The moderate effect of wine knowledge and involvement on consumer self-confidence and loyalty intentions:
The case of the use of a SST in supermarkets

Introduction
- More than 70% of the off-trade wine distribution in France is done through supermarkets.
  - very often the consumer is alone to purchase wine and has difficulty to choose efficiently wine.
  - For many consumers, buying a bottle of wine in a supermarket is a difficult task.
- Barber, Almanza and Dodd (2008) examine how involvement and consumer self-confidence have an impact on wine purchasing via information cues described on packaging.
  ➔ In this paper, we want to study the moderate effect of wine knowledge and wine involvement on consumer self-confidence and loyalty intentions.

Conceptual framework
- **Wine knowledge** refers to product knowledge which has 2 dimensions (Brucks, 1985): objective and subjective knowledge.
- **Involvement** is defined as an enduring level of personal importance and interest evoked by a product of a product category (Zaichowsky, 1994).
- **Self-Service Technology (SST)** is defined as technological interfaces enabling customers to use a service independent of direct service-employee involvement (Meuter et al., 2000).
- **Consumer Self-Confidence (CSC)** is associated with peoples’ perceptions of their product knowledge (Bearden, Hardesty, and Rose, 2001).
- **Customer loyalty** is "a deeply held commitment to rebuy or repatronize a preferred product or service consistently in the future, despite situational influences and marketing efforts having the potential to cause switching behaviour" (Oliver, 1997, p. 392).

In this article, we focus on **customer loyalty intentions**, which are defined as "an individual's intention to recommend a retailer, visit that retailer’ shop, and purchase from it in the future" (Mathwick, 2002).
Methodology

- Data were collected in a French supermarket who has implemented a SST helping wine consumers purchasing wine.
- 470 respondents filled out our questionnaire (50% of respondents that have used “Max le sommelier” and 50% that have not used “Max le sommelier”).
- The questionnaire includes a measure of subjective knowledge based on Bruck (1985), involvement based on the Personal Involvement Inventory (Zaichkowsky, 1994), Consumer Self-Confidence based on Bearden et al. (2001) and a measure of loyalty intentions adapted from Mathwick (2002).

Main results

Unidimensionality, reliability and validity of the scales

**Wine subjective knowledge**
- Comparatively to experts, how do you qualify your wine knowledge? 0.875
- Comparatively to close relations, how do you qualify your wine knowledge? 0.875
- Variance explained 76.60
- Convergent validity 0.77
- Rho of Jöreskog 0.97

**Wine involvement**
- Wine buying is more or less interesting? 0.844
- Wine buying is more or less boring? 0.831
- Wine buying is more or less pleasant? 0.794
- Wine buying is more or less important? 0.659
- Wine buying is more or less personal? 0.656
- Wine buying is more or less special? 0.641
- Variance explained 55.20
- Convergent validity 0.55
- Rho of Jöreskog 0.88

**Consumer Self-confidence**
- I know where to find the information I need prior to make a purchase 0.844
- I know where to look to find the product information I need 0.822
- I know where to find the information I need prior to make a purchase 0.817
- My friends are impressed with my ability to make satisfying purchases 0.699
- My friends are impressed with my ability to give good advices 0.684
- Variance explained 60.30
- Convergent validity 0.60
- Rho of Jöreskog 0.88

**Loyalty intentions**
- Would you speak about your wine purchase experience to your close relations? 0.744
- Would you buy wine on this store again in the future? 0.744
- Variance explained 55.40
- Convergent validity 0.55
- Rho of Jöreskog 0.71

Univariate effects

- Figure 1: the effect of subjective knowledge on consumer self-confidence (F 20,589 P=0.00 eta²=0.05)
- Figure 2: the effect of involvement on consumer self-confidence (F 10,663P=0.00 eta²=0.02) and loyalty intentions (F 16,440P=0.00 eta²=0.05)
Main results

Interaction effects

Figure 3: The interaction of subjective knowledge and SST use on consumer self-confidence
(F 4.150; P=0.020)

We demonstrate the moderating effect of wine subjective knowledge and wine involvement on consumer self-confidence.

These results are consistent with Barber, Taylor and Dodd (2009).

However, the use of the SST by novice consumers contributes to decrease their self-confidence.

→ This research doesn't evaluate the performance of SST in terms of cognitive effort and resources needed, interactivity, comparative information.

→ This research doesn't take into account personal's tendency to adopt new technologies.

Conclusion

Thanks for your attention
Any questions?

gregory.bressolles@kedgebs.com