59.4%=Married, 14.5%=Living with Partner, 26.1%=Single, 0%=Widowed |
| 10. Are you? | 72.1%=Employed, full time, 16.2%=Employed, part time, 11.8%=Not Employed/Retired |

*Question Analysis*

Respondents were asked to determine how many bottles of wine each respondent

typically purchases per month. The responses varied from one bottle to forty bottles. About 20%

of respondents typically purchase one bottle of wine per month while 13% purchase 2-3 bottles

and 11% purchase 4-5 bottles.

Table 3: Frequency and Percent of Responses: Purchased Bottles Per Month

|  |  | Frequency | Valid Percent |
|---|---|---|---|
| Valid | 0 | 3 | 4.3 |
|  | 1 | 14 | 20.3 |
|  | 2 | 9 | 13.0 |
|  | 3 | 9 | 13.0 |
|  | 4 | 8 | 11.6 |
|  | 5 | 8 | 11.6 |
|  | 6 | 4 | 5.8 |
|  | 8 | 3 | 4.3 |
|  | 9 | 1 | 1.4 |
|  | 10 | 5 | 7.2 |
|  | 12 | 1 | 1.4 |
|  | 15 | 1 | 1.4 |
|  | 16 | 1 | 1.4 |
|  | 25 | 1 | 1.4 |
|  | 40 | 1 | 1.4 |
|  | Total | 69 | 100.0 |

Respondents were asked to determine how important is the appearance of a wine label for home consumption or a party. Figure 2 displays the percent of total respondents, broken down by gender. 65% of females and 42% of males said that label appearance for home consumption or party is somewhat important to them. Interestingly, 0% of males said that the label appearance was extremely important.
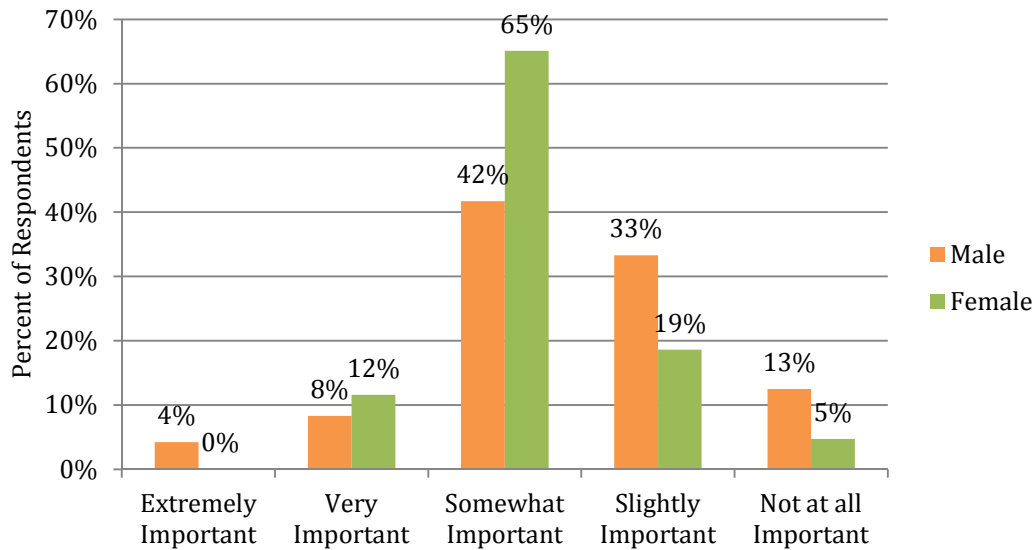
Figure 3: Importance of Label Appearance for Home Consumption or a Party: Breakdown by Gender
Source: Lombardo, 2012

Respondents were asked to rank a list of features that are typically seen on wine labels by using a standard five level desirability scale. When this question was crossed with gender, the only feature to have a significant difference was "is colorful" with a p-value of 0.033. This means that this feature has a significant difference to men and women. "Label from a well known brand" was the highest feature to be ranked as being "very desirable" amongst both genders with a 35.9% response rate. "Is unique" was ranked highest as "extremely desirable" amongst both genders with a response rate of 20.3%.

