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Anxiety in the Aisle: A Multi-Channel Study of the Incongruence between Wine Consumption and Wine Shopping

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<u>Introduction</u>

Global oversupply has characterized the wine industry over the past years. The range of products is relatively stable due to new product limitations by grape variety and geographic appellation; however, brand offerings have increased exponentially ('Global Wine Manufacturing', 2014). The industry is extremely fragmented with few manufacturers holding a substantial market share. Manufacturers must continuously compete with each other to win shelf space and new consumers entering the market.

Consumption in the United States has been increasing over the past decade ('Global Wine Manufacturing', 2014), though it has not reached the level of consumption recorded in Europe. This consumption increase has been driven by several factors such as, low-price offerings, increased marketing, greater understanding of wine by consumers, and increased sales to the Millennial population ('Global Wine Manufacturing', 2014). The Millennial population creates an opportunity for retailers and manufacturers to gain market share with new consumers who have yet to build strong purchasing patterns in the alcohol categories. At the same time, it challenges retailers and manufacturers to create shopping aisles that makes it easier to select wine for purchase and as such promotes consumers' trial of different new wines.

Retail locations, referred to as "off-premise," are the predominant outlet for purchasing alcohol. In bars and restaurants, or so-called "on-premise" locations, where the beverage is consumed on-the-spot, personal guidance in the purchase decisions is available and consumers have less of a purchase risk due to smaller purchase volume. Retail locations, on the other hand, flood the consumer with information. Shoppers are exposed to a wide variety of prices, bottle sizes, grape variety, geographic appellation, brands and awards, but the traditional

in-store displays lack in the most important information for shoppers — how to navigate the aisle, locate and purchase the wine that meets their requirements for price, taste, occasion and whatever other variables make up the complex wine purchase decision (Hollebeck & Brodie, 2009). This may well cause the shopper to become overwhelmed in the aisle and create psychological pressure in having to select the right wine for the intended consumption occasion. Indeed, national research (Mintel, 2014) seems to confirm as much, as does industry research by wine maker Constellation Brands ("Constellation").

A product's perceived value is based on a consumer's opinion of the product. The value of a product is created from a combination of factors such as the market price and ability to satisfy the consumer's needs or requirements (Hollebeck & Brodie, 2009). Given that wine is enjoyed and valued mainly on sensory factors (color, smell, taste), its value can therefore not be estimated prior to purchase, so a wine shopper must either use previously known information, either their own or obtained from other sources, or obtain "immediate knowledge" while in the wine aisle, for instance from the presentation on the shelf, to drive purchase decisions.

Prior wine research mainly focuses on consumption behaviors and patterns when suggesting marketing strategies for wine and does not normally account for the difference in shoppers' value perceptions between the on- and off-premise purchasing contexts (Charters et al., 2011). For example, researchers found that sparkling wines were most often associated with celebratory occasions. Based on these findings, marketing efforts should be tailored to, or at least highlight this consumption occasion, come purchase motivation, when marketing wine inside of the store.

Even though consumers may be shopping for one of many occasions, as in the above example, current research also indicates that shoppers will weigh additional aspects such as price, brand and grape variety. This holds that consumption elements such as taste, smell, and color and occasion factors such as celebration and entertaining do not translate directly to the

purchase decision factors available in a store setting, possibly causing increased stress and anxiety for shoppers in selecting wine.

Recognizing this gap in the the research, this study utilizes the segmentation of wine shoppers based on both purchase patterns *and* consumption patterns as developed by Constellation Brands (2013). We investigate the incongruence between consumer and shopper behavior to better understand shoppers' experience and emotions in order to develop shopper marketing strategies to improve shoppers' experience in the wine aisle. Although the segmentation outcomes of Constellation Brands' wine genome are widely publicized and used by many in the industry, this study uses the "raw data" from Constellation's 2014 survey of 3,677 participants in the United States and Canada to investigate the two following research questions:

RQ1: Are wine *shoppers* overwhelmed, anxious and intimidated?

RQ2: How can wine retailers, specifically multi-outlet stores, adapt merchandising strategies for wine based on actual shopping behavior of the consumer segments they attract as shoppers?

Literature Overview

Segmentation has been utilized by the wine industry since its inception in the marketing field during the 1960's (Claycamp & Massy, 1960); however, wine segments are normally created solely on the basis of wine consumption and demographics of consumers (note: not shoppers). Segmentation research focused on segmenting wine consumers based on the consumption circumstances and frequency of consumption. Consumers who drank wine more frequently were viewed as more mature drinkers, and those who occasionally drank wine were viewed as less knowledgeable and adventurous (Hussain, Cholette, & Castaldi, 2007).

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Both practitioners and researchers have traditionally extended this segmentation into the wine aisle and seemingly assumed that wine drinkers' consumption and purchase behavior is the same (Hussain, Cholette, & Castaldi, 2007). However, they are beginning to find that there are incongruences between consumption and purchasing, causing flaws in previous segmentation efforts (Forbes, 2012). For instance, the majority of wine consumption is taking place in the home (Pratten & Carlier, 2010) with the objective to unwind and relax and does not involve food pairing. When consumed on-premise however, wine is more often paired with food (Pratten & Carlier, 2010).

Different consumer segments obviously view wine differently. For example, sparkling wines are viewed as a drink for females or a drink for celebratory occasions. This means that there are two ways to market these types of wines when looking for increased sales. Marketers must either change the drinker's perception of the wine, making it appear less feminine and attracting male consumers also, or change what constitutes a "celebratory moment". The objective of marketers here is to mold their wine brand (and product perception) to fit with the minds of their consumer (Charters et al., 2011).

The main difference between wine purchases on- and off-premise is the general lack of trial in off-premise contexts. Tasting is the best way to transform perceived value into actual value and form customer opinion and hopefully action, i.e. a purchase. A majority of wine consumers place high importance on trying wine before committing to a purchase (Mueller & Rungie, 2009). These consumers are thus attracted to smaller purchase sizes and personal suggestions (Mueller & Rungie, 2009). The challenge to retailers is thus to give the consumers the best representation of the all-important taste elements. Even though consumption occasion is recognized as playing a major role in consumers' wine selection, there are many other factors relevant in shoppers' decision making.

When looking at generational groups, following a traditional segmentation method, Generation Y, or Millennials, view beverage alcohol in the context of its consumption situation or setting. Wine is most often preferred in at-home hospitality situations, i.e. entertaining (Agnoli, Begalli, & Capitello, 2011). Consumption occasion and location, coupled with willingness to pay are therefore three key areas for further research when studying how the Millennial generation consumes alcoholic beverages. Wine education could for instance be used to increase Millennials' awareness, capacity and confidence with which they evaluate wine and pair wine with food.

Hussain et al. (2007) point out that wine is considered to be "somewhat intimidating and mysterious" (Hussain, Cholette, & Castaldi, 2007). Therefore, if we also recognize that wine knowledge influences consumption and purchasing behaviors, it leads to the realization that educated consumers who are more knowledgeable will likely spend more on individual wines and consume more of them.

Another main choice factor is a wine's country of origin, which affects both price and quality expectations and perceptions. Wine from perceived sophisticated and well-known wine regions are seen as being of higher value. For instance, consumers are more willing to pay a higher price for a "French" wine. Texas, on the other hand, is not known for wine, so a Texan wine is perceived to have lower quality as pointed out in a study by Guidry, Babin, Graziano, and Schneider (2009). Interestingly, the same study shows that consumers will transfer positive experiences with wine to all wines from the same appellation or origin, leading to brand associations such as "Australian Chardonnay". Although, Guidry et al. did not account for the confounding effect of retailers' long-standing practice of merchandising by country and region.

For most shoppers, wine buying is a risky activity per-se, given the many variables at play. As well-documented in extant research, consumers are forced to rely on extrinsic cues such as price, origin, label, brand and shelf position. Research further shows that consumers

select wine based on factors such as quality, recommendations from friends or family, advice from sales associates, knowledge of wine, price, and packaging and labeling. Where younger wine shoppers tend to rely more heavily on labeling, overall, brand is the most important information shoppers use, followed by region or country of origin. However, recent research by Atkin and Johnson (2010) shows that appellation information is too complex, thus leading to yet further confusion where it was thought to be a opportune way to merchandise it.

Shoppers seek to lower uncertainty by including previous experiences of their own or others; using cues such as food and wine pairings, or media reviews, suggestions, etc. Millennial wine shoppers actually rely more on direct recommendations, while older shoppers rely more on what they read (Casini, Corsi, & Goodman, 2009).

Research further recognizes that cultural differences between shoppers changes the importance of the attributes that affect purchasing decisions. Thus, knowing the attributes that most affect a targeted shopper segments alters what methods retailers should use in order to increase sales. As discussed, certain information will be more relevant to some shoppers than it is to others. Actually, using the wrong information format can be overwhelming to certain shoppers and so increase confusion and anxiety in wine shopping (Goodman, 2009).

Even though researchers are seemingly beginning to realize the need to investigate the many factors that contribute to the incongruence between wine consumption and wine shopping, there is no empirical or comprehensive in-store shopper research, that we could find, specifically addressing removing this gap. Thus, we are left with the conclusion, based on the review of the literature, that consumer segmentation can be based on consumption occasions; however, the shoppers are experiencing a confusing shopping experience in store aisles. This reality highlights the need for additional investigations of shopping behaviors of wine consumers, beyond the current consumption-based research.

WINE SEGMENTATION ALTERNATIVE: WINE GENOME

Previous research proposed segmentation based on gender, age, and average expenditure on wine in order to subsequently assess the factors' influence on wine purchase decision and consequently the ideal store environment to stimulate wine purchases. Such segmentation is based on a more macro-level view that attempts to paint a picture of the 'average' wine consumer without much granularity. For this thesis research, we use segmentation research from Constellation Brands conducted in 2014.

Table 1: Sample Characteristics – expressed in % - N=3,677

| Gender	Male	48
	Female	52
Age	Millennials (LDA-34)	20
	Gen X (35-46)	22
	Baby Boomers (47-65)	39
	Silent Generation (66-70)	19
	Average Age	49
Region	Northeast	15
	Midwest	21
	West	25
	South	39
Marital Status	Single (never married)	18
	Married or common law	56
	Cohabitating	8
	Separated or Divorced	15
	Widowed	4
Household Composition	With Kids	31
	No Kids	69
Employment	Employed Full Time	45
	Employed Part Time	13
	Retired	23
	Not Currently Working	8
	Homemaker	9
	Student	3
Income	Less than $29,999	18
	$30,000-$49,999	24
	$50,000-$74,999	26
	$75,000-$99,999	15
	More than $100,000	17
	Average	$72,900
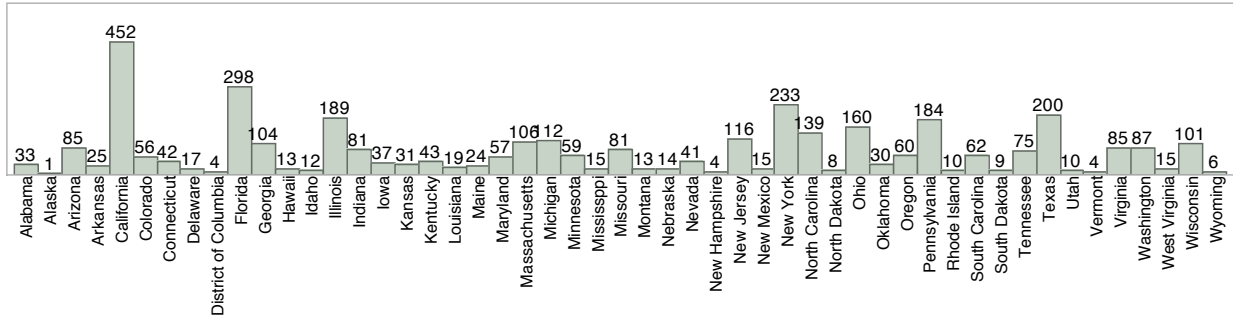
Figure 1: Distribution Respondents by State

Based on a survey of 3,677 respondents that investigated shopping experience and purchase decision factors in depth (see Table 1 and Figure 1), Constellation proposed segmentation that did not only consider gender, age and average expenditure on wine, but also took consumption volume, enjoyment, shopping experience, perceived wine knowledge, taste profile, purchase decision motivator, media behavior, household income and household size as additional variables. Using multivariate K-clustering, the six segments so-developed are denoted as Overwhelmeds, Price-Driven, Engaged Newcomers, Image Seekers, Ritualized Loyalists, and Enthusiasts. Given the comprehensive character of the segmentation factors or variables, Constellation named this segmentation "Wine Genomes" – representing the most complete, large-scale classification of wine consumers and shoppers undertaken so far.

Each of these segments will be discussed in more detail below; and specifically as they differ in attributes relevant to shopping behavior and the differences between wine consumption and wine shopping.

Looking at consumption volume, the average number of glasses consumed each month and percent of segment drinking wine at least once a week, Overwhelmeds are the lightest drinkers while Ritualized Loyalists are the heaviest drinkers. Focusing on enjoyment of wine, on average, consumers enjoy drinking wine far more than they enjoy shopping for it. Few

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consumers consider themselves wine experts, even though perceived wine knowledge has increased since 2004.

