

# Information the wine consumer wants on the back label of a wine bottle - to assist with the consumer's purchasing decision?

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I, the undersigned, hereby declare that the work contained in this assignment is my own original work and that I have not previously in its entirety or in part submitted it an any university for a degree.

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## **ABSTRACT**

In an ever-increasing wine market in which the decision to purchase becomes increasingly complicated for the consumer of wine because of the greater variety of wines that are available on the shelves of wine shops, wine producers and marketers are compelled to differentiate their product from the rest of the products. This can be done by finding more and better ways of providing the consumer with correct information to support the decision to purchase. Such information should support the consumer in the place where the decision to purchase must be made, namely at the shop shelf. This is where the packaging, which includes the label, is the main source of information. Correct information is a relative concept and the aim of this study was to determine what the consumer regarded as the most important information on the back label of a bottle of wine.

A questionnaire was compiled to collect such information and was distributed in the Boland region. Wine consumers who also are buyers of wine were asked to complete the questionnaires. The results of the study indicated that, although twenty options with regard to information, which were presented in the questionnaires, were all regarded as important, eight of these options were clearly given a greater degree of preference.

The challenge presented to the winemaker and marketer is to exercise a selective choice with regard to the information to be accommodated in the limited area of the back label on a wine bottle to thereby adequately meet the consumer's need for information relevant to the particular wine

## OPSOMMING

In 'n steeds groeiende wynmark waar die koopbesluit vir die wynverbruiker steeds meer ingewikkeld raak as gevolg van die groter verskeidenheid wyne beskikbaar op die winkelrak, is die wynprodusent en -bemarkers geforseer om sy produk van die res te differensieer. Dit kan gedoen word deur meer en beter metodes te vind om die verbruiker te voorsien van korrekte inligting om sodoende sy koopbesluit te ondersteun. Hierdie inligting moet die koper ondersteun waar hy die koopbesluit neem, naamlik by die winkelrak, dit is wanneer hy daar is dat die verpakking, wat die etiket insluit, die hoof inligtingsbron is. Korrekte inligting is 'n relatiewe begrip en die doel van hierdie studie was om te bepaal wat die verbruiker as die belangrikste inligting op 'n wyn rugetiket beskou.

'n Vraelys is opgestel om sodanige inligting te versamel en is in die Boland area versprei. Wynverbruikers wat ook self wyn aankoop, is versoek om die vraelys te voltooi. Die resultate van die studie het daarop gedui dat, alhoewel al twintig inligtingsopsies in die vraelys as belangrik beskou was, daar duidelik agt opsies was wat voorkeur geniet het.

Die uitdaging aan die wynmaker en -bemarkers is om die selektiewe keuse te maak ten opsigte van watter van hierdie informasie hul op die beperkte ruimte van 'n wyn rugetiket sal kan akkomodeer om sodoende ook aan die verbruiker se inligtingsbehoefte te voorsien, met inagnome van beskikbare inligting rakende die betrokke wyn.



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## **1 INTRODUCTION**

Four key factors, namely the product, the price, the place and promotion, need to be considered in marketing wine to the consumer. These factors are known as the four “Ps” of the marketing mix. Very obviously, the product is the most important “P” as there is nothing to market without a product. But the product also includes the packaging, or the format in which it is presented to the consumer. In this study, the product is wine, which is packaged in a bottle. A wine bottle mostly has two labels, but at least one front label. The labels contain information regarding the wine, which again helps the consumer to make the decision to purchase. The reality of the market place is that consumers must refer to the label / package for clues about what is inside the bottle. Consumers look at the label as an extension of what is in the bottle.

Wine producers need to become more knowledgeable about the considerable number of motives and influences that affect consumers directly and indirectly. Reference here is to both internal and external elements, and in particular to the impact that labels and information on labels have on purchasing decisions. What information do consumers want to find on the back label of a wine bottle to assist them with their purchasing decision? Is this label detailed enough to meet the needs of the information-hungry wine drinker? Would it be possible to distinguish between the segments between the wine consumer’s different needs and wants regarding wine label information?

Winemakers and wine marketers need to search for factors that can differentiate them from their competition and meet the specific needs and wants of consumers in the different segments. A better understanding of their customers will be a positive step in the right direction. The intention of this study is to try and determine what the consumer wants to read on the back label. Information towards this was obtained through distributing questionnaires amongst wine consumers that also purchase wine, then analysing and interpreting the responses received.

Once the information that the consumer needs or prefers to obtain to strengthen the purchasing decision by reading the back label is known, producers will be able to provide the applicable

information in the correct format in the limited space that is available on the back label of a bottle of wine.

## **2. DEFINING THE PROBLEM**

A wine label offers the first introduction to the wine in a bottle. The wine label not only provides information, but also creates an image that supports the personality, character and quality of the wine.

Robinson describes a wine label “as the principal means by which a wine producer or bottler can communicate with a potential customer and consumer” (1997: p545). She points out that wine labels are a relatively recent development, having been introduced during 1860. Before then wines were sold unlabelled. For many years, wines were identified by branded corks rather than by paper labels (Robinson, 1997).

Labelling information, according to Robinson, includes wine designation, geographical reference, volume of wine, alcoholic strength, vintage year, name and address of producer or bottler, bottling information, varietal information, and “gratuitous government interference” (1997: 545-546).

Spawton (1998: 419) has written that over a thousand wine companies had produced more than 16,000 wine labels in Australia alone before 1998. Such an enormous number of wine products creates a complicated market, which causes wine consumers great difficulty when they try to make a decision to purchase (Lockshin, 1998). Consumers accordingly search for risk reducing strategies to decrease the likelihood of making a bad decision (Gretorex and Mitchell, 1988: 9). Wine producers, through their wine labels, can make a difference and combat this problem which faces the wine consumer, by supplying relevant information according to the needs and wants of the wine consumer.