Respondents were asked what information cues they look for when purchasing a bottle of wine. The responses were fairly similar amongst the male and females. "Organic" was the only term that had any significance with a p-value of 0.004. All of the male respondents answer that "sustainable" is not an information cue that they look for when purchasing a bottle of wine. "Brand name" was the most looked for with "style of wine" being second and "varietal" and

"description of wine" being the third and fourth most looked for information cue. Figure 3
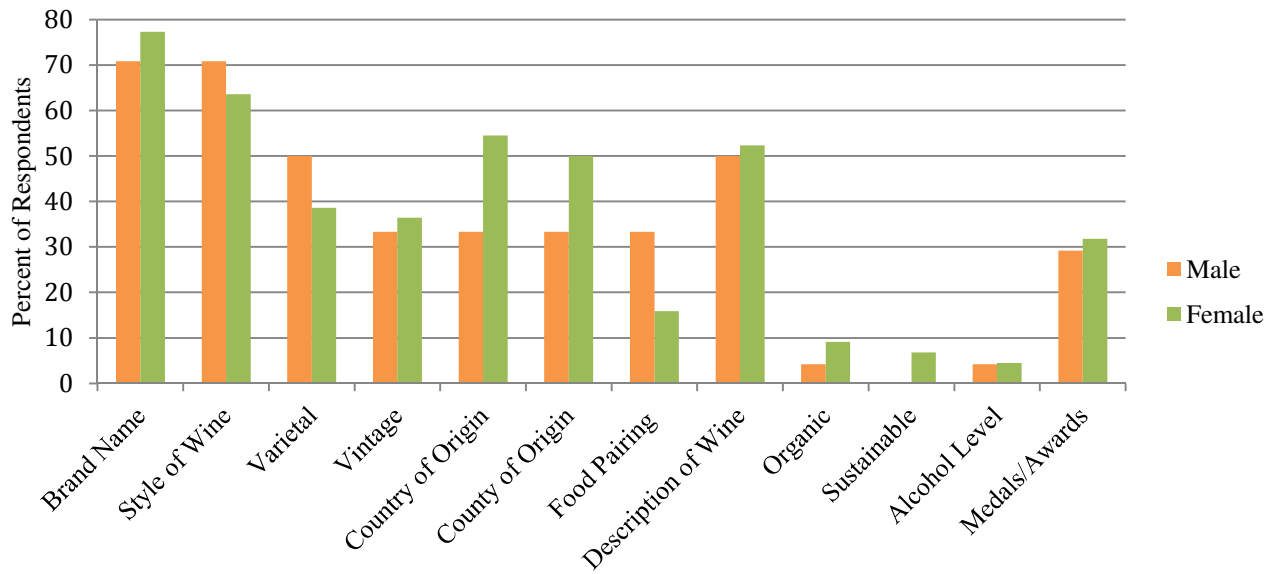
displays the percent of response breakdown.



Figure 4: Information Cues: Breakdown by Gender
Source: Lombardo, 2012

Respondents were asked which media outlets they use to get information about wine and

the wine industry. Females answered that they have used all of the outlets listed while males

have not used Yahoo, Facebook or Twitter to get information about wine. Friends and family

was the most answered by both males and females with wine industry magazines and food

magazines being second and third. Figure 4 displays the respondents' answers broken down by