In general, consumers are all looking for smooth, well-balanced wines. Although they may well be looking for a similar type of wine, the final motivation for choosing a specific wine differs. In order to investigate if indeed shopping for wine leads to the hypothesized anxiety, we will first discuss the consumption habits and segment characteristics of each segment depth.

SEGMENT CHARATERISTICS

Overwhelmeds

Overwhelmeds make up 19 percent of the wine consumers and contribute nine percent of the wine category's profits. Overwhelmed consumers are individuals who consider wine not to play an important role in their lives, even though they do regularly consume it. As to be expected, given the segment name, they do not enjoy shopping for wine, finding the process complex and overwhelming. The Overwhelmed segment is composed of 67 percent females, with an average age of 49 years. Overwhelmeds consume an average of seven glasses of wine per month, spending an average of $9.10 per bottle. Most of their consumption occurs within the home, to unwind or de-stress.

Overwhelmed consume wine least frequent of any of the segments. They are also the least likely to say that they enjoy the taste of wine, that wine is important for socializing, or that wine is an essential part of a nice meal. They have the fewest number of bottles on hand, with most of them never having bought a bottle for aging. Additionally, this segment is the least adventurous, having tried the fewest number of different brands, regions, and varietals. Taste-wise, they tend to drink more white than red, preferring a sweeter, fruitier taste profile.

With regards to lifestyle factors, this segment is more likely to be considered "entertainment junkies" as they enjoy watching movies, television and playing video games.

Overall, their media consumption is considered average. Overwhelmeds consider themselves home-bodies, preferring quiet nights at home and routine lifestyles. These individuals are more likely than others to feel like they are living paycheck to paycheck, with their average household income being $64,000.

Price Driven

The Price Driven segment makes up 21 percent of wine consumers and contributes 14 percent of the profits. Consumers in this segment believe that you can buy good wine without spending a lot; therefore, they make price a top consideration. This segment is 59 percent female, with an average age of 56 years. They consume more than Overwhelmeds, with an average of 10 glasses per month, but only spending an average $8.00 per bottle.

Price Driven wine drinkers are moderate consumers but do not consider themselves knowledgeable or serious about wine. 95 percent have never bought a wine for aging. A majority of their wine consumption takes place in the home to unwind or de-stress, primarily with domestic wines.

These consumers are average users of social media and are less likely to own a mobile device. They record the lowest average household income of all 6 segments, $63,000. Realizing that they can't have everything, they pick and choose what is important. Price of wine is more important than brand, with more than two-thirds of this segment stating that their number one goal while shopping is to save as much as possible.

Engaged Newcomers

The Engaged Newcomers segment represents 12 percent of the wine consumers and contributes 14 percent of the category profits. These are the youngest wine consumers, new shoppers of a category that they mostly view as intimidating. Although wine is not these consumers' first choice, it does constitute an important part of their socializing, and they are interested in learning more about wine. Engaged Newcomers primarily consume wine as a

release, to loosen up and have a good time. This group is comprised of 62 percent males with an average age of 36. These consumers drink an average of 7 glasses of wine per month, spending an average of $12.60 per bottle. The average household income is $73,000.

Looking at other lifestyle factors, this segment spends more time consuming media online than offline, spending seven hours per week on social media, much more than any other segment. They are more likely to own a mobile device and use it for a wide range of activities, including texting, accessing the Internet, using apps and listening to music.

The Engaged Newcomers are also the youngest segment, with over 50 percent being under 35 and one-third single. These consumers crave excitement and are willing to experiment and take risks. The Engaged Newcomers often make impulse purchases. They enjoy watching sports and entertaining, and as typical for younger consumers, they seek out and expect a certain level of customization in product and shopping experience.

Image Seekers

Image Seekers make up 18 percent of wine consumers and contribute 26 percent of category profits. As already indicated in the name, they place importance on how others perceive them. They want to have a lifestyle that impresses others and the wine they choose has to therefore say the "right" thing about them. The segment is 63 percent male, with an average age of 41 years. Image Seekers consume an average of 7 glasses of wine per month and spend an average of $12.50 per bottle.

Wine as such is not the beverage of choice for Image Seekers, but they do consider it an important part of their social activities and as a conveyance of their desired image. For instance, they enjoy introducing friends and family to new wines and appreciate wines that have a story or heritage attached that they can share. All of these attributes will help them appear "in-the-know". They care about what a wine says about them or how it will make them feel when they serve it or give it as a gift, so for Image Seekers wine is part of their self-image. As

with other segments, Image Seekers consume wine at home, to have a good time, because others enjoy it or expect it, to make the occasion more special, to reflect a certain persona, and to try something new.

This segment's media consumption is fairly average, but they like to have the latest technology and are more likely to own a mobile device and do more on it. They are the second youngest segment; 39 percent of Image Seekers are 35 years or younger. They have the highest household income at $91,000. This segment is ambitious and spends a lot of time working to build their career for future success. They are more likely than the average to consider themselves workaholics. They are more likely to follow the latest trends and fashions and like to stand out in a crowd. Image Seekers crave excitement and like to be the first to try new products. They are more likely than others to buy celebrity endorsed products.

Ritualized Loyalists

The Ritualized Loyalists make up 20 percent of the wine consumers and contribute 22 percent of the profits. Wine drinking is part of their regular routine and when they find a brand they like; they will stick to it. Gender make-up of this segment is representative of all wine consumers combined with 52 percent being female and 48 percent being male. The average age of this segment is 56 years. They consume an average of 13 glasses of wine per month, the highest individual consumption of all segments, spending an average of $9.60 per bottle. The average household income is $70,000.

They believe that moderate wine drinking is good for you and consequently have made it a part of their regular routine. 70 percent drink wine at least once a week. Ritualized Loyalists tend to drink more red wine than white. They really enjoy wine but do not participate in wine-related practices such as wine tasting and wine tourism. They do not consider themselves overly knowledgeable about wine. Wine is their beverage of choice and plays an important role in their lives. It is a way to relax, essential element of good times with friends and family and

makes an occasion more special. The majority of the wine purchased is for consumption at home, and wine is often paired with food and also often seen as a regular dinner drink.

This segment has fairly average media habits but interestingly enough, are far less likely to own a smartphone. They consider them optimists but realize that they can't have everything so they have learned to pick and choose what is important to them. They consider themselves homebodies as well. Irrespective of the product category, when they are shopping and they find a brand they like, they will stick to it, much like they do with wine.

Enthusiasts

The final consumer segment, the Enthusiasts, make up 10 percent of the wine consumers and contribute 15 percent of the category profits. As the name indicates, Enthusiasts love everything about the wine experience – researching purchase options, reading wine reviews, shopping new brands, discussing, drinking and sharing with others. This segment consists of 50 percent females and 50 percent males, with an average age of 50 years old. The average household income is $86,000. This segment consumes an average of 12 glasses of wine per month, spending an average of $13.10 per bottle, outspending all other segments.

Enthusiasts' beverage of choice is wine, for 40 percent of their alcohol consumption. As with Ritualized Loyalists, drinking wine is part of their regular routine. They love the taste of wine and consider it an essential part of a nice meal. Enthusiasts consider wine to bring an element of distinction to any occasion, enhancing the flavors in the food being consumed. Enthusiasts' drink far more red wine than white or blush. This segment is the most knowledgeable and serious about wine, having the most bottles on hand, and they are more likely to store their wine in a temperature-controlled cellar or wine refrigerator. 59 percent of Enthusiasts read wine magazines.

The lifestyle of Enthusiasts is considerably more social-media focused. They spend more time than average on online media. They like to try new things and enjoy a challenge.

They consider themselves "foodies" and love going to new restaurants and trying new foods and drinks. Enthusiasts also enjoy entertaining. When making a purchase decision, if a product is made by a company they trust, they will be more willing to spend a little extra.

In the following section we will focus more on the shopping habits and experiences of these segments to establish the level of, if any, anxiety they experience while shopping for wine. Second, we will investigate how the previously discussed segmentation is able to highlight differences between shoppers that "traditional" segmentation will leave undiscovered. Essentially, we will compare the six Genome segments to segments based on demographics and socio-economic factors as have been historically used in the wine industry.

SHOPPING EXPERIENCES AND PREFERENCES BY SEGMENT

Overwhelmeds shop for wine the least of any segment, buying wine only when necessary, typically because of an event or occasion. They tend to buy wines from the lower price tiers, with 50 percent saying they have never spent more than $15 for a 750ml bottle of wine. They have trouble remembering the names of wines they have had before and never know what wines go with what food. They worry about making a mistake when buying a wine or ordering wine at a restaurant. They do not consider themselves knowledgeable about wine and do not look for a large selection.

In regards to shopping location, Overwhelmeds (and Price Driven) prefer to shop for wine where they can get other household items. In other words, wine purchases are preferred as part of the normal shopping routine, not a special trip occasion. Respondents were asked to score their agreement on a Likert scale from Strongly Disagree (1) to Strongly Agree (5) regarding their preferences concerning retail outlets. They were asked their opinion on the

following statement: "A store where you can get many of your households needs under one roof." We conducted an analysis of variance ("ANOVA") in responses by each segment. It yielded significant variance among one or more segments, $F_{(5,3676)} = 40.64$, $p < .0001$, graphically expressed in Figure 2. We note that the mean scores are not very high, as evidenced by the mean scores for all segments, as shown in Table 2.
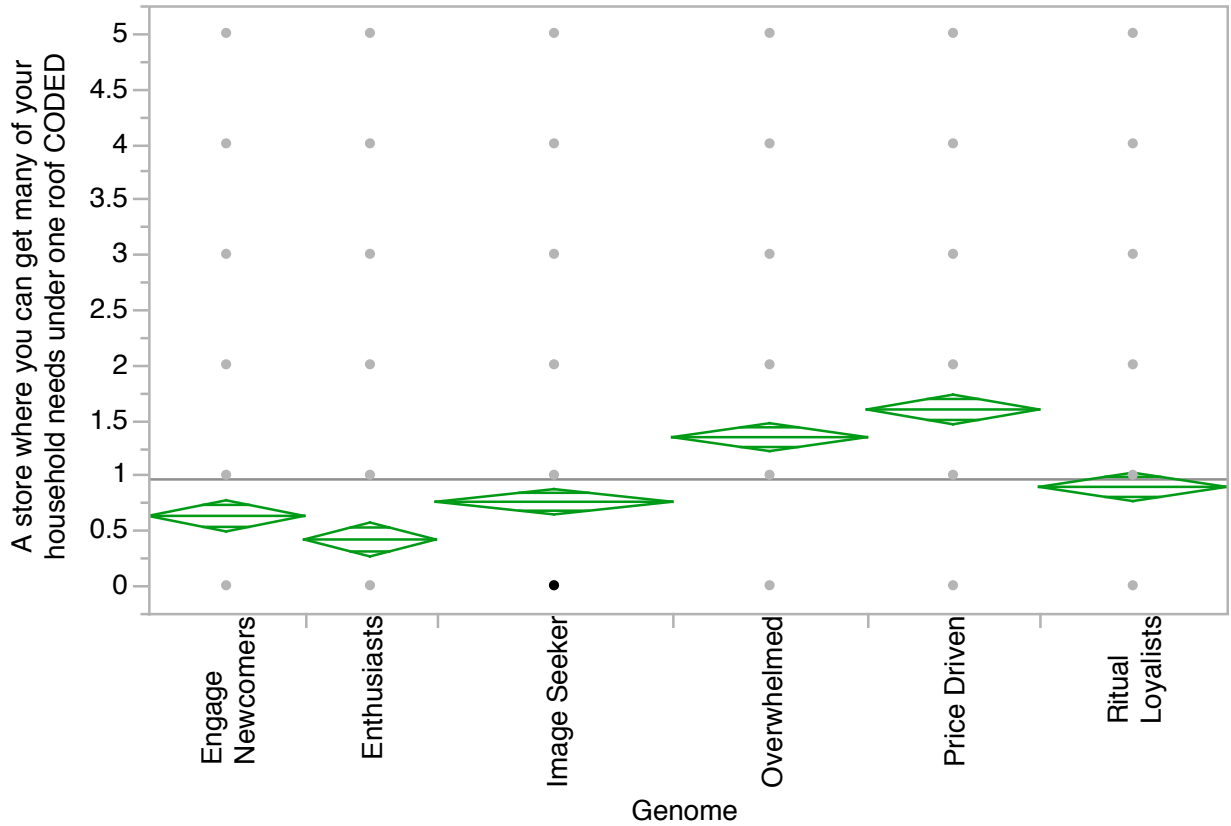

Figure 2: Analysis of Variance of Store Preference by Genome

Table 2: Mean Scores Broad Assortment Other Groceries Preference

Means for Oneway Anova

Level	Number	Mean	Std Error	Lower 95%	Upper 95%
Engage Newcomers	532	0.62782	0.07192	0.4868	0.7688
Enthusiasts	449	0.41425	0.07828	0.2608	0.5677
Image Seeker	806	0.75558	0.05843	0.6410	0.8701
Overwhelmed	664	1.34036	0.06437	1.2141	1.4666
Price Driven	587	1.59114	0.06847	1.4569	1.7254
Ritual Loyalists	639	0.89045	0.06562	0.7618	1.0191

Std Error uses a pooled estimate of error variance

Perhaps more telling are the scores, per the same type of questioning, asking about the shoppers' preferred merchandising of wine. We looked at questions asking if respondents would prefer wine organized by price and variety. For the question concerning price, the ANOVA yielded a significant variation, $F(5,3676) = 11.28$, $p < .0001$. A post hoc Tukey Kramer (HSD) test showed that some of the segments differed significantly a $p < .05$, Table 3 displays the difference matrix, based on a quantile of 2.85 and an Alpha value of 0.5 to scale the HSD's. Table 4, shows the more easily interpretable Connecting Letters Report from the same test. From it we conclude that Overwhelmeds and Price Driven shoppers are looking more for "crutches" from the retailer to simplify wine selection and purchase. Obviously, a rather straightforward challenge for retailers, albeit that the Genome make-up of a retailer will drive the extent to which such dramatic changes to the wine aisle should be implemented and/or can be expected to be successful. Obviously, those shoppers that consider themselves to be more knowledgeable about wine, or have a "go-to brand", will be less influenced by changes to the current standard set-up of the wine aisle.