According to Sidney J Levy (1999: 43), “Business organizations are increasingly recognizing that customer needs and behaviour are not obvious without formal research and analysis, they cannot rely on impressionistic evidence.” Furthermore he states that “When a business organization sets out to serve more than one target group, it will be maximally effective by differentiating its product offerings and communications. In considering different ways of researching target groups, an organization is advised to think in terms of seeking a differential advantage. It should consider what elements in its reputation or resources can be exploited to create special value in the minds of the potential customers.”

Previous research by Spawton (1991) revealed that consumers use a variety of strategies. These include:

- *“Selecting brand names that represent quality and are included in the range of ‘safe brands’ established in the mind of the consumer*
- *Utilizing the product recommendation of peers*
- *Reliance on retail assistance*
- *Knowledge gained through wine appreciation education*
- *Pricing*
- *Packaging and labelling where they represent the style and quality desired”*

The continuous increase in new products and increased competition place wine companies under constant pressure to differentiate their products to stand out in the market place (Lockshin, 1997).

It is marketing’s role to present the consumer’s needs to the company and return the product to the market with the best possible fit. Consumer needs can vary from style and packaging to the needs of the distributors and agents. Marketing should understand and foresee these needs and, where necessary, research these needs to place the company in a position to meet the future needs of its customers and / or consumers.

Customers are becoming more comfortable with the idea of being “tactical” customers. Every time customers try something new, they increase their experience, which will inevitably hasten

the evolution of the new market place. The future promises faster and more determined switching. Add this to the forces that continue to erode loyalty and an enormous challenge confronts all businesses: wooing the indifferent consumer.

## 2.1 What is in a Label?

According to the Wine Industry Journal (1998), information on the wine label can be divided into the following seven categories, illustrated here with examples from the Australian wine market:

- 2.1.1 **Attributes** – This includes features and benefits of the wine defined as label information that describes the character of the wine in terms of how it appears, smells or tastes.

*The 1996 Chardonnay features lifted melon and peach aromas with hints of citrus, characteristic of chardonnay from this region. Citrus and pear reappear on the palate, combining with well-handled vanillin oak to create an elegant wine with a fresh, lingering finish – Barwang.*

- 2.1.2 **Nonpareil** – describes the position of a product without equal or unique.

*The vineyard due to its higher altitude enjoys a cooler climate than the nearby Barossa Valley, hence producing wine of greater finesse and elegance. – Penfolds Clare Estate.*

- 2.1.3 **Parentage** - refers to the history of the winery or the region or the wine maker, even the brand, the company or person.

*Deen De Bortoli is Chairman of the family-owned De Bortoli Wines and son of the founder, Vittorio. His vision and leadership have established De Bortoli as one of Australia's leading wine companies. Wines bearing his name are from selected premium wine growing areas and exhibit unique regional qualities. – De Bortoli.*



- 2.1.4 **Manufacture** – offers descriptions of how the product was made, including processes, ingredients and design.

*Carefully controlled barrel fermentation and maturation in French and American oak hogsheads, together with judicious malolactic fermentation, has produced a soft, creamy dry white showing delicate white peach fruit characters with just a whisper of toasted oak. – Peter Lehmann.*

- 2.1.5 **Target (end user – demographic, behavioural)** - describes the particular consumer for whom the product was made, e.g. a particular age group or gender, or those who have a desire to relax, or yearn for the past.

*Travelling north-east from Melbourne over the Christmas Hills and past Yarra Glen, one comes to historic Gulf Station. The slab timber homestead and outbuildings sit solidly harnessed to their well-travelled shoulder of earth, as though they had been there before. To us 150 years seems long enough for time to stand still, and for the land to be almost tamed. These are our pasts, and at Gulf Station we walk amongst them once again. - De Bortoli.*

- 2.1.6 **Target (end use or situation or occasion)** – suggests that the product is produced especially for these types of situations.

*Enjoy this Arrowfield Chardonnay with confidence – great with creamy chicken and pasta dishes or seafoods, serve chilled, but not too cold. - Arrowfield.*

- 2.1.7 **Endorsement** – presents referrals by experts or people one respects, who say the wine is good.

*Yarra Ridge Chardonnay has been awarded a succession of trophies at National Wine shows since 1989. This record reflects the consistent high quality of the Yarra Ridge style. – Yarra Ridge.*

The role of the wine label is becoming increasingly important as a distinguishing feature among the numerous products made by wineries all over the world and the wines that are rapidly becoming more freely available globally. The consumer is therefore confronted with many

different brands from many different origins on the same shop shelf and, added to it, the wide diversity of new styles of bottles, labels and associated packaging, all aimed at encouraging consumers to make a specific purchasing decision.

Peter Teakle (1989: 316) states that the label must perform an extraordinary job on a bottle of wine. He explains his reason for this statement as follows: the label is basically the only element, prior to tasting the wine, that really differentiates the product on the shelf, as many wine bottles are the same (mainly industry bottle categories are available). He also wonders what other consumer product has the overall product choice that wine has on the retail shelves. One simply has to think of the local liquor store or super- or hypermarket and the variety of wines available. This complicates the purchasing decision even more. Further to this he mentions that, should you remove the labels of a wine bottle and ask what it is, there would be no definite indication of what the bottle contains, but you will still know what car you are looking at when you remove the badge from a BMW or a Porsche. Wine therefore has to put much effort into the label to provide the correct information and present the image that the wine wants to portray.

