REPRESENTATIONS OF WINE
AND DEGREE OF IMPLICATION OF THE CONSUMER

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Research question: Do the representations of wine depend on the implication of consumers?

THE CONCEPT OF CONSUMER’S IMPLICATION:

The implication of the consumer measures the relationship between the consumer and a product (wine):
- Importance and interest in wine
- Pleasure of buying and drinking wine

PREVIOUS WORKS: The wine market segmentation in France
D’Hauteville (MOISA, Montpellier, 2005)

THE CONCEPT OF IMPLICATION:
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The classic demographic criteria (age, sexe, income) are insufficient to target the advertising on wine, which is:
- to seduce the consumer, to give him desire
- to convey new opportunities to consume
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   - to convey new opportunities to consume

2- Two psychological factors, implication and values, also play an important role, specially because they take better account of lifestyles.

3- The implication of the wine consumer influences his buying behavior:
   - Criteria for selection
   - Product identification
   - Purchase price and place

Does the implication also influence the representations of wine?

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THE MENTAL REPRESENTATIONS consist in producing symbols which replace the object represented

APPLICATION TO MARKETING:
- The representations are leading the consumer’s choices
- The representations are symbolics expectations

Knowing representations allows to target advertising

The representations are evident in speeches (and behaviors)

That is why we made an exploratory survey
THE EXPLORATORY SURVEY

Objectives:
1- To measure the implication of the wine consumers
2- To identify their representations of wine
3- To look for differences between implicated and not implicated consumers

145 individual interviews of 40 minutes (in average)
Conducted in 2007 by 10 students (ingenieurs) after specific training
Sampling by the quota method with 4 criteria: age, sexe, income, implication (a priori)

Questionnaire in 2 parts:
- 9 quantitative questions to calculate a score of implication
- 14 projectives tests to identify the representations of wine

SCORES OF IMPLICATION

Sources of information
- System of wine identification
- Purchase place
- Prices accepted
- Interest in tasting course
- Knowledge on wine

The 145 consumers interviewed

Not implicated 64%
Implicated 36%

16.4

18.0
16.0
14.0
12.0
10.0
8.0
6.0
4.0
2.0
0.0
When you tell you WINE, what do you think now?

- To drink, drinking: 13%
- Pleasure: 13%
- Meal, gastronomy: 12%
- To party, friendly: 12%
- Red: 10%
- Alcohol: 10%
- A label of origin: 8%
- Battle, glass: 8%
- Grape, winegrape: 0%

Other responses: 8%

When you drink a glass of good wine, you:

- I taste it: 21%
- I take pleasure: 19%
- It's divine: 18%

SOME OTHER RESULTS:

Comparison between the implicated and not implicated consumers:

- To drink, drinking: 16% (N=0.22)
- Pleasure: 17% (N=0.18)
- Meal, gastronomy: 12%
- To party, friendly: 13%
- Red: 13%
- Alcohol: 10%
- A label of origin: 10%
- Battle, glass: 10%
- Grape, winegrape: 4%

Terroir
- Ground, soil: 31% (N=0.22)
- Countryside: 27% (N=0.26)

A quality wine
- A good taste: 61% (N=0.22)
- Gives pleasure: 23% (N=0.23)
- Terroir: 19% (N=0.19)

Non-drinker of wine
- Sad: 35% (N=0.28)
The differences in representations between implicated and not implicated consumers are not very significant, but also significant than age, sexe, income.

### CONCLUSION

Advertisement designing for the promotion of bordeaux wines taking into account of differences in representations.

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<td>Implicated consumers</td>
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Two different messages in representations in behavior (Most of all)