Table 3: Difference Matrix Preferred Merchandising by Price Post Hoc Test

Difference Matrix

Dif=Mean[i]-Mean[j]

	Price Driven	Overwhelmed	Engage Newcomers	Image Seeker	Ritual Loyalists	Enthusiasts
Price Driven	0.00000	0.00237	0.20600	0.23911	0.32028	0.57354
Overwhelmed	-0.00237	0.00000	0.20363	0.23674	0.31791	0.57117
Engage Newcomers	-0.20600	-0.20363	0.00000	0.03311	0.11428	0.36754
Image Seeker	-0.23911	-0.23674	-0.03311	0.00000	0.08118	0.33443
Ritual Loyalists	-0.32028	-0.31791	-0.11428	-0.08118	0.00000	0.25326
Enthusiasts	-0.57354	-0.57117	-0.36754	-0.33443	-0.25326	0.00000

Table 4: Connecting Letter Report Preferred Merchandising by Price Post Hoc Test

Connecting Letters Report

Level			Mean
Price Driven	A		0.91652470
Overwhelmed	A		0.91415663
Engage Newcomers	A	B	0.71052632
Image Seeker		B	0.67741935
Ritual Loyalists		B C	0.59624413
Enthusiasts		C	0.34298441

Levels not connected by same letter are significantly different.

Irrespective of shoppers' shopping preferences, respondents were also asked to share their feelings and mindset about wine shopping by indicating their agreement (using the same Likert scale as described above) with the statement: "Shopping for Wines is Complex and Overwhelming." Figure 3 shows the ANOVA results in responses by each segment. It yielded significant variance among one or more segments, $F_{(5, 3676)} = 113.28$, $p < .0001$. The post hoc Tukey Kramer HSD test yielded significant differences between all genome segments, as shown in Table 5. The ordered difference report, shown in Table 6, provides more detail, as discussed below.

Figure 3: Analysis of Variance Overwhelmed Wine Shopping by Genome

Table 5: Connecting Letter Report Overwhelmed Wine Shopping by Genome Post Hoc Test

Level						Mean
Image Seeker	A					3.3151365
Overwhelmed		B				3.1490964
Engage Newcomers			C			2.9323308
Price Driven				D		2.6609881
Ritual Loyalists					E	2.3959311
Enthusiasts					F	2.1113586

Table 6: Ordered Difference Report All Pairs Tukey HSD Post Hoc Test

Ordered Differences Report

Level	- Level	Difference	Std Err Dif	Lower CL	Upper CL	p-Value	
Image Seeker	Enthusiasts	1.203778	0.0621779	1.026493	1.381063	<.0001*	
Overwhelmed	Enthusiasts	1.037738	0.0645127	0.853796	1.221680	<.0001*	
Image Seeker	Ritual Loyalists	0.919205	0.0559270	0.759744	1.078667	<.0001*	
Engage Newcomers	Enthusiasts	0.820972	0.0676645	0.628044	1.013901	<.0001*	
Overwhelmed	Ritual Loyalists	0.753165	0.0585117	0.586334	0.919997	<.0001*	
Image Seeker	Price Driven	0.654148	0.0572920	0.490795	0.817502	<.0001*	
Price Driven	Enthusiasts	0.549630	0.0661977	0.360883	0.738376	<.0001*	
Engage Newcomers	Ritual Loyalists	0.536400	0.0619694	0.359709	0.713090	<.0001*	
Overwhelmed	Price Driven	0.488108	0.0598178	0.317553	0.658664	<.0001*	
Image Seeker	Engage Newcomers	0.382806	0.0589807	0.214637	0.550974	<.0001*	
Ritual Loyalists	Enthusiasts	0.284573	0.0650199	0.099185	0.469960	0.0002*	
Engage Newcomers	Price Driven	0.271343	0.0632041	0.091132	0.451553	0.0003*	
Price Driven	Ritual Loyalists	0.265057	0.0603644	0.092943	0.437171	0.0002*	
Overwhelmed	Engage Newcomers	0.216766	0.0614371	0.041593	0.391938	0.0057*	
Image Seeker	Overwhelmed	0.166040	0.0553366	0.008262	0.323818	0.0324*	

From the Differences Report we note that Enthusiasts and Ritualized Loyalists, thus either (self-perceived) wine experts or those who buy the same brand over and over, are significantly less frazzled by wine shopping. Clearly a more opportune and immediate issue to be addressed through shopper marketing efforts. Perhaps even more surprising is that the Image Seekers Genome, shoppers looking to impress their friends and family with their wine knowledge and selection, are the most anxious while visiting the wine aisle.

If we conduct the same tests comparing more traditional age segments, we still yield significant variations between these segments, $F_{(3,3676)} = 41.60$, $p < .0001$, see Figure 4. The post hoc Tukey Kramer HSD test however reveals that the only solely significantly different segment in this instance would be Millennials, as shown in Table 7. Interesting and indeed in line with most academic research and management research. However, as we discussed in the previous sections, this seems to be an oversimplification of the dimensionality of wine shoppers as presented through the Wine Genome lens, and could possibly lead to overzealous marketing towards Millennials, without first determining if indeed these shoppers are represented.
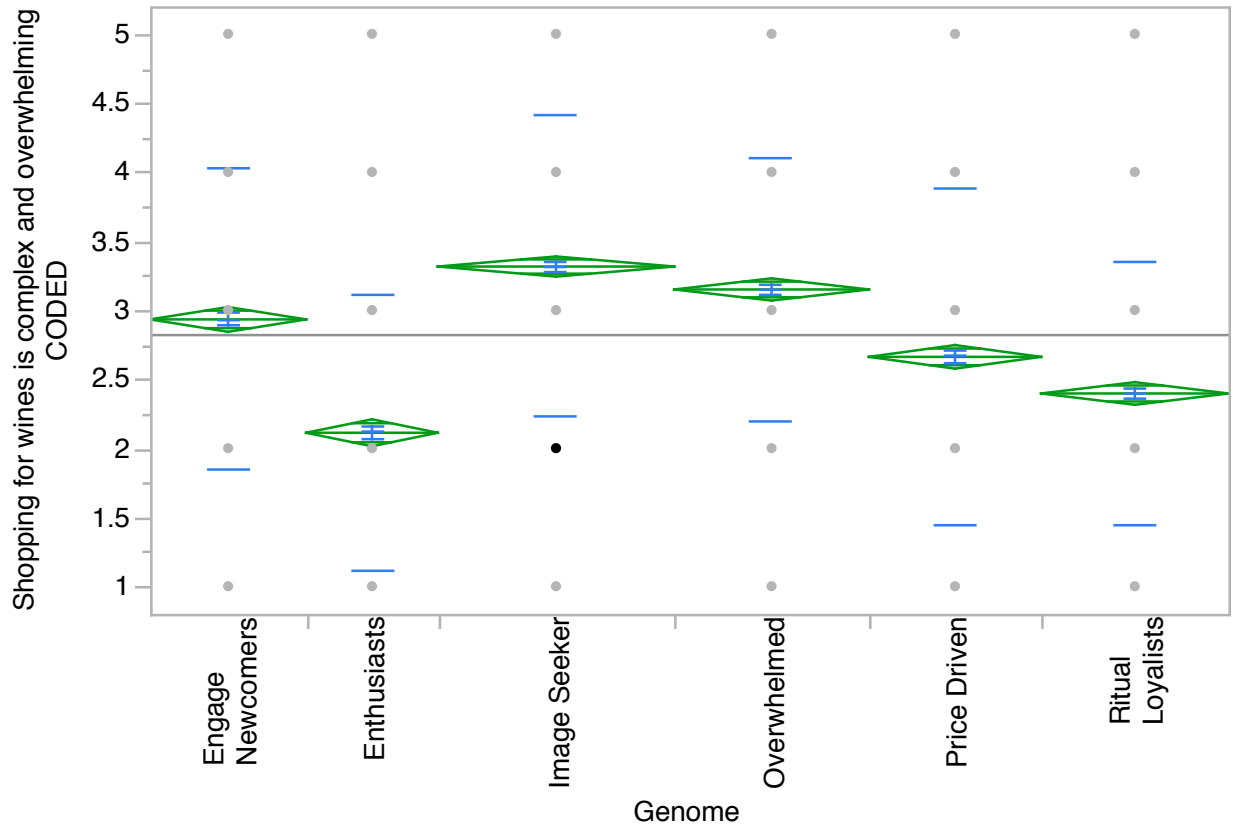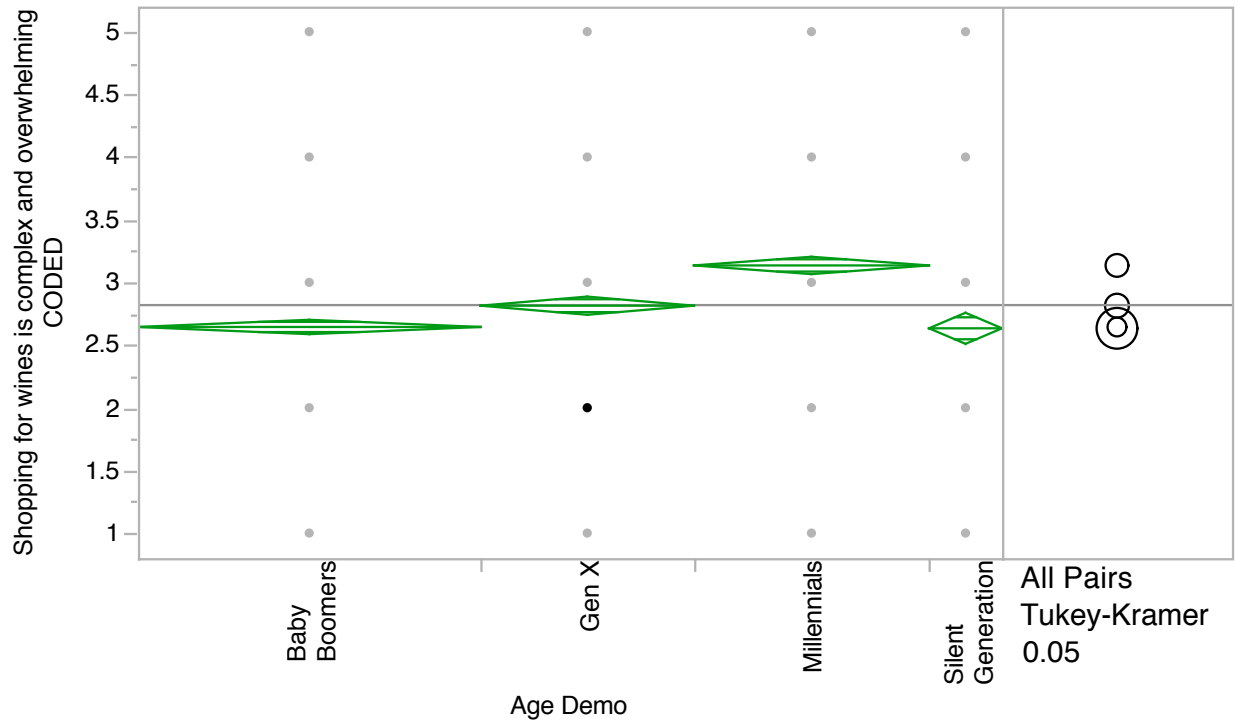
Figure 4: Analysis of Variance Overwhelmed Wine Shopping by Age Demo

Table 7: Connecting Letter Report Overwhelmed Wine Shopping by Age Post Hoc Test

Connecting Letters Report

Level				Mean
Millennials	A			3.1350000
Gen X		B		2.8138767
Baby Boomers			C	2.6440329
Silent Generation		B	C	2.6334405

Levels not connected by same letter are significantly different.