If the information on the back label met the consumer's requirements, it would surely influence his purchasing decision positively. Furthermore, should the consumer be able to match the information on the back label positively with his experience of the product, it will ensure re-purchase.

## **2.2 Packaging**

For fast moving consumer goods like wine, the importance of packaging extends well beyond technical and functional considerations. Not only does packaging embody aesthetics and emotions, it also represents the last chance to communicate with and influence a purchaser (Thomas, 2000).

Development of packaging, which includes labels and label information, has to start from the identification of the consumer's needs and wants. Little is known about the consumer's demands



concerning packaging or, in this instance, information on the label. The product will only be successful on the market if the consumer accepts the packaging and the information that is available.

According to Ian Kidd (2001: 83), “given there are thousands more consumer choices with wine than with any other product, the challenge for the marketer and designer is how much more can ink be effectively pushed around on small pieces of paper (the wine labels) towards developing a truly distinctive personality for the product that is arresting at point of purchase, looks good on the table and has the qualities with which to build a brand. That is not to say that packaging has to be wonderful to be successful.” He further states that awareness leads to trust, leads to loyalty and, given that most non-wine literate consumers are easily intimidated by labels and varietal names, packaging that arrests captures the imagination and engenders decision confidence has to be important.

Packaging design, including the label and the information on the label, has never been more important as an element of the marketing mix and will in future constitute even bigger proportions of a company’s expenditure, according to Nolte (1989: 12).

Shimp (1997: 543) discusses the “view model” for packaging and what it communicates to buyers in detail. The question relates to what constitutes a good package and the view model mentions four general features that can be used to evaluate the packaging of a product. They are Visibility, Information, Emotional appeal and Workability. Information is the feature that is relevant to this study. This deals with different aspects, like claimed benefits, usage instructions, slogans and additional information (including recipes and promotional offers).

The information on the package can be useful for

- a) stimulating trial purchases;
- b) encouraging repeat purchase behaviour; and
- c) providing correct usage instructions.

The object is still to present the right type and quantity of information, without excess that could clutter the package, interfere with the primary information or even influence the appearance negatively.

### **2.3 The Wine Purchasing Decision and Risk**

The wine purchasing decision is also about risk reduction. Consumer expectations and risk-reduction strategies are very important in the purchasing decision, as Spawton (1990) suggests,

“With the exception of a small connoisseurs’ segment of the market, the majority of wine purchasers are highly risk-sensitive and their wine purchase behaviour is governed by expectations and risk reduction strategies during the purchase process.”

#### **2.3.1 The main factors of expectation are:-**

- self-esteem, with knowledge and appreciation of wine creating a favourable impression, e.g. “a good host”;
- enhancement of the occasion and celebration;
- complementation of meals to enhance taste and enjoyment.

#### **2.3.2. The main facets of risk are:-**

- psychological, i.e. through being potentially damaging to the buyer’s own self-esteem because of having made the wrong wine choice;
- functional, i.e. the inability to determine that the wine is faulty, or is the wrong choice of wine for the occasion or for accompanying a particular meal;
- economic, i.e. whether the perceived value of the product is relative to the price being paid.



Risk-reduction strategies involve the consumer's use of other stimuli in order to reduce purchase dissonance.

These include:-

- known brands, where a brand name is synonymous with quality consistency and an enhancement of self-esteem;
- recommendation: "People drink other people's wines." This has to do with the consumer's awareness of a wine being based on the knowledge and experience of others and usually occurs in a social environment. Promotional tastings are used to extend this key behavioural factor with the demonstrator becoming the risk-reducing authority;
- retail assistants, who provide education and authoritative comment on the wines;
- wine appreciation education;
- pricing, with the perceived quality of the wine being signalled by the shelf price;
- packaging and labelling, with the bottle type and label signalling product style quality and function.

Risk dislike can be defined as a preference for an alternative whose outcome is known with certainty over one with an equal or more favourable expected value but whose outcomes are seen as merely probable. Thus risk acts as a negative utility. (Puto, Patton & King, 1985).

In a purchasing situation, consumers are faced with two aspects of risk:

- uncertainty about the outcome of their decision, and
- uncertainty about the likelihood of making a right or wrong decision.

Uncertainty about the purchasing decision can be reduced by acquiring and handling information, while uncertainty about the consequences can be dealt with by reducing the amount at stake or delaying the choice.

Whichever way risk is viewed, the key focus of the marketer is risk reduction.

## **2.4 Information Search:**

Once a consumer recognizes a problem (e.g. which wine to purchase), relevant information from long-term memory is used to determine whether a satisfactory solution is known. This is known as internal search. However, if a resolution is not reached through internal search, the search process is focused on external information relevant to solving the problem, which is known as external search (Hawkins, Best and Coney, 1998).

Furthermore, Hawkins *et al.* (1998) explain that external information can include:

- the opinions, attitudes, behaviours and feelings of friends;
- professional information that is provided through pamphlets, articles, books and personal contacts;
- direct experience with the product through inspection or trial;
- Marketer generated information presented in advertisements, displays, by sales personnel and by the packaging.

Deliberate external search (as well as low-involvement learning) also occurs in the absence of problem recognition. This is also known as ongoing search, which is done both to acquire information for later use and because the process itself is pleasurable. For example, consumers who regard themselves as wine connoisseurs are apt to seek information about wine on an ongoing basis. This could involve reading advertisements, wine labels, wine magazines and wine tasting notes, including the judging and scoring of wines (Bloch, Ridgway and Sherrell: 1989).



