Motivational Factors of Gender, Income and Age on Selecting a Bottle of Wine

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Marketing theory defines a product as a collection of benefits that satisfy a consumer’s requirement. For a wine product the packaging consists of a number of interrelated components such as grape varietal, winemaker’s skills and the presentation of the wine package (bottle shape, color, style of closure, label design and information). There is no question these characteristics influence consumers and help spark interest on a crowded retail.

Consumers want to form their own impression of a wine by going to a retail shop and reading the labels instead of seeking guidance through special wine journals or wine magazines. Because the front label is the first line of communication to entice the consumer, it is therefore extremely important that the characteristics appearing on the label are visually attractive to stand out on the retail shelf. Consumers will shop with their eyes and most wine producers accept that. In a recent study it was found that the colors, image/picture and logo used in wine packaging are ranked higher by females as important considerations when deciding on a wine purchase.

To explore the attributes of wine packaging that are enticing to consumers and the influence of age, gender and income on the wine buying decision. To evaluate how wine packaging interplays with age, gender and income to influence consumers’ decision to purchase. A self-administered questionnaire with closed-ended and five-point Likert type scale questions was conducted in the State of Connecticut at two retail shops and five wineries. The questionnaire was pilot-tested at a local retail wine store in Connecticut to ensure reliability and clarity of the questions.

Results showed that label design and bottle closures were important to respondents and that self confidence was a significant factor for age and gender, with females and respondents between 31 and 40 years of age more concerned about making a wine buying decision. This paper fulfills an identified need by offering practical advice to wine producers on the necessity to understand what packaging characteristics or cues are important to consumers and to focus their marketing efforts towards simple wine packaging and label designs.