gender.
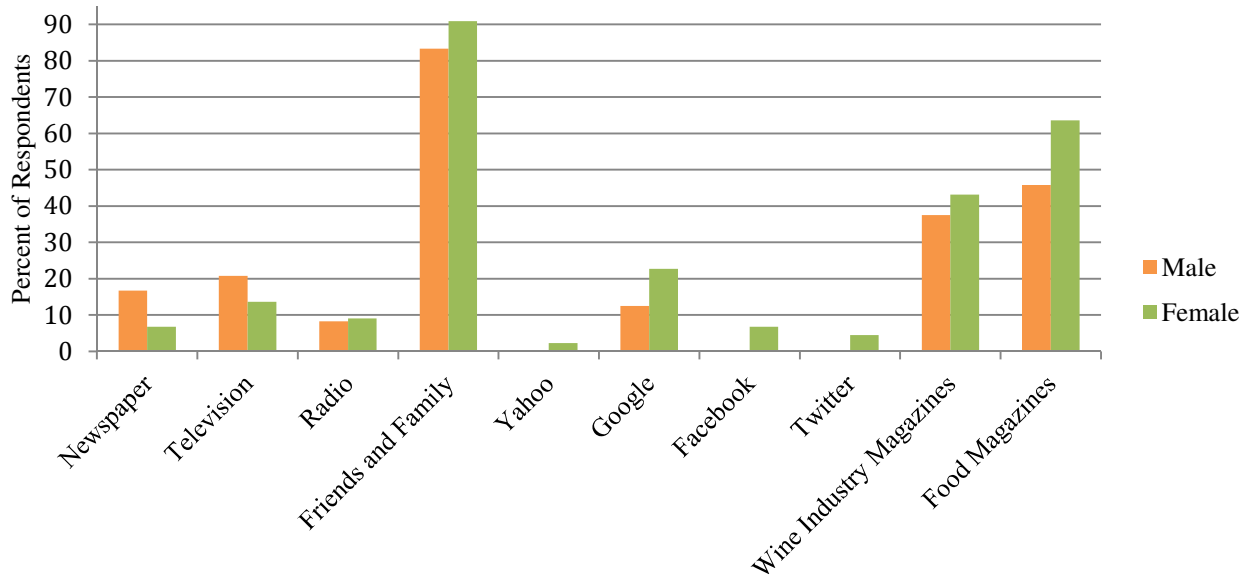
Figure 5: Media Outlets: Breakdown by Gender
Source: Lombardo, 2012

The following two questions were demographic to gain a better understanding of who the

respondents are. Figure 5 displays the breakdown of responses. Eighty-three percent of male

respondents are married while the remaining 16% are either living with a partner or single.

About 50% of males are married while 34% are single and 18% are living with a partner. None

of the respondents are widowed. Responses to this question proved to have a significant

difference with a p-value of 0.025.
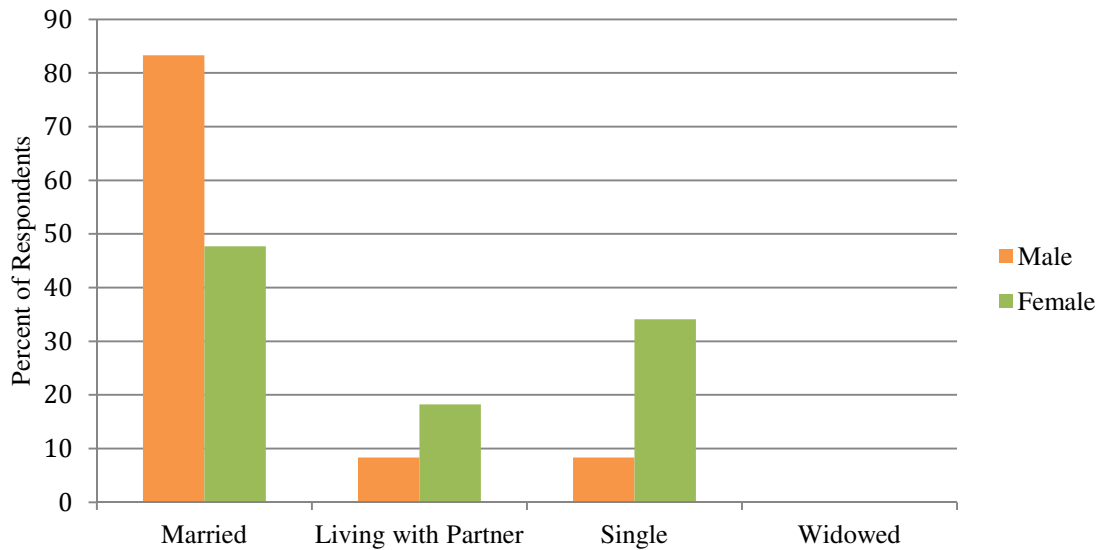
Figure 6: Marital Status: Breakdown by Gender
Source: Lombardo, 2012
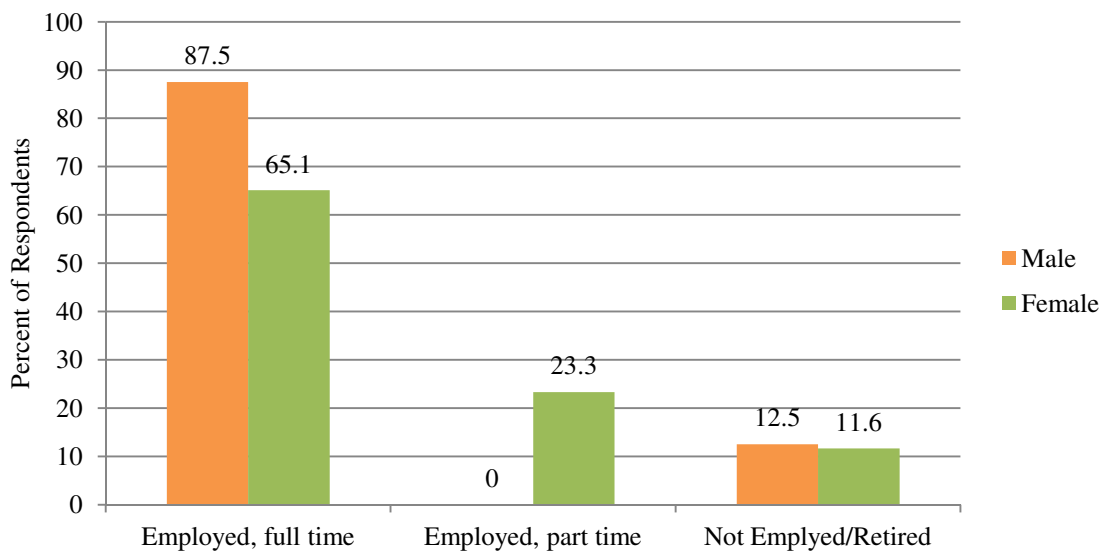