Hawkins *et al.* (1998) also point out various factors that affect external search immediately prior to purchase, as shown in Table 2.4.1, below.

**Table 2.4.1** *Factors affecting external search immediately prior to purchase*

<b>Influencing Factor</b>	<b>Increasing the influencing factor causes the search to:</b>
<b>I. MARKET CHARACTERISTICS</b>	
A. Number of alternatives	Increase
B. Price range	Increase
C. Store concentration	Increase
D Information availability	Increase
• Advertising	
• Point of purchase	
• Sales personnel	
• Packaging	
• Experienced consumers	
• Independent sources	
<b>II. PRODUCT CHARACTERISTICS</b>	
A. Price	Increase
B. Differentiation	Increase
C. Positive Products	Increase
<b>III. CONSUMER CHARACTERISTICS</b>	
A Learning and experience	Decrease
B. Shopping orientation	Mixed
C. Social Status	Increase
D. Age & household life cycle	Mixed
E. Product involvement	Mixed
F. Perceived risk	Increase
<b>IV SITUATION CHARACTERISTICS</b>	
A. Time availability	Increase
B. Purchase for self	Decrease
C. Pleasant surroundings	Increase
D Social surroundings	Mixed
E. Physical/mental energy	Increase

Source: (Hawkins *et al.*, 1998: 534)

In a study published in the Wine Industry Journal and composed by Shaw, Keegan and Hall (1999), it was suggested that there are a number of initial implications with regard to information on wine labels:

- More information about the vintage and manufacturer of wine should be provided.
- Information pertaining to the characteristics of the wine may add value to the overall consumption experience in that consumers build on their vocabulary for describing wines.

- Long descriptions about the heritage of the brand are not likely to enhance some consumers' perceptions of quality.
- The information for mid-priced wines should be essentially pragmatic in nature and provide the consumer with additional knowledge about the product category and variety.

One of the findings of this study was that it could be argued that specific types of information about how the product was made and about the descriptors regarding its character actually add value to the overall purchase, because, in addition to enjoying the contents, the consumer increases her/his knowledge of wine through reading the information contained on the labelling.

The most common type of back label statement thus included comments referring to the winemaker or company that made the wine, the different foods or the occasion with which the wine might be associated, and attributes of the wine such as its bouquet or flavour. In examining how consumers actually valued wines, the researchers found that positioning statements based on manufacture and attributes tended to lead to respondents rating wines more highly than positioning statements based on parentage and endorsement (Shaw *et al.*: 1999).

Another study conducted by Charters, Lockshin and Unwin (2002), on "Consumer responses to wine bottle back labels," had the following four aims:

- to determine how accurately consumers can match the taste of wines with the descriptions on the back labels;
- to further explore the attributes of back labels that are seen as helpful and unhelpful to consumers;
- to evaluate the significance that consumers attribute to back labels in influencing their purchasing behaviours.

The results derived from the study were considered under three broad headings:

- General attitudes to back labels;
- The utility of the wine descriptions; and
- The accuracy of tasting.



The four findings of the study that were particularly pertinent, were:

- Firstly, support is added to the view that consumers do indeed utilize back labels as an important part of their purchasing choice strategy;
- Secondly, it was evident that the words that respondents generally felt to be the most useful in assisting them to match descriptions to tastes were those describing aromas and flavours;
- Thirdly, the research indicated that there is a great degree of variability in people's responses to stimuli such as wine labels. What some consumers find helpful may be exactly the opposite for others; and
- Fourthly, this research, above all, has emphasised the complexity of the decision-making process in wine purchasing, and the need for considerable further research to enhance the understanding of this process.

Information quantity is also important, as information quantity relates more to the total stimulus field than to any particular item in that field. Although there is substantial variation among individuals, all consumers have limited capacities to process information. Information overload occurs when consumers are confronted with so much information that they cannot or will not attend to all of it. They become frustrated and might postpone or give up the decision, make a random choice or utilize just a portion of the total information available.

Product labels, packages and advertisements should provide sufficient information to allow an informed decision. Therefore marketers must determine the information needs of their target markets and provide the information that those consumers desire. In general, the most important information should be presented first, and it should stand out (Hawkins *et al.*: 1998). As the back label of a wine bottle is limited as is, it is crucial that the information printed on wine back labels should answer to the needs of the market segment that the wine is aimed at in the limited available space.

Hall and Winchester (2000) states in their research that the wine market place is dynamic and forever changing, therefore an aspirational wine drinker who tries hard enough may one day become a connoisseur. They therefore suggest that wine marketers and wine makers should ask

themselves whether their wine labels could help this aspirational wine drinker to understand the wine better and in future make him confident enough to become a connoisseur.

## **2.5 Information Demands:**

Schuller (1987), referring to wine packaging, mentions that “Many marketing scholars who have studied the consumer’s demands on a product, identify two categories of demands: material-rational demands and emotional-subconscious demands.”

Material-rational demands originate from cognitive processes, such as evaluations, comparisons or examinations and emotional-subconscious demands are derived from the consumer’s psychological involvement with the package and are not influenced by logical reasons.