When asked about the respondents' level of worry of making a mistake when buying wine, we are presented with a similar result for the ANOVA, $F_{(5,3676)} = 161.15$, $p < .0001$, and the post hoc test reveals a grouping of Genome segments conveying the underlying angst in wine shopping for most all wine shoppers, with the exception experts, brand loyal shoppers and those who select wine based more on price, less on sensory factors, as shown in Figure 5 and Table 8. When the analysis is conducted on traditional age demographics, the results, once again, show a significant variance ($F_{(3,3676)} = 76.30$, $p < .0001$) but a less "dimensional" result, not only as a consequence of less segments analyzed, four against six, but more so because older consumer group, whereby the younger consumers (Millennials) once again are significantly different from the other (grouped) segments, see Figure 6 and Table 9.
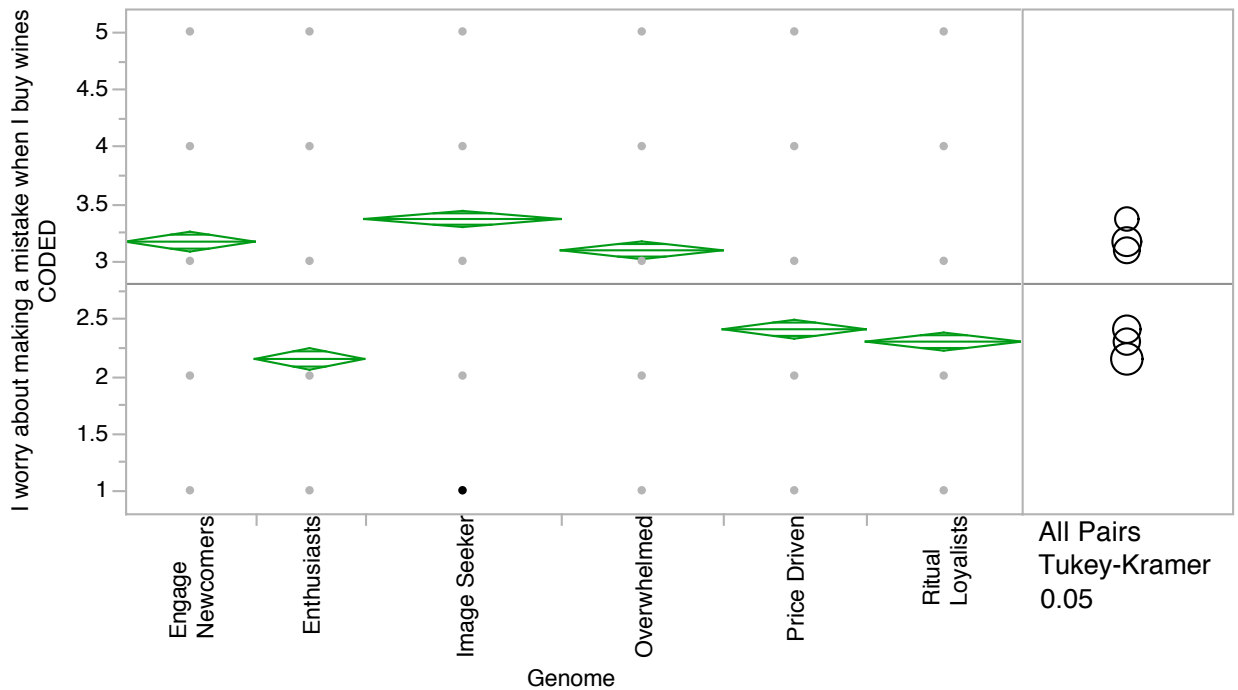
Figure 5: Analysis of Variance Mistake Making Wine Shopping by Genome

Connecting Letters Report

Level		Mean
Image Seeker	A	3.3647643
Engage Newcomers	B	3.1672932
Overwhelmed	B	3.0918675
Price Driven	C	2.4037479
Ritual Loyalists	C D	2.2957746
Enthusiasts	D	2.1447661

Levels not connected by same letter are significantly different.
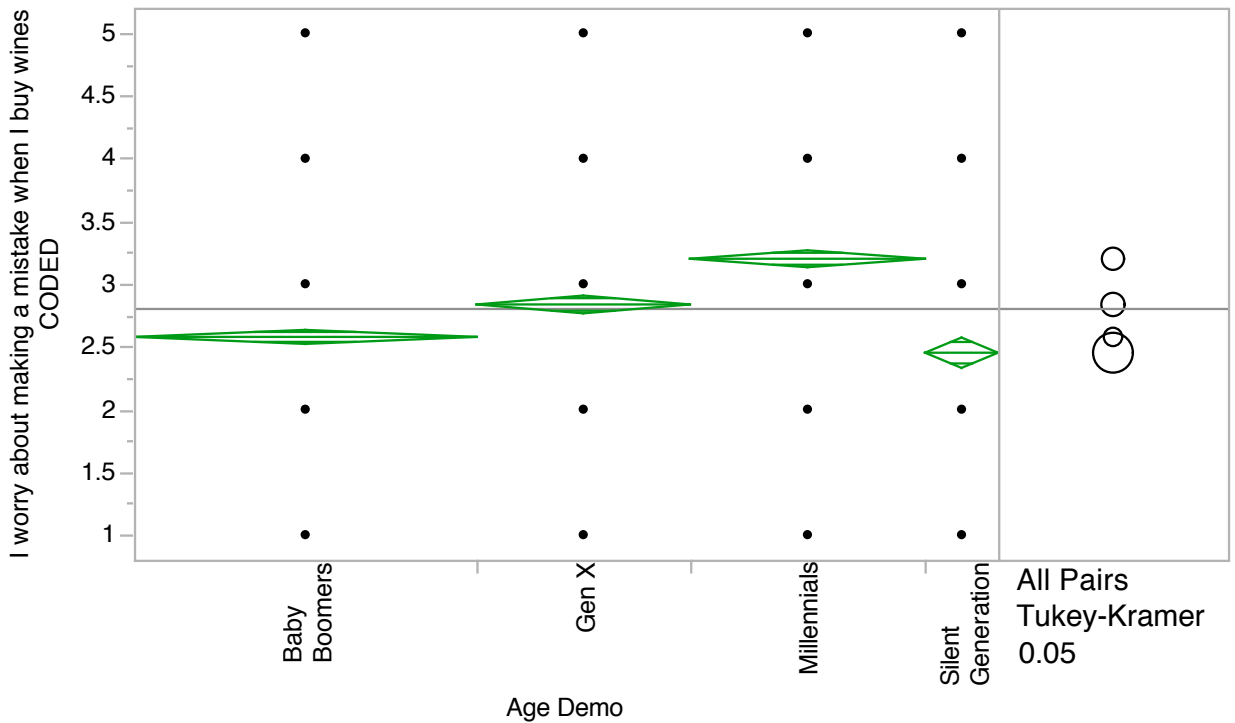
Figure 6: Analysis of Variance Mistake Making Wine Shopping by Age Demo with Post Hoc

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Table 9: Connecting Letter Report Mistake Making Wine Shopping by Age Demo Post Hoc Test

Connecting Letters Report

Level			Mean
Millennials	A		3.1990000
Gen X		B	2.8348018
Baby Boomers		C	2.5761317
Silent Generation		C	2.4501608

Levels not connected by same letter are significantly different.

As such, the data analysis support our Research Question 1. However, it is not just the 19 percent of wine shoppers/consumers that comprise the Overwhelmeds segment that have these opinions concerning the wine shopping experience. It is clear that anxiety in the aisle is the reality for many wine shoppers, and that with the exception of the Enthusiasts, there is thus still much opportunity for improving the wine shopping experience. The Genome segments provide the opportunity, through deeper insights, on how to address each segment's anxieties.

For instance, Price Driven shoppers stood out of the previous analysis. Obviously the focus on price makes for a relatively simple shopping process. As shown in an analysis of the different segments' opinion on the statement: "You can buy good wines without spending a lot of money," this is however an opinion shared with the "more expert" shoppers in the Ritualized Loyalists and Enthusiasts segments, shown in Tables 10 and in Table 11, which shows the ordered differences between the segments.
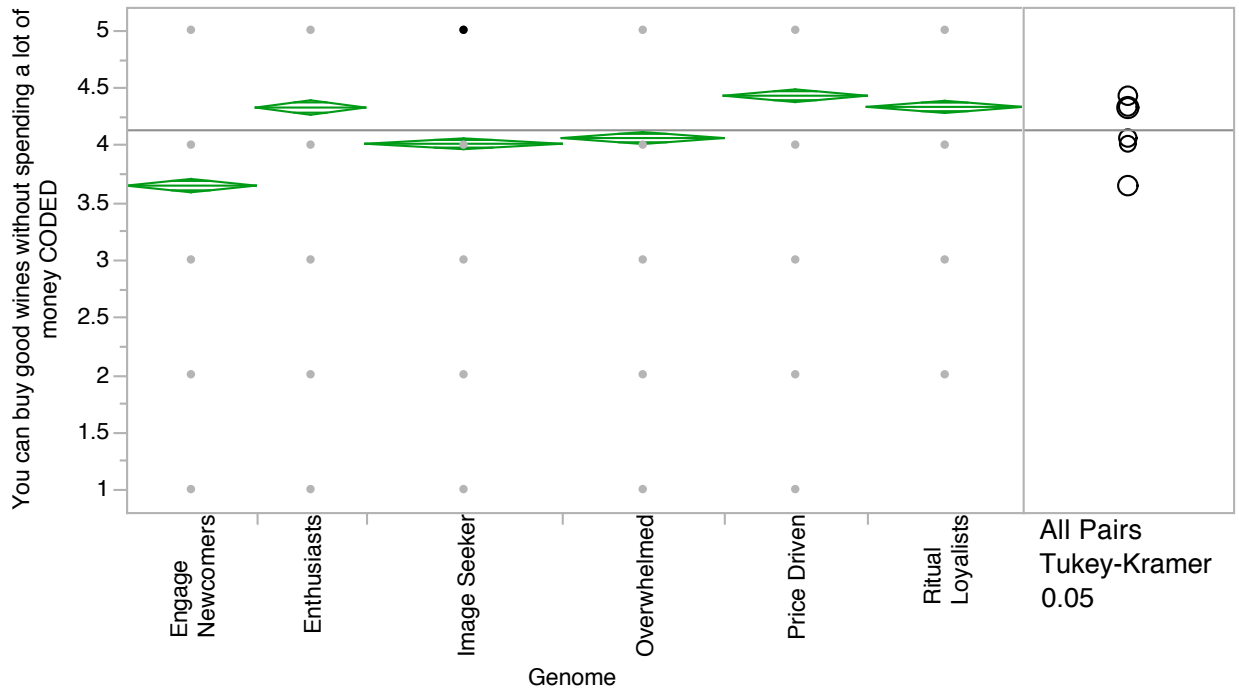
Figure 7: Analysis of Price/Value Wine Shopping by Genome with Post Hoc

Table 9: Connecting Letter Report Price/Value Wine Shopping by Genome Post Hoc Test

Connecting Letters Report

Level			Mean
Price Driven	A		4.4258944
Ritual Loyalists	A		4.3286385
Enthusiasts	A		4.3229399
Overwhelmed		B	4.0572289
Image Seeker		B	4.0074442
Engage Newcomers		C	3.6428571

Levels not connected by same letter are significantly different.

