Motivational Factors of Gender, Income and Age on Selecting a Bottle of Wine – A U.S. Study

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Introduction

Wine Consumption Patterns in the United States - Wine Institute 2005 & Saad 1995-2005 dramatic increase

TOTAL GENDER AGE
Wine 39% Females 47% 30+
Beer 36% Males 25%
Liquor 21% 21-29

IMPLICATIONS FOR MARKETING?

Introduction

Marketing Definition of Product: a collection of benefits that satisfy a consumer’s requirement.

Wine as a product:
Country of Origin
Grape varietal
Winemaker’s skill/reputation
Brand Name
Logo/Symbol
Price
Packaging: Container material, bottle shape, bottle color, closure, label design, label information

Factors Influencing Decision Process

Consumer’s experience
Consumer’s knowledge
Advertising
Family and friends
Retail employee assistance
Wine journals and magazines

Methodology

Four variables were created for the hypotheses, based on the average for the characteristics evaluated for each area:

1. A variable for the overall bottle packaging preference
2. A variable for the overall back label preference
3. A variable for the overall front label preference
4. A variable for the overall wine packaging preference

Hypotheses one, two and three used the overall wine packaging preference variable. Hypothesis four used the overall front label preference variable.

Methodology

A self-administered questionnaire contained:
1. socio-demographic characteristics: age, gender and income level
2. consumer behavior activities: frequency of use, type of information sources
3. psychographic information: opinions, motivations, attitudes

The questionnaire used closed-ended, five-point Likert type scale questions with 1 = strongly disagree to 5 = strongly agree.

Data collection conducted in the State of Connecticut.
Selection of 2 of 500 retail wine/spirit stores.
Selection of 5 of 15 wineries.
1,000 questionnaires distributed

Results by Demographic Profile

Hypotheses

H1: Women are more likely than men to be influenced by the wine packaging when selecting a bottle of wine.
H2: Respondents under 30 years of age are more likely than other age groups to be influenced by the wine packaging when selecting a bottle of wine.
H3: Respondents earning less than $50,000 per year are more likely to be influenced by the wine packaging than others earning $50,000 and greater per year when making a wine purchase decision.
H4: Women are more likely than men to be influenced by the front label when selecting a bottle of wine.
CONCLUSION

2012

“The U.S. wine market continues to grow, despite the U.S. economic downturn and slow recovery...increasing by 4.7% in 2011, a rate not seen since 2006.”

“Although American wine drinkers consume much less wine than many other countries on a per capita basis, the U.S. is now ahead of France and Italy in the volume of table wine consumed, is also the number one market for wine sales when measured in dollars...and has increased to 291 million cases in 2011.” (Wine Market Council 2011 Consumer Tracking Study)

Any Questions?

Thank You.

RESULTS

H1: Women are more likely than men to be influenced by the wine packaging when selecting a bottle of wine.

No difference overall bottle packaging, back label or front label.

Differences noted: food and wine pairing information on back label 3.6 213.8 3.8 overall mean

H2: Respondents under 30 years of age are more likely than other age groups to be influenced by the wine packaging when selecting a bottle of wine.

No difference overall bottle packaging, back label or front label.

Differences noted: food and wine pairing information on back label 3.6 213.4 overall mean

H3: Respondents earning less than $50,000 per year in annual income are more likely to be influenced by the wine packaging than others earning $50,000 and greater per year when making a wine purchase decision.

No differences overall bottle packaging, back label or front label.

Differences noted: food and wine pairing information on back label 3.9 $35-$49,999 3.4 overall mean

H4: Women are more likely than men to be influenced by the front label when selecting a bottle of wine.

No differences overall bottle packaging, back label or front label.

Differences noted: front label image, picture or logo 3.4 female 2.9 male

CONCLUSION

How to capture the consumers’ attention?

While the results showed no significant differences between male and female overall preference for bottle packaging, back label and front label, two elements of each were considered important by both genders:

- Bottle Packaging: cork closures versus screw top closures
- Back Label: style of the wine (Isle, unny), description of the wine, winery information, grape variety, food and wine pairings
- Front Label: country of origin, vintage, brand name, grape variety.

Subtle differences worth noting in the female population (larger % of wine consumers and increasing income levels):

- Bottle Packaging: wax seals indicate quality/freshness, foil covering indicates quality
- Front Label: image, picture or logo, color

Table 3- cont’d B

<table>
<thead>
<tr>
<th>Mean Score</th>
<th>0-29</th>
<th>30-39</th>
<th>40-49</th>
<th>50-59</th>
<th>60-69</th>
<th>70-79</th>
<th>80-89</th>
<th>90+</th>
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<tbody>
<tr>
<td>Income</td>
<td>1st</td>
<td>2nd</td>
<td>3rd</td>
<td>4th</td>
<td>5th</td>
<td>6th</td>
<td>7th</td>
<td>8th</td>
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<tr>
<td>$35,000 - 44,999</td>
<td>3.0 male</td>
<td>3.1 female</td>
<td>3.1 male</td>
<td>3.2 male</td>
<td>3.3 female</td>
<td>3.3 male</td>
<td>3.3 female</td>
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</tr>
<tr>
<td>$50,000 - 69,999</td>
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<td>3.7 overall mean</td>
<td>3.7 overall mean</td>
<td>3.8 overall mean</td>
<td>3.9 overall mean</td>
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<tr>
<td>$100,000 plus</td>
<td>3.3 female</td>
<td>3.4 overall mean</td>
<td>3.4 female</td>
<td>3.5 female</td>
<td>3.5 female</td>
<td>3.6 overall mean</td>
<td>3.7 overall mean</td>
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Table 2- Specific Characterization of Wine Packaging by Gender and Age

<table>
<thead>
<tr>
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<th>0-29</th>
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<th>50-59</th>
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<th>70-79</th>
<th>80-89</th>
<th>90+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
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<td>2nd</td>
<td>3rd</td>
<td>4th</td>
<td>5th</td>
<td>6th</td>
<td>7th</td>
<td>8th</td>
</tr>
<tr>
<td>Male</td>
<td>3.1 male</td>
<td>3.1 female</td>
<td>3.1 male</td>
<td>3.2 male</td>
<td>3.3 female</td>
<td>3.3 male</td>
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<tr>
<td>Female</td>
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<td>3.4 overall mean</td>
<td>3.4 female</td>
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<td>3.6 overall mean</td>
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