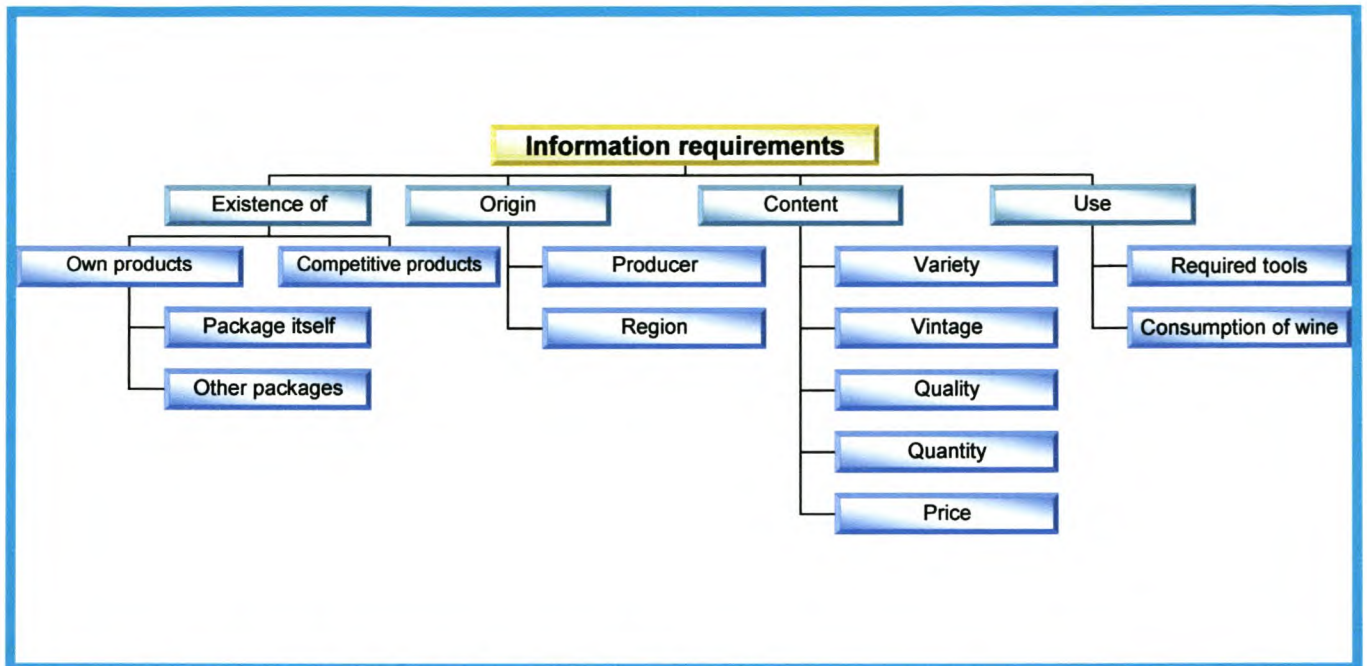
Rational demands which emanate from cognitive processes can be classed into:

- Process demands;
- Demands for information (applicable to this study, to be discussed in detail later);
- Content demand; and
- Basic demand.

Demands for information:

A consumer usually attempts to obtain information about the package, especially the contents, before a package is purchased and when it is a first-time purchase, even more so; the consumer seeks as much detailed information as can be obtained. Schuller (1987) in his study refers to the scheme compiled by T Ellinger (1966), which is adapted for wine packaging and which categorizes the consumers’ demands for information.





**Figure 2.5.1** *Packaging information required by the consumer*

Source: Schuller (1987: 218)

The four requirements are:

#### 2.5.1. Information on the existence of the product/wine

Information on the existence of the wine inside the package may be regarded as unnecessary, but for alternative wine packaging, in particular, this information proved to be important. Where bottles with particular shapes are usually associated with wine, e.g. claret and burgundy bottles, and the tetra pack has only entered the market recently while cans are still unknown in South Africa, these have, however, entered the Australian markets. While a current serious debate relates to cork as opposed to screw cap closures, the idea exists that the closure is also an indicator of quality. In some cases the debate also states that the colour or varietal is important too, as screw caps might fit with white wine or with blended wines but not with red wines, nor with single varietal wines. Market research has provided a number of explanations why the consumer still prefers the expensive and inferior cork closure system: the “naturalness” of the cork, and, again, as the indication of a quality wine, and furthermore the fact that the consumer enjoys the



whole procedure of cutting the capsule and uncorking a bottled wine. It has to do with the romantic and aesthetic notions and nostalgia related to the total procedure of opening a bottle of wine.

#### 2.5.2 Information on the origin of the product/wine

The origin of the wine is a most important parameter in the wine buying decision, especially as wine is subject to individual tastes and consumers may prefer a particular producer, which again may involve the identity of the producer and the wine-growing region. Some consumers may require information about the producer, grower or the bottler of the wine and the name is usually sufficient to disclose this. However, the region can provide the consumer with some orientation to the style of the wine that he can expect, but this depends on his knowledge of wine and his involvement with it.

#### 2.5.3 Information on the contents of the package/bottle

Information regarding the contents of the wine relates to the colour of the wine, the varieties, or the blends. Information about the cultivar and the vintage represent major characteristics and could be important to the consumer, especially in the case of quality wines. To enhance quality, producers enter wine competitions in which the wines are organoleptically evaluated by experts. After this, the awards are mentioned or added to the wine bottle by means of a separate sticker that informs the consumer accordingly. A very well-known competition in South Africa is the Veritas Awards competition. These awards comprise Double Gold, Gold, Silver and Bronze ratings. The quantity is also stated on the bottle. And it is only recently that smaller pack sizes have entered the South African market. The pack size is added mainly to compare prices or to determine the number of glasses to be served from the bottle. Price is also important, as price and quality relate to each other, and a higher price therefore indicates a higher quality to the consumer.

