Bottled Wine Labels: Segmentation and Preferences for Attributes of Design, Color and Form in Santiago, Chile

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In the context of high competition between the wineries, the pursuit of differentiation valued by the customer is a basic order to stay successful in the market or enter new markets. The label, as an introduction of a wine, is increasingly influential in purchasing decisions of consumers and therefore the efforts being made up wineries updating and modernizing the extrinsic component of a wine. For this reason, the main objective of this research was to generate consumer level knowledge about the perception of different attributes of the wine labels such as design, color and shape. The main source of information was a survey with closed-type questions (selection of options and scales of measurement). Before applying massively the survey, we conducted a pretest to 15 people. Subsequently, we applied a random probability sample comprised 400 consumers belonging to the town of Maipú (NC = 95.5%, e = 5.0%), which is one of the communes that records as many people and also has a distribution similar socioeconomic strata to Santiago as a whole, which allows an approximation to the overall behavior of consumers living in the capital of Chile.

The requirements, prior to survey, consumers were: being over 18 years and declare to drink regular or occasional bottled wine. Subsequently analyzed by descriptive statistical information for the variables related to descriptive aspects of consumption, sociodemographic characteristics and multivariate methods were used, namely principal component analysis in combination with hierarchical cluster analysis to classify consumers and conjoint analysis to assess consumer preferences. The main results of this research have identified three market segments according to attitudes toward the label of a wine. The segments identified were designated: aspirational (39.5%), traditional (31.8%) and Informed (23.0%). Also detected a fourth group of consumers, which represented 5.7% of the sample and analyze non-po was chosen because the statistical error was 5.0%, which could imply the absence of this segment also detected in the segments "aspirational" and "traditional" dominant frequency of use is casual, a situation that continues in the frequency of purchase, but appears in second place with about 1 / 3 of participation in each segment, the monthly purchase rate, which could be attached to the family monthly grocery shopping. Another interesting result corresponds to the attributes that consumers consider when purchasing, which is relatively similar in all 3 segments identified and crews is to: trademark, grape variety and price, attributes that are in line with business strategies countries of the New World wine producer. In terms of preferences for labels, it is concluded that, as the orange color is strongly rejected by consumers, while colors like white and beige are preferred by segments being 'aspirational' or 'traditional'. As for shapes, the circular segment is preferred by the 'traditional.'