Table 10: Ordered Difference Report Price/Value Wine Shopping All Pairs Tukey HSD Post Hoc Test

Ordered Differences Report

Level	- Level	Difference	Std Err Dif	Lower CL	Upper CL	p-Value
Price Driven	Engage Newcomers	0.7830372	0.0408862	0.666460	0.8996141	<.0001*
Ritual Loyalists	Engage Newcomers	0.6857814	0.0400875	0.571482	0.8000809	<.0001*
Enthusiasts	Engage Newcomers	0.6800827	0.0437716	0.555279	0.8048865	<.0001*
Price Driven	Image Seeker	0.4184502	0.0370618	0.312778	0.5241225	<.0001*
Overwhelmed	Engage Newcomers	0.4143718	0.0397432	0.301054	0.5276895	<.0001*
Price Driven	Overwhelmed	0.3686655	0.0386957	0.258334	0.4789965	<.0001*
Image Seeker	Engage Newcomers	0.3645870	0.0381541	0.255800	0.4733740	<.0001*
Ritual Loyalists	Image Seeker	0.3211943	0.0361787	0.218040	0.4243488	<.0001*
Enthusiasts	Image Seeker	0.3154957	0.0402224	0.200812	0.4301798	<.0001*
Ritual Loyalists	Overwhelmed	0.2714096	0.0378508	0.163488	0.3793316	<.0001*
Enthusiasts	Overwhelmed	0.2657110	0.0417328	0.146720	0.3847015	<.0001*
Price Driven	Enthusiasts	0.1029545	0.0428228	-0.019144	0.2250529	0.1549
Price Driven	Ritual Loyalists	0.0972559	0.0390493	-0.014083	0.2085950	0.1270
Overwhelmed	Image Seeker	0.0497847	0.0357968	-0.052281	0.1518503	0.7327
Ritual Loyalists	Enthusiasts	0.0056986	0.0420608	-0.114227	0.1256245	1.0000

However, these Genome segments separate out with regards to the price-level, or average price paid by each segment. In general, Price Driven segment shoppers have a predetermined price range and are more likely than other segments to buy wine in the lower price tiers, $F(5, 3676) = 46.94$, $p < .0001$.
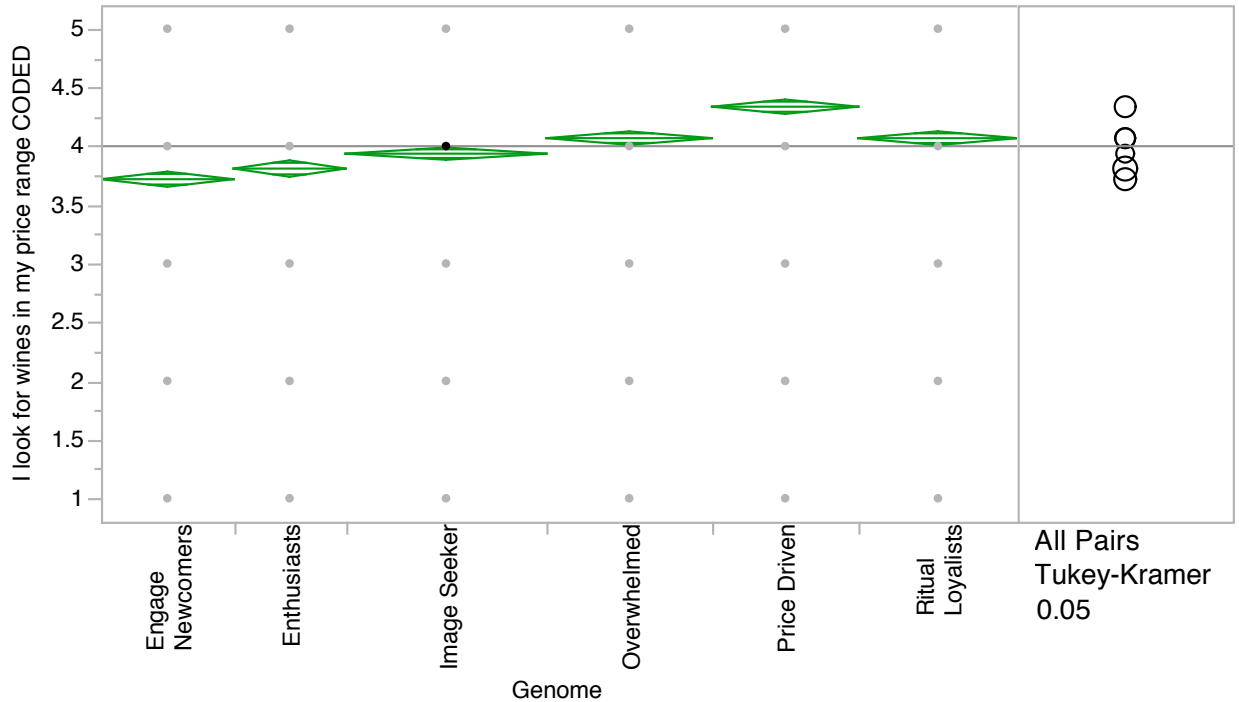
Figure 8: ANOVA of Selecting Pre-Determined Price by Genome with Post Hoc Test

In short: Price Driven segment shoppers know what price range, but do not normally know what wines pairs with what foods, but they don't really care. They are looking for a good value wine for any occasion that is available at the store they shop at. The two biggest influencers of their purchase decision are previous buy and price or price promotions. They are more likely than other segments to buy larger size formats because they feel this is a better value. As to be expected, their ideal store would be organized by price, as shown in earlier analysis discussed above. Actually, they rather prefer stores with a 'no-frills' experience, such as a warehouse feel or grab and go, $F(5,3676) = 20,71$, $p < .0001$, shown in Figure 9 and Table 11.
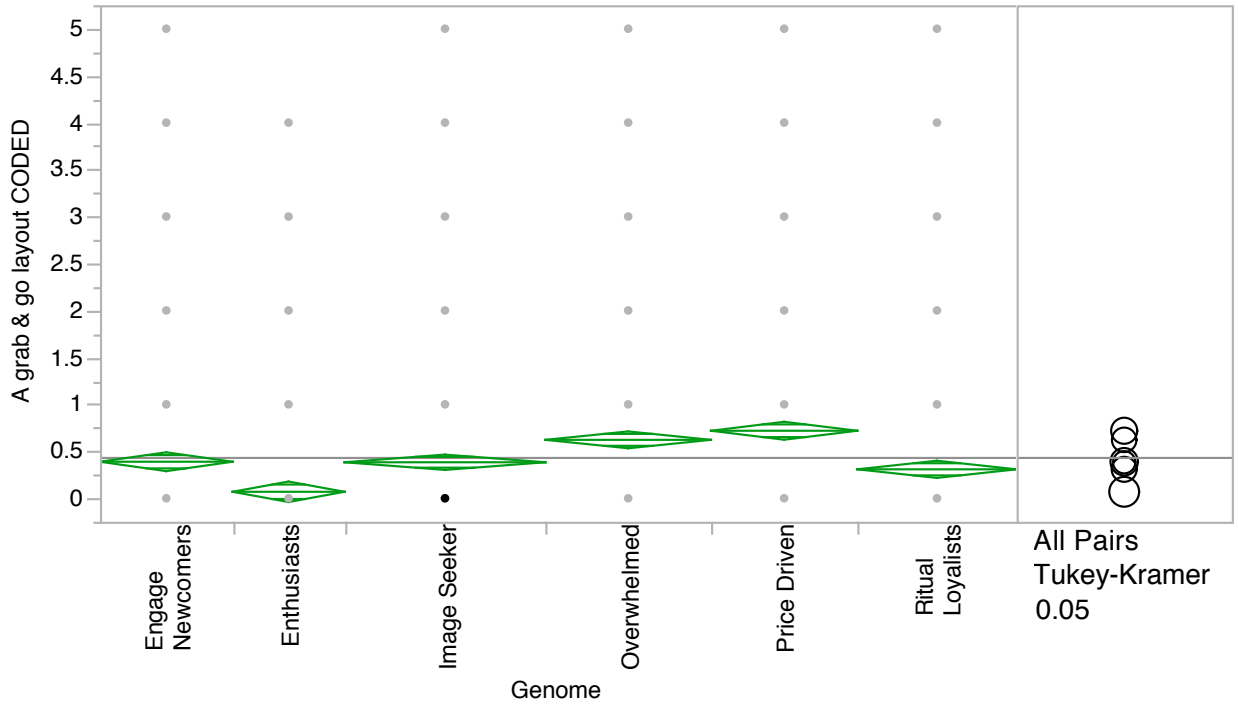
Figure 9: ANOVA of Grab&Go Shopping Preference by Genome with Post Hoc Test

Table 11: Ordered Difference Report Grab&Go Shopping Preference All Pairs Tukey HSD Post Hoc Test

Ordered Differences Report

Level	- Level	Difference	Std Err Dif	Lower CL	Upper CL	p-Value	
Price Driven	Enthusiasts	0.6498674	0.0739473	0.439025	0.8607096	<.0001*	
Overwhelmed	Enthusiasts	0.5529456	0.0720651	0.347470	0.7584213	<.0001*	
Price Driven	Ritual Loyalists	0.4106155	0.0674311	0.218353	0.6028785	<.0001*	
Price Driven	Image Seeker	0.3355350	0.0639991	0.153058	0.5180124	<.0001*	
Price Driven	Engage Newcomers	0.3298120	0.0706033	0.128504	0.5311195	<.0001*	
Engage Newcomers	Enthusiasts	0.3200554	0.0755858	0.104541	0.5355694	0.0003*	
Image Seeker	Enthusiasts	0.3143324	0.0694570	0.116293	0.5123716	<.0001*	
Overwhelmed	Ritual Loyalists	0.3136937	0.0653616	0.127332	0.5000559	<.0001*	
Ritual Loyalists	Enthusiasts	0.2392519	0.0726316	0.032161	0.4463427	0.0128*	
Overwhelmed	Image Seeker	0.2386133	0.0618147	0.062364	0.4148624	0.0016*	
Overwhelmed	Engage Newcomers	0.2328902	0.0686294	0.037211	0.4285699	0.0091*	
Price Driven	Overwhelmed	0.0969218	0.0668206	-0.093600	0.2874439	0.6959	
Engage Newcomers	Ritual Loyalists	0.0808035	0.0692240	-0.116571	0.2781785	0.8525	
Image Seeker	Ritual Loyalists	0.0750805	0.0624742	-0.103049	0.2532100	0.8362	
Engage Newcomers	Image Seeker	0.0057231	0.0658854	-0.182133	0.1935789	1.0000	

When Engaged Newcomers make a purchase decision, consumer reviews and recommendations are important to them, whether they have previously consumed the wine or

not. Though they have a thirst for wine knowledge, they do not consider themselves overly

knowledgeable about wine and never know what wines go with what foods, worrying about

making a mistake. The Engaged Newcomers' ideal store would specialize in wine with

knowledgeable staff.

Finally, taste is an important element of the enjoyment of wine. Obviously, other than

store personnel recommendation or in-store sampling, taste cannot be determined prior to

purchase in an off-premise retail context. The Genome segments differ significant in the

importance placed on pre-purchase suggestions and recommendation by store personnel,

ANOVA result: $F_{(5,3676)} = 15.31$, $p < .0001$. Although, certain segments do not differ

significantly as expected, given the earlier descriptions of the Genome segments, as shown in
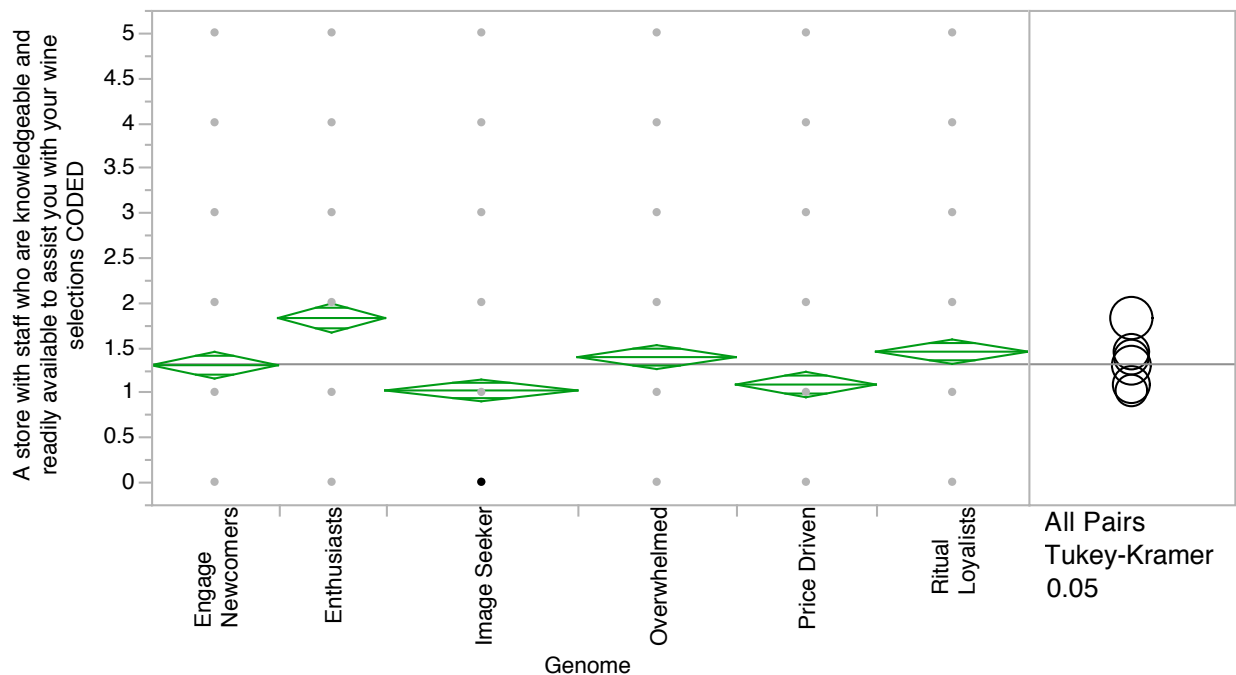
Figure 10 and Tables 12 and 13 below.

Figure 10: ANOVA of Staff Recommendations by Genome with Post Hoc Test

Connecting Letters Report

Level		Mean
Enthusiasts	A	1.8218263
Ritual Loyalists	B	1.4475743
Overwhelmed	B	1.3870482
Engage Newcomers	B C	1.2969925
Price Driven	C D	1.0817717
Image Seeker	D	1.0161290

Levels not connected by same letter are significantly different.