#### 2.5.4 Information on the use of the product/wine

Consumers, especially inexperienced wine consumers, want to know how and when to consume the wine. They would also like to have an indication whether the particular wine

is at its best for immediate consumption or whether it should it be aged / stored / cellared for some time, and for how long. As more women are buying wines in supermarkets or for single households, it has become more important to advise these consumers with regard to their purchasing decision, by some way of indicating the type of food that will best complement a particular wine, also whether the wine should be chilled or not, and even the preferred serving temperature of the wine.

Purchases today take place in impersonal supermarkets and shoppers are confronted with an enormous array of options. Professionally designed labels communicating clear and well-defined messages will play a vital role in ensuring a product's success. The package is the vehicle which will catch the attention of the consumer, gain his/her confidence and induce him/her to purchase.

## **2.6 Legislation:**

In South Africa, the regulation of alcoholic beverages involves three aspects: firstly, the legislation, the Act on Alcoholic beverages, 1989 (Act No. 60 of 1989); secondly, the regulations issued according to the Act on Alcoholic beverages 1989; and thirdly, the Wine of Origin scheme (Republic of South Africa, 1989).

### **2.6.1 The Act on Alcoholic Beverages, 1998:-**

Aspects of information provided on labels of South African wines are stipulated in Act No. 60 of 1989. The main objective of this act is to make provision for control over the production and sale of certain alcoholic beverages/products, the characteristics and the usage of certain particulars relating to the trade of these products.

Section 12 is very important as it prohibits anyone from placing false or misleading descriptions on any alcoholic beverage products.



Quoted:

*12. Prohibition of false or misleading descriptions for liquor products.*

- (1) No person shall use any name, word, expression, reference, particulars or indication in any manner, either by itself or in coherence with any other verbal, written, printed, illustrated or visual material, in connection with the sale of a liquor product in a manner that conveys or creates or is likely to convey or create a false or misleading impression as to the nature, substance, quality, composition or other properties, or the class, cultivar, origin, age, identity, or manner or place of the production of the liquor product.*
- (2) If,*
  - (a) the administering officer or the board, as the case may be, is of the opinion that a person has contravened the provision of subsection (1); and*
  - (b) such person has declared himself prepared thereto in writing, the administering officer or the board, as the case may be, may refer the alleged contravention for investigation and decision to an appeal board referred to in section 22.*

2.6.2 Regulations issued according to Act No. 60 of 1989:

These regulations rule the general requirements for all wines (certified and uncertified) produced in South Africa, e.g.:-

- What substances may be added to wine, and the quantity;
- What substance may be removed from the wine;
- Label requirements;
- Wine classifications and specific requirements for these classifications;
- Restricted substances that may occur in wine, e.g. copper.

Labels and label requirements are discussed under section 33 and stipulate the following:-



- Appropriate naming of the classifications, e.g. sparkling wine, perle wine, sweet natural wine, etc.
- The alcohol contents
- The name and address or the A-code or the responsible seller. The A-code is a code that is issued to each seller. In using this code on the label instead of a name and address, the seller, however, is still fully traceable.

According to Section 34, all of the above information must be visible in the same exposed field of vision, on one or more labels which are permanently attached to the container.

#### 2.6.3 The Wine of Origin Scheme:

The purpose of the scheme is:-

- To act as a centre for the elaboration of distinctiveness and quality of the wine;
- To confirm the correctness of certain indications with regard to the origin, vintage and cultivar;
- To create trust in such expressions

In laymen's terms, the information on the wine label is required to portray truthful information and misleading or incorrect information will not be permitted, under any circumstances (RSA, 1989).

#### 2.7 Concluding the problem:

The Drinks Business (2002) states that wine consumption has doubled in the UK in the last 12 years. The source of that growth has been the New World, of course, led by Australia, which has provided the market with clear varietal labelling and informative back label descriptions, while Europe continues to tie itself up in knots, particularly with regard to compulsory particulars, taken into account that nearly half of the wine consumed in the UK comes from outside Europe.

This means that the growing trend is towards New World Wines. The New World Wines are known as wines with more elaborate labels and more applicable descriptive information and advice on the consumption of the wine, for example information on the best type of meal to complement the wine.

The designs of bottles and labels are crucial elements in influencing consumers' choices with regard to the wines that they purchase, particularly when they buy a wine for the first time. Once the initial purchase has been made, the contents of the bottle and its price-quality ratio become much more dominant factors in the decision to purchase again. The important thing, though, is to get consumers to make the first purchase, and back labels, by influencing this purchasing decision, can play an important role in this regard (Charters *et al.*, 2000).

According to Kidd (1999), the back label should represent the company, the brand and the contents with equal consideration, whereas contents could comprise the description of the wine. A company with a marketing orientation is one that sees and interprets trends in the environment and bases its marketing decisions on those trends and needs as indicated by the consumer.

Different segments of wine buyers probably use different purchasing strategies. More knowledgeable wine buyers use more cues and a wider range of resources when making a wine purchase than less knowledgeable consumers (Rasmussen and Lockshin, 1999).

Collotype (1999) concluded, in a study undertaken amongst wine consumers in Australia, that labels provide the single most important influence on purchasing decisions at point of sale. Furthermore, labels are a source of vital information to complement the consumer's own judgment, and also acknowledge the fact that consumers are constantly finding ways to increase knowledge on all aspects of wine.