Figure 7: Employment Status: Breakdown by Gender
Source: Lombardo, 2012

Figure 6 displays employment status of respondents. The majority of respondents are all employed with the exception of about 13% of males and 11% of females being either not employed or retired. Almost 90% of males are employed full time and none are employed part time. Sixty-five percent of females are employed full time and about 23% are employed part time.

CHAPTER 5

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

<u>Summary</u>

The wine industry is a growing market with high competition as well as the adaptation of wine as more of a lifestyle rather than just an alcoholic beverage for consumers. This combination allows for an oversaturation of the market, leaving consumers overwhelmed with choices when purchasing wine. The wine label is the consumer's first impression of a wine and in turn, a marketer's initial chance to grab a consumer's attention. Characteristics of a wine label attract different types of consumers and their reaction to a label can lead to their purchase decision. It is the marketer's objective to make a particular wine bottle stand out against its competitors. One way to determine how consumers react differently to wine label cues, is to measure how men and women view these cues. This study was conducted to gain information about how the genders differ in what they look for on wine labels.

Based on the findings of this survey, it can be concluded that certain features and information cues are more significant than others. In terms of features, "is colorful" was the only

feature to have a significant difference between men and women. A wine label that "is unique" and "label from a well known brand" are considered extremely desirable and very desirable, respectively. In terms of information cues most looked for when purchasing a bottle of wine, "organic" was the only cue to have a significant difference among men and women. "Brand name" is considered to be the most looked for information cue by both genders while "style of wine" and "varietal" are second and third, respectively.

Friends and family are considered to be the source most used by both men and women when getting information about wine and the wine industry. The majority of both male and female respondents are married and employed full time, however a substantial amount of female respondents are single and no males are employed part time.

## Conclusions

Although the results of this survey do not fully coincide with previous research, the findings are still a good insight into how a particular group of consumers think about wine labels and how their purchasing decisions are affected. A wine label that is colorful and unique is still a top priority for consumers, both men and women, when looking at wine labels as well as a label that comes from a well-known brand. A conclusion can be drawn that consumers are more likely to purchase a wine with a brand they know or have heard of, paired with a colorful and unique label. Although this research states that there is not much statistical difference between men and women, previous research proves that this assumption is true.

