The need for information of the wine consumer after the wine purchase

Frédéric COURET, Alvaro CUYA (IRGO Bordeaux)

1- Search for post-purchase information of the wine consumer

Concerning the study of the consumer's behaviour we notice 2 evolutions in the research:

Passage from the process of purchase centered on the question of choice to the study of the phenomena of the post purchase:

- The consumer needs objectivity, comparisons and external opinions to be able to understand the wine. So, he looks for the information after having bought wine.
Concerning the study of the consumer's behaviour, we notice 2 evolutions in the research:

The effect of the information is not always cognitive but can sometimes contain a dominant emotional dimension.

According to the experiential approach:
- The real motivation of the consumer is not the purchase nor the consumption of the wine but its repercussions: hedonism, feelings, escape.
- The sensations of the tasting must be analyzed and discussed.
- The search for information in itself can also bring pleasure to the consumer.

METHODOLOGY

Survey realized face to face with 440 wine consumers in France

Sample established according to the quotas method (age, sex, income)

Duration of the interview: 30 minutes on average

Questionnaire: 35 questions, especially MCQ

4 themes:
- Profile of the questioned person: age, sex, region, income, wine knowledge, use of Internet
- Wine purchase process: place, criteria of choice, price
- Wine consumption: frequency, opportunities, perceptions
- Needs and search for information before or after the purchase

Finally, few consumers look for information before buying wine.
Those who look after don't look before and conversely.
Uses of the information obtained after the purchase

1- Search for post-purchase information of the wine consumer

1- To judge the utility of the purchase:
   - Was it a good tasting?
   - Were the expectations satisfied?
   - Did we get a good deal?

2- To get further information:
   - to better appreciate the wine
   - to confirm the sensations of the tasting
   - to constitute a knowledge base for future purchase

3- Is the wine characteristic of the naming?

4- To live a consumption experience
1- Search for post-purchase information of the wine consumer

Uses of the information obtained after the purchase

- experience
- information
- evaluation
- reinsurance

The motivations to look for information after the purchase are more or less balanced.

We notice that the experience of consumption is not the main cause.

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Profile of the consumer desiring post-purchase information

<table>
<thead>
<tr>
<th>Age, income</th>
<th>Not much influence</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sex</td>
<td>Men : 32%</td>
</tr>
<tr>
<td></td>
<td>Women : 18%</td>
</tr>
<tr>
<td>Information sources</td>
<td>Guides and reviews - Internet</td>
</tr>
<tr>
<td>Additional information</td>
<td>Out of all the information available: only the techniques used are more requested</td>
</tr>
<tr>
<td>Place of purchase</td>
<td>Property</td>
</tr>
<tr>
<td>Criteria of wine choice</td>
<td>Out of all the choices available: only the name of the Domain is more requested</td>
</tr>
</tbody>
</table>

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2- Link with the experience of consumption

According to the experiential approach, the consumer is perceived as an emotional being in search of sensations and hedonist experiences that the interaction with products can get for him.

(Holbrook et Hirschman, 1982)

The product enters the life of the consumer (Fishler, 2002)

The search for experience

Is a developing trend of consumption which the consumer can obtain:
- a personal enrichment
- a social bonus
- a strong feeling of pride

Answers to the quest for authenticity by the consumer to fill his loss of references, meaning, identity

Requires an active participation which can be interpreted as an entertainment
Methodology

- We use an indicator (EXP) to measure the search for experiences of the consumer of wine from the following questions:
  - What proportion of your purchases do you make directly in the property?
  - Is it necessary to have some knowledge on the wine to appreciate it?
  - With your dinner guests, do you discuss about the wine you are consuming?
  - Do you prefer to buy the same wines or to discover new wines?
  - Do you possess a wine cellar?

- By an automatic classification, 2 groups of consumers were established:
  QE = Active quest of experience → 178 consumers
  LM = Little motivated by a search for experience → 261 consumers

- Differences between groups estimated by Student > 0,05

- 2 hypotheses were tested

2- Link with the experience of consumption

H1 – The search for experience infers a need for post-purchase information

<table>
<thead>
<tr>
<th></th>
<th>QE: Consumers in search of experience</th>
<th>LM: Little motivated consumers</th>
<th>Student test</th>
</tr>
</thead>
<tbody>
<tr>
<td>Need for information after the purchase of the wine</td>
<td>31 %</td>
<td>21 %</td>
<td>0,00</td>
</tr>
</tbody>
</table>

H1 proved

H2 – The search for experience favors the use of QR codes after the purchase

<table>
<thead>
<tr>
<th></th>
<th>QE: Consumers in search of experience</th>
<th>LM: Little motivated consumers</th>
<th>Student test</th>
</tr>
</thead>
<tbody>
<tr>
<td>Intention to use a QR code after the wine purchase</td>
<td>17 %</td>
<td>19 %</td>
<td>0,59</td>
</tr>
</tbody>
</table>

H2 not proved
Conclusion

The survey involving 440 French wine consumers provide precise answers to the questions of the researcher but also can help wine professionals to use the new technologies of information and communication.