Keeping in mind that particular wine label information, as stipulated above, is legislatively enforceable, the purpose of this study is to determine what additional information is perceived by the consumer as important to obtain from the back label, to assist him or her to make the purchasing decision. Possible required information is listed below:



How important is it to the consumer to:-

- Know who the winemaker is?
- Have winemaker notes on the wine?
- Have a description of the main attributes of the wine?
- Know how long the wine was matured?
- Know whether the wine was matured in barrels?
- Know whether the wines were only in stainless steel tanks?
- Know what type of wood the barrels were made of?
- Know what country produced the barrels?
- Know what the best date for drinking the wine is?
- Know how long the wine can age?
- Know the origin of the vineyard?
- Know the country of origin?
- Know the district/ward/area of origin within a country?
- Know the climatic conditions of the district/ward/area?
- Know at what temperature to serve the wine?
- Know what food best complements the wine?
- Be warned of possible allergens?
- Be warned not to drink and drive?
- Know about vegetarian or vegan acceptability?

Further to the above-mentioned, possible similarities in different demographic segments might be noticeable.

### **3. THE PURPOSE OF THE STUDY**

The purpose of this study is to determine what information the consumer really wants on the back label to assist him or her in their purchasing decision.



The question centres on whether the label is detailed enough to meet the needs of the information-seeking and aspirational consumer. Wineries do seek after features that can differentiate them from the rest and at the same time meet the needs and wants of their consumers, which might just differ according to market segments.

The results of the research could be applied by wineries to enhance their targeting of consumers, through meeting consumer needs, wants and expectations, especially in response to presenting wine to the consumer in a forever-expanding and increasingly competitive market.

#### **4. RESEARCH DESIGN AND METHODOLOGY**

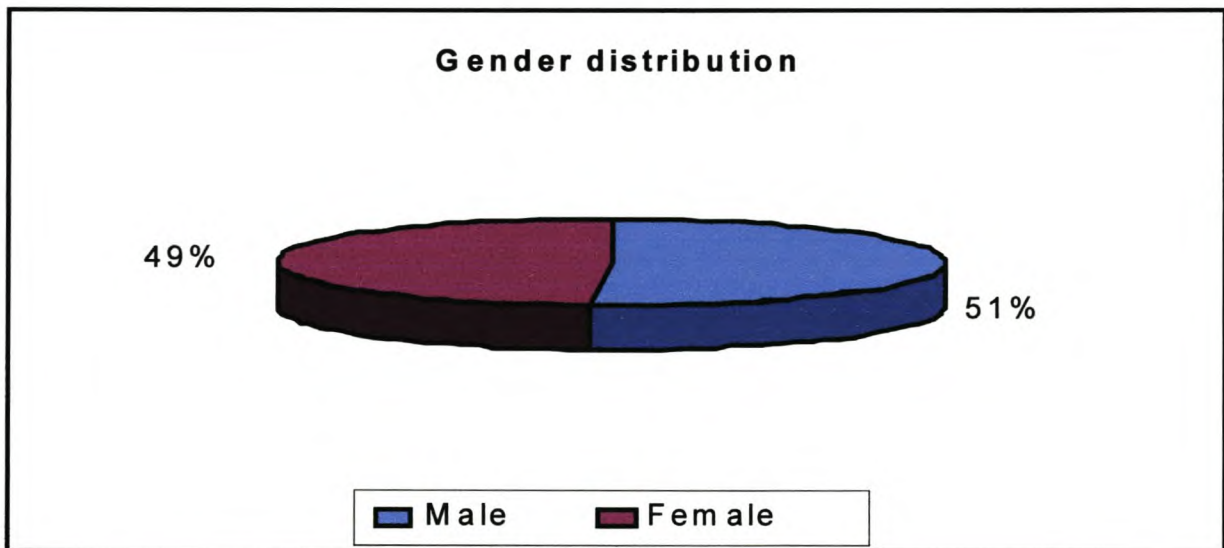
The study has made use of the descriptive research method through a questionnaire developed and designed to explore the information needs of the wine consumer, and to supply demographics of the wine consumers/respondents who completed the questionnaire. The questionnaire-based survey focussed on a sample of wine consumers who also purchase wine and therefore make a choice between wines when they purchase. A non-probability sampling selection method was used to obtain the sample population. The judgmental sample approach was used. Dillon, Madden and Firtle (1993: 229) have indicated that judgmental samples involve selecting certain respondents for participating in the study, presumably because they are representative of the population of interest and/or meet the specific needs of the research study, and that judgmental samples are frequently used in commercial marketing research studies. For the purpose of this study, the specific need was that the respondents had to be wine consumers who consumed the wine that they purchased themselves. The reason was to ensure that the respondents who completed the questionnaires would be the consumers who were confronted with the wine purchasing decision and not the consumers who, though they might occasionally consume wine at social occasions, do not purchase wine themselves. Respondents aged under 18 years of age were not asked to participate, as 18 years of age is the legal drinking age in South Africa. Furthermore, although not a primary objective, an attempt was made to select

## 7. ANALYSIS AND INTERPRETATION OF THE RESULTS

The data was analysed using the “SPSS for Windows” computer software application, as well as Microsoft Excel. The distribution of the respondents was demographically well balanced. Of the 147 respondents the gender distribution was 75 (51%) male and 72 (49%) female. Therefore no significant response bias was apparent in respect of gender.

**Table 7.1**      *Gender Analysis of the sample*

<b>Gender</b>	<b>Frequency (number)</b>	<b>Valid Percentage (%)</b>
<b>Male</b>	75	51
<b>Female</b>	72	49
<b>TOTAL</b>	<b>147</b>	<b>100</b>



**Figure 7.1**      *Gender distribution of the research sample*

The age distribution was as presented in Table 7.2: 9 respondents (6,1%) were in the 18 to 24-year bracket; 75 respondents (51%) in the 25 to 35-year bracket, 45 respondents (30,6%) in the 36-50 bracket, a further 13 respondents (8,8%) in the 51 to 65-year bracket and only 5 respondents (3,4%) in the 65+ bracket. This is presented graphically in the pie chart in Figure 7.2.



respondents who were not necessarily involved with or employed in the wine industry, as it was thought that such respondents might be biased due to their experience and exposure.