Table 13: Ordered Difference Report Staff Recommendations All Pairs Tukey HSD Post Hoc Test

Ordered Differences Report

Level	- Level	Difference	Std Err Dif	Lower CL	Upper CL	p-Value	
Enthusiasts	Image Seeker	0.8056972	0.1029393	0.512192	1.099203	<.0001*	
Enthusiasts	Price Driven	0.7400546	0.1095943	0.427574	1.052535	<.0001*	
Enthusiasts	Engage Newcomers	0.5248338	0.1120226	0.205429	0.844238	<.0001*	
Enthusiasts	Overwhelmed	0.4347781	0.1068048	0.130251	0.739305	0.0007*	
Ritual Loyalists	Image Seeker	0.4314453	0.0925904	0.167447	0.695444	<.0001*	
Enthusiasts	Ritual Loyalists	0.3742519	0.1076443	0.067331	0.681173	0.0068*	
Overwhelmed	Image Seeker	0.3709192	0.0916130	0.109708	0.632131	0.0007*	
Ritual Loyalists	Price Driven	0.3658026	0.0999369	0.080858	0.650748	0.0035*	
Overwhelmed	Price Driven	0.3052765	0.0990321	0.022911	0.587642	0.0252*	
Engage Newcomers	Image Seeker	0.2808634	0.0976461	0.002450	0.559277	0.0466*	
Engage Newcomers	Price Driven	0.2152208	0.1046382	-0.083129	0.513570	0.3105	
Ritual Loyalists	Engage Newcomers	0.1505819	0.1025941	-0.141940	0.443103	0.6850	
Overwhelmed	Engage Newcomers	0.0900557	0.1017129	-0.199953	0.380065	0.9501	
Price Driven	Image Seeker	0.0656427	0.0948504	-0.204799	0.336085	0.9829	
Ritual Loyalists	Overwhelmed	0.0605261	0.0968697	-0.215674	0.336726	0.9892	

CONCLUSION AND OPPORTUNITIES FOR FUTURE RESEARCH

As the analyses show, the six different shopper segmentations vary on many elements of the shopping experience. These variances are highlighted through the Constellation segmentation with the additional attributes taken into consideration beyond the traditional segmentation that utilizes macro-level demographics. With statistically significant differences on key questions associated with wine aisle organization and wine aisle features, it is crucial for

retailers to evaluate who the key shopper segments are and tailor their wine aisle design to assist the wine shopper with their purchase.

Meijer, a retailer based out of Grand Rapids, Michigan, utilized the Genome segmentation techniques on a representative sample (n=432) of its shoppers. Based on the results, adjustments were made to the national genomes in order to better represent certain characteristics more prevalent in the Meijer study compared to the national sample. Essentially, Meijer shoppers over-indexed in three Genomes: Engaged Newcomers, Price Driven, and Ritualized Loyalists. As said, the Meijer Genomes are different enough from the national Genomes to allow for specific fine-tuning of the general marketing and merchandising suggestions discussed in this thesis to better fit the particular level of anxiety and other issues experienced by these shoppers. By utilizing the Genome techniques to gain deep shopper insights, Meijer will be able to develop and execute a shopper marketing campaign individualized to its shoppers. Because of the relatively large number of shoppers falling within these three segments, Meijer is now able to use the similarities between these the three Genome segments to adjust their marketing and merchandising strategies to align the wine aisle with its shoppers' needs.

We think that these results speak to a need for further research into developing a robust standardized method for developing a retailer-specific Genome inventory as a version of-, or derivative, of the national Genome archetypes. Such fine-tuning will provide the opportunity to quickly, and at relatively lower costs, develop a data-based shopper marketing strategy. By using K-clustering techniques that use shoppers' store affiliation, it may be possible to additionally develop these Genome inventories for store groupings, a technique that may prove more successful than making assortment and shopper marketing decisions based on traditional demographic factors.

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	Citation:	Agnoli, L., Begalli, D., & Capitello, R. (2011). Generation y's perception of wine and consumption situations in a traditional wine-producing region. *International Journal of Wine*, *23*(2), 176-192.

Practitioners	Bottom Line:	Generation Y views the functions of alcohol based on the consumption situation. Wine is the preferred drink in situations of hospitality. Consumption locations and willingness to pay are two key areas that need to be researched in order to study how the next generation plans to consume alcoholic beverages. **Education regarding consumption should be provided to increase the awareness, capacity and confidence with which Generation Y evaluates products and combines them with food.** Six marketing topics to focus on include: group dynamics, consumption locations, traditionally trendy value, willingness to pay, and consumption education and pleasure perception.

Researchers	Emp./Concept:	Empirical
	Method: (if applicable)	Two groups (266 respondents) from Verona between 16 and 32 years of age took a questionnaire survey.
	Relevant Theory:	Lancaster's theory (Lancaster, 1966)
	Future Research:	Aims to increase the sample size in order to create a larger picture of consumption situations by surveying people from other Italian regions besides Verona.

	Citation:	Brunner, T. A., & Siegrist, M. (2011). Lifestyle determinants of wine consumption and spending on wine.*International Journal of Wine*, *23*(3), 210-220.

Practitioners	Bottom Line:	Consumption and spending are mainly influenced by knowledge, bargain, recreation, age, and intellectual challenge. Those who know more about wine tend to consume more of it. (strongest determinant) Recreation was the second highest determinant of more consumption. Those who drink wine socially tend to drink less of it, so that isn't necessarily a marketing point to focus on. Bargain shoppers bought more wine but spent less on it.

Researchers	Emp./Concept:	Empirical
	Method: (if applicable)	Postal paper-and-pencil survey sent out to random addresses in the German-speaking part of Switzerland. Final sample size was 874.
	Relevant Theory:	N/A
	Future Research:	Future research should look at other countries to see if the current results from Switzerland are valid for multiple regions.

	Citation:	Bruwer, J., Saliba, A., & Miller, B. (2011). Consumer behaviour and sensory preference differences: Implications for wine product marketing. *Journal of Consumer Marketing*, *28*(1), 5-18.

Practitioners	Bottom Line:	Females are more likely than males to be influenced by others when buying wine (significant others, friends, social occasions, choice of food). More females prefer white to red compared to males. It cannot be concluded that more females enjoy sweet wines versus dry wines in comparison to males. Dry versus sweet is a generational preference. Both males and females shift towards dry wines as they get older. Females do prefer lighter wines in comparison to males.

Researchers	Emp./Concept:	Empirical
	Method: (if applicable)	300 questionnaires consisting of 30 total questions (26 close-ended, 4 open-ended) were distributed in ten tasting rooms on wine routes in Yarra Valley Wine Region in Australia over a six week period. The final sample size was 150 (187 responses total - 37 incomplete/incorrect).
	Relevant Theory:	N/A
	Future Research:	Further research to better understand how sensory preferences develop, why they exist and how consumers convey perceptions of wine products.

	Citation:	Cohen, E. (2009). A cross-cultural comparison of choice criteria for wine in restaurants. *International Journal of Wine*. 21(1). 50-63.

Practitioners	Bottom Line:	Differing cultures affect the way consumers view wine. Consumption behavior is influenced by culture and age demographics mainly. Consumption amount and income had little varying affect between groups. It is necessary to understand the culture to see how consumers drink wine, how they make their choice in wine, how they receive information about wine, etc.

Research	Emp./Concept:	Empirical
	Method: (if applicable)	Best- worst method with data collected from wine consumers in Australia (283), UK (304), and France (147).
	Relevant Theory:	N/A
	Future Research:	Compare these results with restaurant observations to get a better understanding of consumer behavior.

	Citation:	Geraghty, S., Torres, A. (2009). The Irish wine market: a market segmentation study. *International Journal of Wine*. 21(2). 143-154.

Practitioners	Bottom Line:	Irish wine drinkers fall into one of three categories. These segmented groups include casual wine buyers, value seeking wine buyers, and wine traditionalists. Each group consists of consumers from different demographic groups and have varying preferences when consuming and buying wine. Marketing efforts should be tailored to attracted one of these groups depending on the intended target market.

	Emp./Concept:	Empirical

Researchers	Method: (if applicable)	Self-administered questionnaire to consumers (307) from a select region (Galway City, Galway County). Segmentation of consumers into groups using k-clustering.
	Relevant Theory:	N/A
	Future Research:	More complex segmentation to gather a richer understanding of the Irish wine consumer.

	Citation:	Guidry, J., Babin, B., Graziano, W., Schneider, W. (2009). Pride and prejudice in the evaluation of wine? *International Journal of Wine.* 21(4). 298-311.

Practitioners	Bottom Line:	A wine's country of origin has a strong effect on consumers' preferences and price perceptions. Wines associated with sophisticated and well known wine regions are perceived as having higher quality. These associations often trump social identity. Consumers were more willing to pay a higher price for the "French" wine because wine is often related to France in a consumer's mind. Texas is not known for wine, so the Texan wine were perceived to have a lower quality.

Researchers	Emp./Concept:	Empirical
	Method: (if applicable)	A sample of 257 Texan university students sampled and rated two identical wines, differing only in the labeling as either French of Texan.
	Relevant Theory:	Social identity theory
	Future Research:	Include samples that contain more variance in wine knowledge, culture and nationality, and other characteristics.

	Citation:	Johnson, R., Bruwer, J. (2007). Regional brand image and perceived wine quality: the consumer perspective. *International Journal of Wine.* 19(4). 276-297.

Practitioners	Bottom Line:	Two hypotheses were tested during this research, both were confirmed. The first hypothesis stated that regional brand is an important factor in consumer expectations when evaluating labels. Regional brand information can increase consumer confidence in wine quality. The second hypothesis stated that wine regional brand images are a muli-faceted entity. it is recommended to use strong and positive regional branding images but realize that not all regions have positive attributions.

Researchers	Emp./Concept:	Empirical
	Method: (if applicable)	An online survey completed in a two-week period in May 2006. Respondents (570) were mainly from California (San Francisco Bay Area) and were strongly skewed toward highly-involved wine consumers
	Relevant Theory:	N/A
	Future Research:	Include awareness and drinking penetration measure, be completed on a national level.

	Citation:	King, E., Johnson, T., Bastian, S., Osidacz, P., Francis, I. (2012). Consumer liking of white wines: segmentation using self-reported wine liking and wine knowledge. *International Journal of Wine.* 24(1). 33-46.

Practitioners	Bottom Line:	Consumers were segmented in to three groups: "white wine likers", "Chardonnay wine dislikers", and "Riesling wine likers". Each group displayed varying consumption patterns, levels of knowledge, and focused on different aspects when purchasing wine. Higher levels of knowledge tended to shift towards Rieslings while lower level did not like Chardonnay and drank more Sauvignon Blanc. Those with no preferred wine styles tended to rely more on external cues on the packaging or recommendations from friends while higher levels of knowledge looked more into age of wine and alcohol levels when making purchases.

Researchers	Emp./Concept:	Empirical
	Method: (if applicable)	A convience sample (150) of consumers from the Adelaide metropolitan district was recruited through online ads and screened through questionnaires and phone contacts. Data was collected from a completed questionnaire at a central location during a one week period in December 2009.
	Relevant Theory:	N/A
	Future Research:	Compare results from this study to a larger number of consumers from different parts of Australia, expand the range of wine styles/varieties.

	Citation:	Mueller, S., Rungie, C. (2009). Is there more information in best-worst choice data? *International Journal of Wine.* 21(1). 24-40.

Practitioners	Bottom Line:	For the majority of wine consumers, the ease of trial is very important in making a wine choice. These consumers are attracted to smaller purchase sizes and impersonal suggestions. Best-worst scaling has proven to be a reliable preference and attribute importance measurement method with high discriminative power.

Researchers	Emp./Concept:	Empirical
	Method: (if applicable)	304 completed questionnaires were collected using an online survey instrument in February 2007. Respondents were invited from a panel of consumers registered for online survey completion. Best-Worst scaling.
	Relevant Theory:	N/A
	Future Research:	Focus on two things: the validation of the stability of the utility dimensions and develop a more precise method to derive the variance-covariance matrix.

	Citation:	Seghieri, C., Casini, L., & Torrisi, F. (2007). The wine consumer's behaviour in selected stores of Italian major retailing chains. *International Journal of Wine.* 19(2). 139-151.

Practitioners	Bottom Line:	A wide range of factors influence the consumers' purchase process. A two-fold analysis can be used to detect distinct consumer segments. The research identified four segments of wine consumers (The usual buyers, the rational consumers, the professionals of promotion, and the interested buyers). Each segment shopped differently in terms of time spent in the aisle and what they looked for while in the aisle. Marketing strategies and aisle organization can be based off the different patterns of these consumers.

Researchers	Emp./Concept:	Empirical
	Method: (if applicable)	Sample of 442 wine consumers were interviewed with a five-part questionnaire immediately after their purchase in the wine shelf space.
	Relevant Theory:	N/A
	Future Research:	More detailed research to better examine the relationship between the different types of wine consumers and the factors of their purchase decision process.

	Citation:	Veale, R. (2008). Sensing or knowing? Investigating the influence of knowledge and self-confidence on consumer beliefs regarding the effect of extrinsic cues on wine quality. *International Journal of Wine.* 20(4). 352-366.

Practitioners	Bottom Line:	Country of origin and price are much stronger contriubutors to perceptions of wine quality over taste, regardless of knowledge or self-confidence levels. Consumers acrosss all segments place high value on price when determining a wine's quality level.