<u>Recommendations</u>

To further expand on this research, a larger amount of surveys may be distributed to obtain a better sample of respondents. A question regarding specific labels and their features may also be presented to respondents. The initial sample size was specific to a certain group of individuals; therefore a wider demographical range of potential respondents may be addressed. The combination of online and in-person surveys may also allow for a broader perspective of responses.

# REFERENCES CITED

Atkin, T., L. Nowak and R. Garcia. 2007. "Women Wine Consumers: Information
Search and Retailing Implications." *International Journal of Wine Business
Research.* (19:4). pp. 327-339.

Barber, N., B.A. Almanza and J.R. Donovan. 2006. "Motivational Factors of Gender,
Income and Age on Selecting a Bottle of Wine." *International Journal of Wine
Marketing*. (18:3). pp.218-232.

Barber, N. and B.A. Almanza. 2006. "Influence of Wine Packaging on Consumers' Decision
to Purchase." *Journal of Foodservice Business Research.* (9:4) pp. 83-98.

Barber, N., J. Ismail, and D.C. Taylor. 2007. "Label Fluency and Consumer Self-Confidence."
*Journal of Wine Research.* (18:2) March. pp. 73-85.

Getz, D., R.Dowling, J. Carlsen and D. Anderson. 1999. "Critical Success Factors for
Wine Tourism." *International Journal of Wine Marketing.* (11:3) pp. 20-43.

Lattey, K.A., B.R. Bramley, I.L. Francis, M.J. Herdierich and S. Pretorius. 2007. "Wine Quality
and Consumer Preferences: Understanding Consumer Needs." *Wine Industry Journal.*
(22:1) January/February. pp. 31-39.

Lockshin, L. and T. Spawton. 2001. "Using Involvement and Brand Equity to Develop
a Wine Tourism Strategy." *International Journal of Wine Marketing.* (13:1) pp. 72-81.

Lombardo, C. 2012. "Gender Preferences in Wine Marketing Survey."

Lyons, Angela C., Brenda Cude, Frances C. Lawrence, and Michael Gutter. 2005.
"Conducting Research Online: Challenges Facing Researchers in Family and
Consumer Sciences." *Family and Consumer Sciences Research Journal.* (33:4)
June. pp. 341-356.

Mueller, S. and L. Lockshin. "How Important is Wine Packaging for Consumers? On the Reliability of Measuring Attribute Importance with Direct Verbal Versus Indirect Visual Methods." Paper presented at the 4th International Conference of the Academy of Wine Business Research Conference, Siena, July 17-19. 2008.

National Center for Education Statistics. 2010. "Family and Consumer Sciences/Human Sciences, General."

<http://nces.ed.gov/ipeds/cipcode/cipdetail.aspx?y=55&cipid=88328>

Raosoft. 2012. Sample Size Calculator. <http://www.raosoft.com/samplesize.html>

Wagner, P., J. Olsen and L. Thach. 2011. *Wine Marketing and Sales.* 2nd ed. San Francisco: The Wine Appreciation Guild. pp. 1-399.

Wright, K.B. 2005. "Researching Internet Based Populations: Advantages and Disadvantages of Online Survey Research, Online Questionnaire Authoring Software Packages, and Web Survey Services." *Journal of Computer-Mediated Communication.* (10:3) April. pp. 00.

APPENDIX 1

CONSUMER SURVEY

Gender Preferences in Wine Bottle Marketing
Respondent ID_____

1.     Which of the following ranges describes your age? **(Circle only one)**

      a.  21-24.……………………………………1
      b.  25-29.……………………………………2
      c.  30-34.……………………………………3
      d.  35-39.……………………………………4
      e.  40-49.……………………………………5
      f.  50-59.……………………………………6
      g.  60 or older.…………………………………7

*Terminate if younger than 21.*

2.     Which of the following alcoholic beverages have you purchased in the past year? **(Circle all that apply)**

      a.  Beer.………………………………………....1
      b.  Wine.…………………………………....…2
      c.  Sparkling Wine.………………………..…3
      d.  Mixed Drinks.……………………………..4
      e.  Other.………………………………………...5

*Terminate if wine is not chosen.*

3.     Approximately how many bottles of wine do you typically buy per month? _____

4.     When purchasing a bottle of wine, for home consumption or a party, how important is the appearance of the label in your purchase decision?

