Consumer Perception on Wine’s Label and Degree of Design Typicality: Are there Visual Neuro-Cognitive Differences on what Consumers Look on Wine Labels?

LOPES-CARDOSO Jorge, BOURLIATAUX-LAJOINIE Stéphane, TRINQUECOSTE Jean-François
Université de Bordeaux, FR
jhcardoso@me.com, bourliataux@univ-tours.fr, trinquec@u-bordeaux4.fr

Many studies have been done on how a product’s image and design can influence a customer’s perception and preference towards a range of products. However, many aspects remain unclear how the consumer’s perception is processed and which elements or factors truly influence a person to choose a product over another. Although this research certainly doesn’t intend to bring all the answers for these questions, it could help to explore further and gather more information about how consumers tend to process information when looking at a product, particularly in this case, wine labels.

This initial exploratory research uses the eyetracking technology to study the influence of product’s image on the consumer’s perception and gain a better understanding on what consumers look when seen a wine label. It explores possible cognitive differences in perception and preference of wine label among consumers in order to elucidate some of the cognitive process and variables that seems to influence a customer’s perception, preference and intention purchase.

It looks like that cognitive attention and perception of wine labels may have small difference between men and women. Men would tend to focus a little more on the information and women a little more on the design / aesthetical harmony as a whole. Also, when presenting three different wine labels, one with (a) classical / typical, (b) moderately atypical and (c) atypical design, subjects paid greater attention to the moderately atypical design. The visual response given to the atypical design didn’t translate into willingness from part of the subjects in paying a higher amount for that wine. Intriguing responses were found between novices / wine amateurs and, so called “wine-experts”, when confronted to some label information / design aspects.

The challenge with the information provided by the findings of this study in managerial terms would be how to address a different range of public with different demands and expectation when wineries have only one wine label to market their product. In other words, the challenge for marketing would be how address all these different wine public in one label or to use a segmentation strategy to better differentiate.

Keywords: Categorization, Eye Tracking, NeuroMarketing, Wine