Researchers	Emp./Concept:	Empirical
	Method: (if applicable)	A taste testing experiment (263) was conducted using country of origin, price and a chardonnay wine as stimulus.
	Relevant Theory:	N/A
	Future Research:	N/A

	Citation:	Barber, N. A., & Taylor, C. (2013). Experimental approach to assessing actual wine purchase behavior. *International Journal of Wine, 25*(3), 203-226.

Practitioners	Bottom Line:	Individuals' attitudes and intentions are strong predictors of actual behavior. Individuals with low purchase intentions do act in line with their stated intentions much more strongly than individuals with moderate and high stated purchase intentions. The results from the survey and auction did not result in significant differences for the low-purchase-intention group. There were no significant differences between real willingness to pay for the three purchase intention groups either.

Researchers	Emp./Concept:	Empirical
	Method: (if applicable)	Two-stage process. First portion was a four week online survey (115 respondents). The second portion was an auction with the same respondents.
	Relevant Theory:	Theory of Reasoned Action (Ajzen and Fishbein 1980, Fishbein and Ajzen 1975)
	Future Research:	Consider the logistics of where, when and how to conduct the auction which may impede the attendance. Consider the need to measure and control for social desirability bias and normative influences.

	Citation:	Barber, N., Ismail, J., & Dodd, T. (2008). Purchase attributes of wine consumers with low involvement. *Journal of Food Products Marketing, 14*(1), 69-86.

Practitioners	Bottom Line:	The quality of wine cannot be accessed until after consumption, so purchase decisions have to be made based on prior knowledge. Packaging and labeling is crucial when attracting consumers. Wines receiving awards fair well with wine novices. Price is also a major purchase driver for wine novices. They spend much less time shopping for wine. They don't look through wine articles or feel comfortable speaking with a sales associate.

Researchers	Emp./Concept:	Empirical
	Method: (if applicable)	Self-administered questionnaire used to assess socio-demographic characteristics, consumer behavior activities and psychographic information. Combination of closed-ended and five-point Likert scale responses. Data collect from Connecticut (2 retail shops, five wineries, 1000 questionnaires - 339 responses)
	Relevant Theory:	N/A
	Future Research:	N/A

	Citation:	Camillo, A. A. (2012). A strategic investigation of the determinants of wine consumption in china. *International Journal of Wine, 24*(1), 68-92.

Practitioners	Bottom Line:	Chinese consumers rely heavily on word-of-mouth when trying new wines. There are many factors that affect a wine consumers purchase behavior including perceived risks, product cues (brand), labelling, price, experience/familiarity, knowledge, situation and country of origin. Wine is viewed as having health benefits and creating a positive image. Looking at emerging markets is similar to looking at ways to engage wine shoppers in the US. There are many similarities between what draws consumers in.

Researchers	Emp./Concept:	Empirical
	Method: (if applicable)	An online survey was emailed to consumers in mainland China. Survey included yes/no, scaled, multiple choices, closed-end,and open-ended questions. Total of 438 responses.
	Relevant Theory:	Theory of consumption behavior
	Future Research:	More in-depth looks into the different demographics of the wine consumers. Looking into other emerging wine markets such as India.

	Citation:	Forbes, S. (2012) The influence of gender on wine purchasing and consumption. An exploratory study across four nations. *International Journal of Wine*. 24(2). 146-159.
Practitioners	Bottom Line:	The behavior of sine purchasing consumers is not significantly different by gender. There are small variations that affect the genders differently. Women are more influenced by discounted wines - possible reasonings being lower wages, less financial confidence. Males are more affected by the region that the wine comes from. They tend to see themselves as more knowledgeable of the wine. Gender is not a suitable variable for assessing a consumer's level of involvement with wine.
Researchers	Emp./Concept:	Empirical
	Method: (if applicable)	An interviewer-administered questionnaire was used to examine the actual purchase decisions made by 399 consumers inside stores in New Zealan, Australia, the UK and the USA.
	Relevant Theory:	N/A
	Future Research:	Repeat the study to see if the wine purchasing and consumption behavior of females and males changes over time.
	Citation:	Lockshin, L., Spawton, A., Macintosh, G. (1997). Using product, brand and purchasing involvement for retail segmentation. *Journal of Retailing and Consumer Services*. 4(3). 171-183.
Practitioners	Bottom Line:	Wine purchasers were segmented into five categories based on three types of involvement while shopping. These groups are choosy buyers, brand conscious - but hate to shop, uninvolved shopper, interested shopper, and lazy involved shopper. Each segment responds different to marketing promotions and strateies and should be targeted based on the desired outcome of the retailer.
Researche	Emp./Concept:	Empirical
	Method: (if applicable)	Intercept methodology with 368 usable responses.
	Relevant Theory:	N/A
	Future Research:	Replicate research using other product categories in different geographic locations.
	Citation:	Yu, Y., Sun, H., Goodman, S., Chen, S., & Ma, H. (2009). Chinese choices: a survey of wine consumer in Beijing. *International Journal of Wine*. 21(2). 155-168.
Practitioners	Bottom Line:	Both segments wine purchases altered with changes in occasion. For daily drinking, both segments purchased cheap wine, but when it came to gift giving, both segmentation shifted towards the more expensive wines. Consumers are more sensitive towards price and country of origin as opposed to awards, medals, and vintage. Domestic brands were much more favored among both groups. The supermarket was also the preferred purchasing destination.
Researchers	Emp./Concept:	Empirical
	Method: (if applicable)	A questionnaire sampling a group of "typical" consumers (197) and a group of university students (122) containing 27 single choice or scoring questions and 13 best-worst scaling questions.
	Relevant Theory:	N/A
	Future Research:	Duplicate research in other cities in China.
	Citation:	Atkin, T., & Johnson, R. (2010). Appellation as an indicator of quality. *International Journal of Wine*, 22(1), 42-61.
Practitioners	Bottom Line:	Brand and place of origin (region, country, state) are the most important attributes to consumers. Origin is used as an indicator of quality. Wine buying is a risky activity due to the high level of confusion that comes from the complexity of the aisle. The consumer is forced to rely on extrinsic cues (price, origin, label, brand, shelf position). **Consumers select wine based on consistent quality, recommnendations from friends/family, advice from sales associates, knowledge of wine, price and packaging/labeling.** Younger wine drinkers tend to rely more heavily on labeling. Brand is the most important information that consumers used, followed by region/country of origin. Appellation information is too complex.
Researchers	Emp./Concept:	Empirical
	Method: (if applicable)	Online survey (Survey Monkey) of 409 geographically dispersed wine consumers across the US. (Respondents recruited by Survey Sampling International, screened for at least occasional wine consumption. 46 states, 189 male, 211 female)
	Relevant Theory:	N/A
	Future Research:	Looking more deeply into consumer attitudes. Expanding research internationally to see what other segments find useful.
	Citation:	Casini, L., & Corsi, A. M. (2009). Consumer preferences of wine in Italy applying best-worst scaling. *International Journal of Wine*. 21(1), 64-78.
Practitioners	Bottom Line:	Previous experiences and food/wine pairings have a large influence on which wines consumers decide to purchase. Both these attributes reduce the risk to the consumer by lowering risks associated with uncertainty. Younger drinkers rely more on recommendation while older drinkers rely more on what they read.
archers	Emp./Concept:	Empirical
	Method: (if applicable)	Used the best-worst method to measure the degree of importance given by respondents to attributes, avoid rating bias problems and compare potential market segments. The study looked at two Italian regions, Veneto (430) and Le Marches (192).

Res	Relevant Theory:	N/A
	Future Research:	Larger sample size to better represent all of Italy. Compare data to similar consumer behavior from other countries.

	Citation:	Goodman, S. (2009). An international comparison fo retail consumer wine choice. *International Journal of Wine*. 21(1). 41-49.

Practitioners	Bottom Line:	Culture differences create variances in the attributes that most and least affect the purchasing decisions in the wine category. Knowing the attributes that most affect the target market atlers what methods the retailer should use in order to increase sales. Certain information can be more relevant to some groups than others. Using the wrong types of information to market to a group can be overwhelming and cause the consumer to be confused or overwhelmed.

Researche	Emp./Concept:	Empirical
	Method: (if applicable)	Best worst method sampling from 12 countries to see variances in influencers on wine purchasing.
	Relevant Theory:	N/A
	Future Research:	Examine deeper into the needs identified in study.

	Citation:	Martinez, L., Molla-Bauza, M., Gomis, F., Poveda, A. (2006). Influence of purchase place and consumption frequency over quality wine preferences. *Food Quality and Preference*. 17. 315-327.

Practitioners	Bottom Line:	This paper took into consideration the relative importance of a set of four attributes on quality wine purchase decisions : type of wine, Designation of Origin, price and consumption occasion. Consumers were segmented into three groups based on amount of consumption. **MAIN CONCLUSION: it is necessary to design different marketing strategies according to the distribution channel and according to the type of consumer.**

Researchers	Emp./Concept:	Empirical
	Method: (if applicable)	Survey of 439 consumers from Alicante, Spain. Performed in the streets by four interviewers in July and August of 2001.
	Relevant Theory:	N/A
	Future Research:	Determine which kind of consumers consume more in shops and which of them consume more in restaurants.

	Citation:	McCutcheon, E., Bruwer, J., Li, E. (2009). Region of origin and its importance among choice factors in the wine-buying decision making of consumers. *International Journal of Wine*. 21(3). 212-234.

Practitioners	Bottom Line:	Region is an important choice factor. Females are more strongly influenced by region than males. Those engaged in wine tourism rate region of origin higher and are more likely to prefer the wines from the region they have toured. Red wine drinkers are more influenced by region than white wine drinkers. Higher involvement consumers are more influenced by region. Certain consumer groups are more influenced by region and these groups should be targeted by regional branding.

Researchers	Emp./Concept:	Empirical
	Method: (if applicable)	Survey of 180 respondents from two sample areas, a wine bar/restaurant and virtual wine communities. Questionnaire contained both open and closed-ended questions.
	Relevant Theory:	N/A
	Future Research:	Extend research to a national scale. Assess the channel impact on the influence of region of origin and other wine attributes.

	Citation:	Barber, N. (2010). "Green" wine packaging: Targeting environmental consumers. *International Journal of Wine*,22(4), 423-444.

Practitioners	Bottom Line:	Opinions of purchasing environmentally friendly wine are based on convenience and importance. Consumers will purchase eco-friendly wine if they see it as a benefit to either themselves or society. Older generations are more willing to spend more on a bottle of eco-friendly wine than Millennials, mainly due to the differences in income.

Researchers	Emp./Concept:	Empirical
	Method: (if applicable)	Subjects were randomly selected from an email database (9,000) from a national data warehouse company. 313 respondents completed the online survey. Each respondent had to meet the criteria of: being over 21 years of age, was a wine consumer, and had purchased wine in the past year.
	Relevant Theory:	N/A
	Future Research:	N/A

	Citation:	Bruwer, J., & Alant, K. (2009). The hedonic nature of wine tourism consumption: An experiential view. *International Journal of Wine*, 21(3), 235-257.

Practitioners	Bottom Line:	Wine tourists are interested in much more than just buying and tasting wine. For first time tourists, the "winescape" is just as important to the experience. Learning about the wine and taking in the natural landscape surrounding the wine has a significant impact on the tourist. Tourism is greatly a social event and tourist travel in small groups to take part in tours.

	Emp./Concept:	Empirical

Researchers	Method: (if applicable)	A random sample of 304 responses from 12 wineries on the Paarl Wine Route in South Africa. Respondents answered a self-administerd survey questionnaire that looked at qualitative and quantitative data regarding wine tourists' demographics and behaviour.
	Relevant Theory:	N/A
	Future Research:	A more in-depth look into segmentation of the wine tourist market. What personality constructs seek different sensations?

	Citation:	Cachon, G. P., & Kok, A. G. (2007). Category management and coordination in retail assortment planning in the presence of basket shopping consumers. *Management Science*, *53*(6), 934-951.

Practitioners	Bottom Line:	The study looks more closely at centralized and decentralized (CM) assortment planning. Findings show that decentralized planning such as category management often leads to lower profits due to the "every man for himself" mindset between categories.

Researchers	Emp./Concept:	Conceptual
	Method: (if applicable)	Studies of the assortment planning problem with multiple merchandise categories and basket shopping consumers. Uses a duopoly model in which retailers choose prices and variety level in each category and consumers make their store choice between retail stores.
	Relevant Theory:	Game theory
	Future Research:	N/A

	Citation:	Dufour, Y., Steane, P. (2010). Building a good solid family wine business: Casella Wines. *International Journal of Wine*. 22(2). 122-132.

Practitioners	Bottom Line:	[yellow tail] catered to what the consumers wanted. The makers didn't pay attention to the critics, but simply looked for the approval of the consumer. The bottle design was key to the success of the product. Visually, it illustrated where it was from and the type of wine it was. The information was clear and easy for the consumer to understand which reduces the anxiety when being wine.

Research	Emp./Concept:	Conceptual
	Method: (if applicable)	N/A
	Relevant Theory:	N/A
	Future Research:	N/A

	Citation:	Hollebeek, L., Brodie, R. (2009). Wine service marketing, value co-creation and involvement: research issues. *International Journal of Wine*. 21(4). 339-353.

