Experiential consumption and interactive labelling of wine

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This research was carried out within the framework of a project called Géowine (Part 1)

Our objective in Géowine:
Identifying the information needed by consumers after the purchase of wine to increase their degree of satisfaction.

Theoretical framework: Experiential consumption (Part 2)

1- The GEOWINE project (Toulouse, 2008-2011)

Technological stage:
Developing a system of geotracability (placed on the bottle label) to certify the geographical origin of the wine and to fight forgeries

Hypotheses
1- Wine is the experiential good archetype (Part 3)
2- Experience is a joint construction (Part 4)

Verified by a survey: The need for post-purchase wine information (Part 5)
1- The GEOWINE project (Toulouse, 2008-2011)

- **Technological stage**: Developing a system of geotracability (placed on the bottle label) to certify the geographical origin of the wine and to fight forgeries.

- **Marketing stage**: Developing interactive labelling, leading to further information likely to interest the consumer.
  - Accessible via a datamatrix code on a mobile phone.
  - Available on the winegrower’s website.

2- Theoretical framework: Experiential consumption

The best way of analysing post-purchase information needs.

The wine purchasing process includes:

- **Appearance of a need**
- **Seeking and treating information**
- **Purchase decision**
- **Product consumption**
- **Purchase evaluation**

2 first criteria before choosing:
- Region of origin (49%)
- Price (43%)

Price: 6.80 €
Consumers are not only consumers: they are in search of sense and hedonist profits supplied by the consumption experience.

Consumption is not only for utility but also for experience.

Wine is the experiential good archetype:
- a complex and interesting product
- a double source of pleasure: tasting and conviviality
- a lifestyle, an emblem of gastronomy
- a symbolic product offering many representations
4- Experience is a joint construction

... lived by consumers

EXPERIENCE

Information from Internet

... activated by winegrowers

5- The survey: Need for post-purchase wine information (1)

Survey: 502 French wine consumers

5- The survey: Need for post-purchase wine information (2)

Which information?

<table>
<thead>
<tr>
<th>Information</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ideas to harmonize wines and dishes</td>
<td>67%</td>
</tr>
<tr>
<td>Advice about conserving the wine</td>
<td>65%</td>
</tr>
<tr>
<td>Guarantees about the wine origin</td>
<td>63%</td>
</tr>
<tr>
<td>Lifestory and style of the winegrower</td>
<td>61%</td>
</tr>
<tr>
<td>Wineyard and cellar photos</td>
<td>60%</td>
</tr>
<tr>
<td>Tasting comments</td>
<td>58%</td>
</tr>
<tr>
<td>How is the vineyard cultivated?</td>
<td>48%</td>
</tr>
<tr>
<td>How is the wine elaborated?</td>
<td>46%</td>
</tr>
<tr>
<td>Opinions of other consumers</td>
<td>35%</td>
</tr>
<tr>
<td>Ecological impacts</td>
<td>34%</td>
</tr>
<tr>
<td>Effects on health</td>
<td>26%</td>
</tr>
</tbody>
</table>

5- The survey: Need for post-purchase wine information (3)

Is it necessary to have technical knowledge to appreciate a wine?

<table>
<thead>
<tr>
<th>Knowledge Necessary</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>42%</td>
</tr>
<tr>
<td>No</td>
<td>58%</td>
</tr>
</tbody>
</table>
**5- The survey : Need for post-purchase wine information (3)**

*How do you judge yourself the level of your wine knowledges?*

- Excellent: 13%
- Good: 18%
- Average: 31%
- Weak: 39%

**5- The survey : Need for post-purchase wine information (4)**

*When you have dinner with guests, do you speak together about the wine?*

- Often: 37%
- Sometimes: 49%
- Never: 14%

**5- The survey : Need for post-purchase wine information (4)**

*According to you, are wine forgeries frequent?*

- No-existent: 8%
- Rare: 38%
- Rather frequent: 34%
- Very frequent: 21%

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**CONCLUSION**

- Wine consumption offers numerous experiences:
  - Sharing of a passion,
  - Pleasure to taste,
  - Cultural enrichment
Wine consumption offers numerous experiences:
- sharing of a passion,
- pleasure to taste,
- cultural enrichment

But, we now have to characterize the 25% of consumers who need more post-purchase information on wines.

The production of experiences requires a rich interactive information system.

Wine cannot just enumerate its attributes. It has to tell a story.