Extremely Important.………………………...5

Very Important.………………………………...4

Somewhat Important.…………………….....…3

Slightly Important.…………………………....2

Not at all Important.…………………………..1

5. The following is a list of features people may look for in labels when purchasing wines. Please indicate the desirability of each feature of the label to you when you purchase wine by indicating a number from one to five where:

5 = Extremely Desirable
4 = Very Desirable
3 = Somewhat Desirable
2 = Slightly Desirable
1 = Not At All Desirable

| *Label Characteristic* | Extremely Desirable | Very Desirable | Somewhat Desirable | Slightly Desirable | Not at all Desirable |
|---|---|---|---|---|---|
| a. Is simple………………………………… | 5 | 4 | 3 | 2 | 1 |
| b. Is colorful ………………………………… | 5 | 4 | 3 | 2 | 1 |
| c. Looks sophisticated ……………………… | 5 | 4 | 3 | 2 | 1 |
| d. Is stylish ……………………………... | 5 | 4 | 3 | 2 | 1 |
| e. Clever…………………………………… | 5 | 4 | 3 | 2 | 1 |
| f. Has an animal on it…………………………... | 5 | 4 | 3 | 2 | 1 |
| g. Looks cartoonish…………………………... | 5 | 4 | 3 | 2 | 1 |
| h. Is unique………………………………... | 5 | 4 | 3 | 2 | 1 |
| i. Is interesting ………………………………… | 5 | 4 | 3 | 2 | 1 |
| j. Is elegant ……………………………….. | 5 | 4 | 3 | 2 | 1 |
| k. Has subtle color…………………………… | 5 | 4 | 3 | 2 | 1 |
| l. Is eye catching……………………………... | 5 | 4 | 3 | 2 | 1 |
| m Is attractive ……………………………….. | 5 | 4 | 3 | 2 | 1 |
| n. Is artistic………………………………... | 5 | 4 | 3 | 2 | 1 |
| o. Creative label……………………………… | 5 | 4 | 3 | 2 | 1 |
| p. Is romantic………………………………… | 5 | 4 | 3 | 2 | 1 |
| q. Label from a well-known brand ………….. | 5 | 4 | 3 | 2 | 1 |
| r. Does **not** contain a picture………………… | 5 | 4 | 3 | 2 | 1 |
| s. Looks like it is fun to drink……………….. | 5 | 4 | 3 | 2 | 1 |

6. When purchasing a bottle of wine, which of the following information cues do you look for?

    a. Brand Name……………1

    b. Style of Wine…………..2

    c. Varietal………………...3

       d. Vintage………………..4

       e. Country of Origin, if International Wine…….5

       f. County of Origin, if Domestic Wine…………6

       g. Food Pairing……………7

       h. Description of Wine……8

       i. Organic………………….9

       j. Sustainable………………10

       k. Alcohol Level…………..11

       l. Medals/Awards…………12


7. Which of the following do you use to get information about wine and the wine industry?

       **(Circle all that apply)**

       a. Newspaper…………………………....…1

       b. Television……………….…….…..2

       c. Radio……………………………...….3

       d. Friends and Family………………...…4

       e. Yahoo………………….……..5

       f. Google……………………………...…6

       g. Facebook………………….…..…..7

       h. Twitter…………………….......…...8

       i. Wine Industry Magazines………………..9

       j. Food Magazines………………………….10


8. Are you?

       a. Male……………...…1

       b. Female………………..2


9. Are you?

       a. Married………………1

       b. Living with Partner…...2

       c. Single……………...…3

       d. Widowed……………..4

10. Are you?

        a. Employed, full time………………….....….1

        b. Employed, part time………………………..2

        c. Not Employed/Retired……………………...3