Practitioners	Bottom Line:	There are several factors that influence the value that a consumer places on a wine including the way service representatives interact with customers and using branding as a logo. Value co-creation is a concept that looks at human interaction as well as interaction through various media forms. Value can also be created through interactions with other consumers. WIne for everyday consumption is more often associated with supermarkets for functional purposes when premium wines are associated with specialty stores for hedonic benefits.

Researchers	Emp./Concept:	Conceptual
	Method: (if applicable)	Literature review of previous research looking into the effects of consumer involvement, value co-creation and branding; more specifically looking into wine at the retail level and at the higher-involvement restaurant level.
	Relevant Theory:	N/A
	Future Research:	Modeling of consumer purchase intentions under differences in discounts and pricing levels. Investigate the types and levels of specific factors facilitating a reduction of perceived purchase risk in particular channels. Examine how to best facilitate consumers' wine education.

	Citation:	Kurtulus, M., Toktay, L. (2011). Category Captainship vs. Retailer Category Management under Limited Retail Shelf Space. *Production and Operations Management*. 20(1). 47-56.

Practitioners	Bottom Line:	Shelf space scarcity is a major issue in the retail industry. Shelf space allocation should take into consideration the oppurtunity cost and profitability of each category.

Research	Emp./Concept:	Conceptual
	Method: (if applicable)	N/A
	Relevant Theory:	N/A
	Future Research:	Consider category captainship in the context of alternative demand models

	Citation:	Mantrala, M., Levy, M., Kahn, B., Fox, E., Gairdarev, P., Dankworth, B., Shah, D. (2009). Why is Assortment Planning so Difficult for Retailers? A Framework and Research Agenda. *Journal of Retailing*. 85(1). 71-83.

Practitioners	Bottom Line:	Assortment planning is a highly complex process. Retailers must take in to consideration what the optimal balance of variety, depth and consumer service level is when determining product assortment. Consumer needs are a major factor in deciding this balance.

che	Emp./Concept:	Conceptual

Resear	Method: (if applicable)	N/A
	Relevant Theory:	N/A
	Future Research:	N/A

	Citation:	Szolnoki, G., & Hoffmann, D. (2014). Consumer segmentation based on usage of sales channels in the German wine market. *International Journal of Wine*. 26(1). 27-44.

Practitioners	Bottom Line:	Every retail outlet attracts a different segment of consumers, but each outlet has a right to exist. Realizing what type of consumer segment your retail outlet attracts allows for more specialized marketing efforts that attract to that specific segment and it's shopping patterns and behaviours.

Researchers	Emp./Concept:	Empirical
	Method: (if applicable)	A questionnaire including components about wine consumption behaviour and socio-demographic profile data of 1,940 people from Germany.
	Relevant Theory:	N/A
	Future Research:	Duplicate study over a longer time period.

	Citation:	Charters, S., Velikova, N., Ritchie, C., Fountain, J., Thach, L., Dodd, T., Fish, N., Herbst, F., & Terblanche, N. (2011). Generation Y and sparkling wines: a cross-cultural perspective. *International Journal of Wine*. 23(2). 161-175.

Practitioners	Bottom Line:	Wines are viewed as designated for different types of occasions. Sparkling wines are viewed as a drink for females or celebratory purposes. This means that there are two ways to market these types of wines. Marketers much either change the drinkers perception of the wine, making it appear less feminine, or simply change what constitutes a "celebratory moment". Marketers have the power to mold their wines to fit into the mindsets created by the consumer.

Researchers	Emp./Concept:	Empirical
	Method: (if applicable)	Focus groups were assembled with participants from Australila, New Zealand, South Africa, UK and USA. Participants tasted different champagnes and sparkling wines blindly and discussed with other group members.
	Relevant Theory:	N/A
	Future Research:	N/A

	Citation:	Fountain, J., Lamb, C. (2011). Generation Y as young wine consumers in New Zealand: how do they differ from Generation X? *International Journal of Wine*. 23(2). 107-124.

Practitioners	Bottom Line:	There are many aspects for which Gen Y and X share consumption patterns at young ages for. Gen Y leans more towards imported wines while Gen X is more loyal to domestic offerings. It could be argued that environmental impacts have altered preferences and consumption patterns as opposed to generational cohorts. Evidence that wine consumption increases with age and maturation of taste.

Researchers	Emp./Concept:	Empirical
	Method: (if applicable)	Time lag, cross - sectional and longitudinal views of comparing Gen Y and X. A survey was conducted with a random sample of residents from Christchurch, NZ in 1998 (113) and 2008 (117).
	Relevant Theory:	N/A
	Future Research:	N/A

	Citation:	Hussain, M., Cholette, S., Castaldi, R. (2007). Determinants of wine consumption of US consumers: an econometric analysis. *International Journal of Wine*. 19(1). 49-62.

Practitioners	Bottom Line:	Wine knowledge influences consumption behaviors as well as purchasing. Consumers who are more knowledgeable tend to spend more on wine as well as consume more of it. Wineries must place focus on educating consumers. Wine is considered to be "somewhat intimidating and mysterious". Demographics should be considered when creating marketing plans due to the fact that different races show different consumption patterns.

Researchers	Emp./Concept:	Empirical
	Method: (if applicable)	122 student-administered surveys were completed by consumers in Northern California. Used close-ended, multiple choice questions. Used an econometric procedure called CATREG Estimation for non-numeric variables to analyze data.
	Relevant Theory:	N/A
	Future Research:	Use a random sampling method, cover additional geographic areas, include a larger sample size. Look into similarities between knowledge and consumption and shifting demographics of the market.

	Citation:	Liu, F., Murphy, J. (2007). A qualitative study of Chinese wine consumption and purchasing. *International Journal of Wine*. 19(2). 98-113.

Practitioners	Bottom Line:	In general, Chinese wine consumers have very little knowledge of wine. Many are unaware that white wine exists. Purchasing decisions are greatly affected by face and occasion. Private consumption often leads to the purchasing of inexpensive local wines. When dealing with business banquets, an individual is much more likely to spend more money on a foreign red wine.

ers	Emp./Concept:	Empirical

Research	Method: (if applicable)	Interviews (15) of wine consumers from Guangzhou covering a wide variety of demographic groupings.
	Relevant Theory:	N/A
	Future Research:	Investigate whether wine consumption differs by place. Investigate how other factors (country of origin and consumer ethnocentrism) relate to Chinese purchasing a foreign or local wine at similar price levels.

	Citation:	Pratten, J., Carlier, J. (2010). Wine sales in British public houses. *International Journal of Wine.* 22(1). 62-72.

Practitioners	Bottom Line:	Overall, wine is a growing segment. Much of the consumption is taking place in the home. Wine has yet to be viewed as a social drink. When consumed at on-premise locations, it is much more popular when paired with food as opposed to the bar/pub scene. Different segments of consumers view wine differently. Younger women and older men are more willing to drink wine at pubs and to try new wines. Older men focus more on the quality of the wine when consuming wine outside of the home. Younger men are slow to join the wine movement.

Researchers	Emp./Concept:	Empirical
	Method: (if applicable)	Analysis of primary and secondary research. Surveys of various pub goers during the week. Looked at pubs strictly visited for drinks and those that offered food.
	Relevant Theory:	N/A
	Future Research:	N/A

	Citation:	Nowak, L., Olsen, J., Thach, L. (2006). Wowing the millennials: creating brand equity in the wine industry. *Journal of Product & Brand Management.* 15(5). 316-323.

Practitioners	Bottom Line:	Emotional marketing is extremely beneficial in creating long term partnerships and revenue. Consumers place great value on feeling wanted and "part of the family". Their experience and satisfaction creates loyalty. It is essential to treat each customer as an individual that matters. This emotional bond will keep them coming back.

Researchers	Emp./Concept:	Empirical
	Method: (if applicable)	Survey basaed on standardized brand measurement scales completed by 80 millennials from California.
	Relevant Theory:	N/A
	Future Research:	Expand into other wine tourist locations across the US, increase the sample size, include other generations such as Baby Boomers.

	Citation:	Henley, C., Fowler, D., Yuan, J., Stout, B., Goh, B. (2011). Label design: impact on millenials' perceptions of wine. *International Journal of Wine.* 23(1). 7-20.

Practitioners	Bottom Line:	Labels are the most important marketing feature to millennials. This allows communication between the marketer and the consumer. The front of the label should be simple, yet eye-catching. The back of the label should includer wine producer information. Lots of pictures and numerous food pairings are overwhelming and unnecessary. Highlighting specific fruit tastes appeals to the consumer heavily when actually consuming the wine. Main factors affecting purchase decision included font, bottle color, food pairings, eye-catching front label, and producer information on the back label.

Researchers	Emp./Concept:	Empirical
	Method: (if applicable)	A single-blind study of 97 participants with four stages that evaluated the before and after effects of labeling and product packaging.
	Relevant Theory:	N/A
	Future Research:	Expanding the study to include more wine styles and a greater variety of brands in more diverse bottles with varying price points.

	Citation:	Mueller, S., Remaud, H., Chabin, Y. (2011). How strong and generalisable is the Generation Y effect? A cross cultural study for wine. *International Journal of Wine.* 23(2). 125-144.

Practitioners	Bottom Line:	Differences experienced in personal values, penetration and relative share of alcoholic beverages other than wine, consumption share of wine types and the adoption of alternative wine packaging (bagged wine). High penetration of all forms of alcohol within Gen Y could be driven by large amounts of social drinking occasions. Younger generations are more open minded and drive cultural change, so they are more open to new forms of packaging. Overall, generational segmentation is not a feasible marketing strategy due to the fact that there is so much variance within each generational cohort.

Researchers	Emp./Concept:	Empirical
	Method: (if applicable)	Sampling through an online survey in December 2009 (11,622 respondents from five countries).
	Relevant Theory:	N/A
	Future Research:	Extend to newly emerging wine markets (China, India, Korea) to test whether younger generations are drivers of wine adoption and if generational wine differenes are stronger here.

	Citation:	Priilaid, D., Sevenoaks, M., Aitken, R., & Chisholm, C. (2013). How price demeans sighted assessments across user profiles. *International Journal of Wine.* 25(2). 108-124.

Practitioners	Bottom Line:	Study found that there are certain segments that are more strongly influenced by the placebo effect of extrinsic cues. The segments that price had an amplified effect on included females, older consumers, and the consumers that considered themselves experts. Extrinsic cues have the ability to impair actually intrinsic merit. This raises the question of whether or not it is ethical to price lower quality wines at higher price points as a marketing plan.

Researchers	Emp./Concept:	Empirical
	Method: (if applicable)	73 subjects partook in a blind then sighted tasting of secen merlot wines. The only extrinsic information released was the pricing of the wines.
	Relevant Theory:	N/A
	Future Research:	Duplicate study with actual experts, not just self-proclaimed.

	Citation:	Remaud, H., & Lockshin, L. (2009). Building brand salience for commodity-based wine regions. *International Journal of Wine.* 21(1). 79-92.

Practitioners	Bottom Line:	Geographical name is commonly used and valued by the consumers as an attribute linked to specific wines. A wine region should not think that a geographical name is sufficient to characterize, brand and promote the region.

Researchers	Emp./Concept:	Empirical
	Method: (if applicable)	A web-based questionnaire that utilized the BWS method that assessed 13 features correlated with an Australian wine region (Riverland).
	Relevant Theory:	N/A
	Future Research:	N/A

	Citation:	Schiefer, J., & Fischer, C. (2008). The gap between wine expert ratings and consumer preferences. *International Journal of Wine.* 20(4). 335-351.

Practitioners	Bottom Line:	Expert ratings may not be useful to consumers when looking for cues as to which wines he or she may enjoy. The lack of conformity between experts and consumers might not be simply due to experience. Consumers don't necessarily match up with other consumers ratings. It may be more beneficial to use a simple sensory descriptor system which uses understandable key words to describe a wine's smell, taste, mouth sensation and appearance as opposed to display awards on the bottle that may not have any relevance or meaning to the consumer.

Researchers	Emp./Concept:	Empirical
	Method: (if applicable)	36 consumers tested 6 different wines. A total of 216 individual ratings were analyzed using a linear mixed model.
	Relevant Theory:	N/A
	Future Research:	Use experimental results of the test person's sensory skills rather than a self-reported measure in order to clarify any issues.

	Citation:	Spielmann, N., & Gelinas-Chebat, C. (2012). Terroir? That's not how I could describe it. *International Journal of Wine.* 24(4). 254-270.

Practitioners	Bottom Line:	Terminology associated with wine can mean many different things to the people involved with wine. From producers to consumers, terroir means different things to each different group. Acknowledging these differences can help retailers and producers market their wine correctly to consumers based on the ways that they understand the wine industry.

Researchers	Emp./Concept:	Empirical
	Method: (if applicable)	Online questionnaire completed by 711 French citizens, including an open-ended question asking for the definition of terroir in one's own words.
	Relevant Theory:	N/A
	Future Research:	N/A