Wine label design as a strategic tool to attract consumers
A marketing study on Sicilian wine product’ positioning

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Among the elements that play an important role for wine, packaging and labeling are some the marketing tools more attention from companies

Communicate with images and colors on the label, all you need to recognize the wine, can represent for the consumer, the distinguishing element in the marketplace
Certainly, it isn’t easy to hold everything in a label what a company really wants to convey to consumer, but we should build up, the identity of wine through a label.

Label is mainly our resource to catch the consumer’s interest and curiosity

Make a good packaging, means for the company, go to create a correctly market positioning
Label can convey to consumer the high quality of the wine, justifying, in this case, the likely high cost of it.

Moreover label will have to amaze consumer through its images and colors.

Label has a very important role for the success of a company because it represents (in the most of cases) the only tool can transmit a message to consumer.
The objective of this research is to verify how much important label is for the producer and in which way it can influence consumer’s choice.

We have submitted a sample of consumers, with three different levels of wine experience, different type of Sicilian wines labeling, previously selected and classified into four different categories.

Then, the consumers were asked to indicate, first about the visual effect of labels, second, their available cash to buy that bottle of wine and, a last point, about the special events they would buy it for.
Survey Methodology approach

- We have selected 40 labels of Sicilian wines, making a list of them into four different types (10 labels each) to know the consumer through labelling is able to identify the wine and the company; and also to verify the efficacy and the efficiency of the companies’ core values in the market.
Our sample consisted of 72 consumers belonged to three different categories such as:

- experts
- connoisseurs
- beginners

Labels were chosen selecting Sicilian wine cellars, according to the mission to the core values and their strategic positions.
The four different categories of labelling were selected through elements by which you can identify the core value of the companies:

- Classic label
- Classic/modern label
- Label with a reference to the territory
- Label with a modern design
- **Classic Label**: It refers to a group of companies that have been working on Sicilian territory for generations and that have been taking over a market for so long, adapting their wines to the shifting demand and consumer's taste.

- This type of labels are always simple with a brand or the name of the wine highlighted in classic letters, a white background with a bright color all the same.
Classic /modern label: this type of label is used by companies that haven’t been working for so long but, in spite of it, they can rely on a steady market place. Such companies have been also able to get a role abroad producing every year a huge quantity of bottles of wine obtaining a high turnover.

This type of labels are classic for their shape and their general outline, they have some modern elements: strong colors in the background; the brand or the name of the wine must be always highlighted and written in modern letters with contrasting colors, often adorned by some little drawing or sketch.
Labels with reference to the territory: this type of labels are used by firms that have been working for century in a territory, in this case they take over noble estates and they survive thanks to the rate wine production and the activity of farm holidays -their aim is to maintain the link to the territory with the passing of time. It’s worth saying that this last aspect enjoys a high appeal in the world of wine.

Such labels point out the image of a territory or vineyard or the ancient rural structure. They also look like the traditional labels of the famous French wines.
Modern designed labels: this category is used by young producers that have been working on a market place recently. Some of these firms are run by women. This kind of firm tries to show its peculiarity in the forefront wine production.

Labels are the result of a hard work mainly of marketing: they present a more refined design both in the use of colors and in the image they want to convey and, they are often characterized by abstract drawings that go beyond the classic standards of wines' labels.
Consumers have been interviewed through a questionnaire structured into two sections:

The first section aims at creating consumer’s profile.

The second one consists of four labels. Each consumer was asked to identify the category, the aesthetic element that amazed him most, the price the consumer would have paid for that wine (chosen among three included the selling price) and about the special events he would have chosen it for.
To know how much brand influence in purchasing decision, we decided to make a survey to 50% of the sample, using a questionnaire showing labels with brand, and the rest of sample, we showed labels without brands, in order to compare the answers of two different groups of consumers.
It was calculated Paerson’s contingency coefficient to measure the correlation between prices given to the labels and the categories they belong to.

- Afterwards, we made a comparison, through Spearman’s coefficient, between the degree of consumer’s preferences relating to prices and the producer’s ones in order to check and test the concordance in the positioning.

- Then, we studied the concordance between the level of preference of prices and that related to the aesthetic aspect of labels for categories.
The results:
The consumer’s profile.

Most of our consumers are men, with a high level of education and for the 67% they are influenced by label in the purchasing process.
Labels and the positioning process

- In order to detect some connection between the attribution of prices and the four categories of the selected labels, we applied the C Paerson’s coefficient.

- The coefficient analyzed through brand and without it, highlights a low correlation between the price given to a wine and the labels’ categories, since, the factors that influence consumer’s choice, are linked to the aesthetic aspect of each label.

- If we make a close connection among prices with brand and without brand, we can see that, through a brand, consumer is less influenced by the aesthetic aspect because he’s attracted most by the fame of the wine itself ( according to Spearman’s application).
The ρ Spearman’s coefficient has been applied to study the effect of the cellars positioning on the basis on the price of wines, on the consumer target, and labelling.

In the first case, a comparison was made between the different labels’ prices degree given by consumers and the producers, showing the brand or hiding it.

The ρ coefficient shows that there’s a high level of concordance between consumers and producers (ρ corresponds to 100% with brand and ρ 80% without brand) pointing out, that labels chosen by producers perfectly reflect their objective market.
Afterwards, a comparison was made between different classes of price given by consumers with their opinions on the aesthetic aspect of labels, to verify the effect of a brand on judging the aesthetic aspect of the label, that represents the company core values, or evaluating the prices that reflect the quality of the wine.

The $\rho$ index highlights a high concordance ($\rho$ corresponds to 80%) when we showed the name of the producer and $\rho$ 20% when we hid him.
Price is given to labels regardless of their aesthetic aspect, it is a factor related to the quality of wine.

It was noted that higher prices were given to labels with reference to the territory. That have been identified for high quality of wine, even if they aren't successful for their aesthetic aspect.

This trend is most marked when consumer doesn't know the brand, because in this case, he joins tradition and quality of the product.
Finally, through a test on consumer’s will, when they buy a wine in relation to the consumption, it comes out that:

 Tradition is always a strong element that makes a hit with consumer, because it’s rationally associated even to the tradition of the viticulture sector, and a wine is chosen for a special event, such as a present, or to enjoy it with friends.

 On the contrary, innovative label, although it reflects a high degree of consciousness about research and expensive company’s investment plans, leads a consumer to choose a certain product firstly for a domestic consumption in order to know better its quality, and then, to enjoy it with friends.
Conclusions

- The results highlight some peculiarity related to the role of labels in selling a wine, for instance, how much they are useful to attract consumer preference.

- When a consumer recognizes in a label the company's brand, there's a weak connection with the price asked for a specific bottle of wine, because consumer is mostly influenced by the fame of the wine or by the producing wine cellar.
Spearman shows that there’s a connection between prices given by consumers and the producers’ ones, proving the ability of a company in detecting its objective market and, this concordance, seems complete when consumer recognizes the brand on the label.

As a result, producers are self conscious about their own choices in the positioning process, and referring to the preferences given to labels in relation to the consumption process, labels reflect the core values of a company as a whole.
Thanks you