#### Limitations:

Some of the questionnaires were not completed fully, especially with regard to questions where respondents were required to indicate a preference and had to provide a rating of 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup>. Respondents however at the least indicated a first choice. The only questions with an option to show order of preference which were not answered by all 147 respondents were the questions dealing with whether the respondent read about wine in any of the listed media (Question 23) and with how often media selected for wine information were read (Question 24). In both cases only 139 replied, which resulted in the conclusion that eight respondents (5,4%) did not read about wine.

## 5. DESIGN OF THE QUESTIONNAIRE

The questionnaire was designed to obtain demographic information concerning the respondents and their order of preference with regard to information statements on wine labels. The questionnaire contained three sections: the first section aimed to obtain demographic information regarding the respondent; the second section included the information statements from which the respondent had to indicate a preference on a seven-point Likert scale. The final section included the ranking of the top six information needs.

The layout and the design of the questionnaire had to balance the need to create a user-friendly document and the need for a logical structure. In determining the types of questions to use and the optimal length of the questionnaire, consideration was given to the trade-off between a longer questionnaire that would provide more detailed information, and a shorter questionnaire that would induce a higher response rate. Although the questionnaire consisted of four pages, it was easy to complete, as the respondent only had to select an applicable answer and indicate it by placing an “x” in the applicable box. Appendix . A.



## **6. MANAGING AND IMPLEMENTING THE DATA COLLECTION**

An attempt was made to obtain an even distribution of gender and age brackets and also to involve consumers with different wine consumption patterns from diverse backgrounds who consume wine, are interested in wine and at least occasionally purchase wine. Possibilities/options for back label information, all based on the five-point Likert scale, were listed. Due to the limited space on a back label, the respondents were asked to rank the six most important information topics that they would like to see on the back label from the list that was provided.

Three hundred and fifty questionnaires were distributed amongst wine consumers at liquor and wine shops/outlets, as well as at office parks in the metropolitan area of the Cape Peninsula and the Boland region of the Western Cape. A hundred and fifty-one questionnaires were returned. One hundred and forty-seven of these were correctly completed and were used in the analysis. Some questionnaires were not completed fully, but these were not rejected. The useable questionnaires provided a response rate of 42%, which is above average.

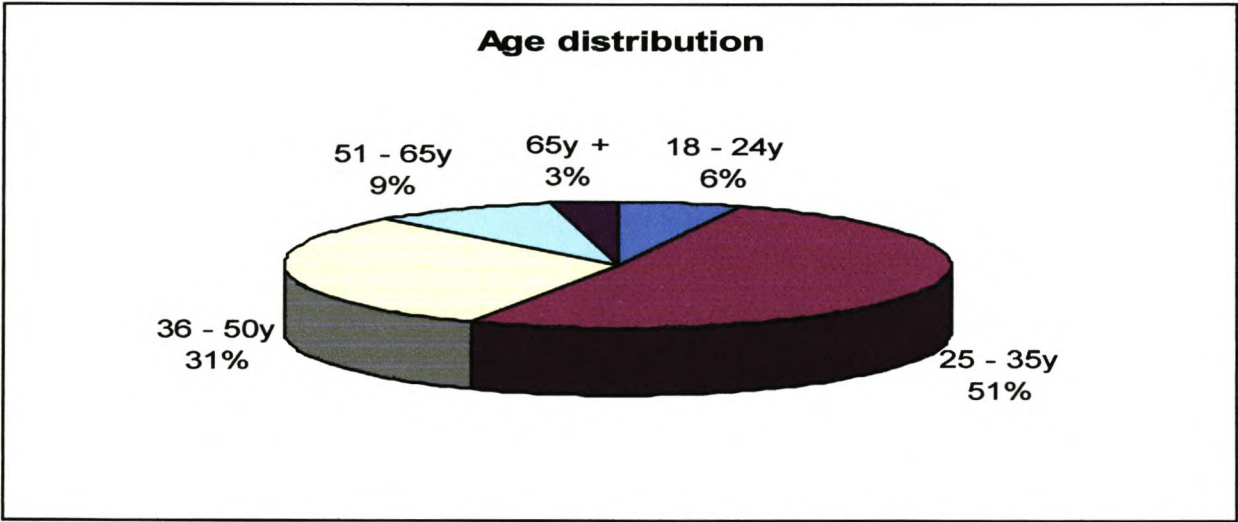
The positive response rate could be due to the incentive offered: a magnum bottle (1,5 litres) of Roodeberg wine for one lucky respondent. The winner was determined by a lucky draw when all the questionnaires had been received. Would the respondent be willing to supply his name and telephone number, in the event of him/her being the winner of the lucky draw? This information was on a detachable slip so that there was no necessity for the respondent to be known. Interestingly enough, only 34 (21,8%) of the respondents actually chose to remain unknown by detaching the contact tag listing their names and telephone numbers when they returned their questionnaires. The balance of respondents did not indicate a desire to remain unknown by detaching their contact details. This provided some reassurance that the majority of respondents were sincere and honest about completing the questionnaire and did not feel threatened or exposed.

**Table 7.2**     *Age distribution of the research sample*

Age (years)	Frequency (number)	Valid Percentage (%)
18-25	9	6.1
25-35	75	51.0
36-50	45	30.6
51-65	13	8.8
65+	5	3.4
<b>TOTAL</b>	<b>147</b>	<b>100.0</b>

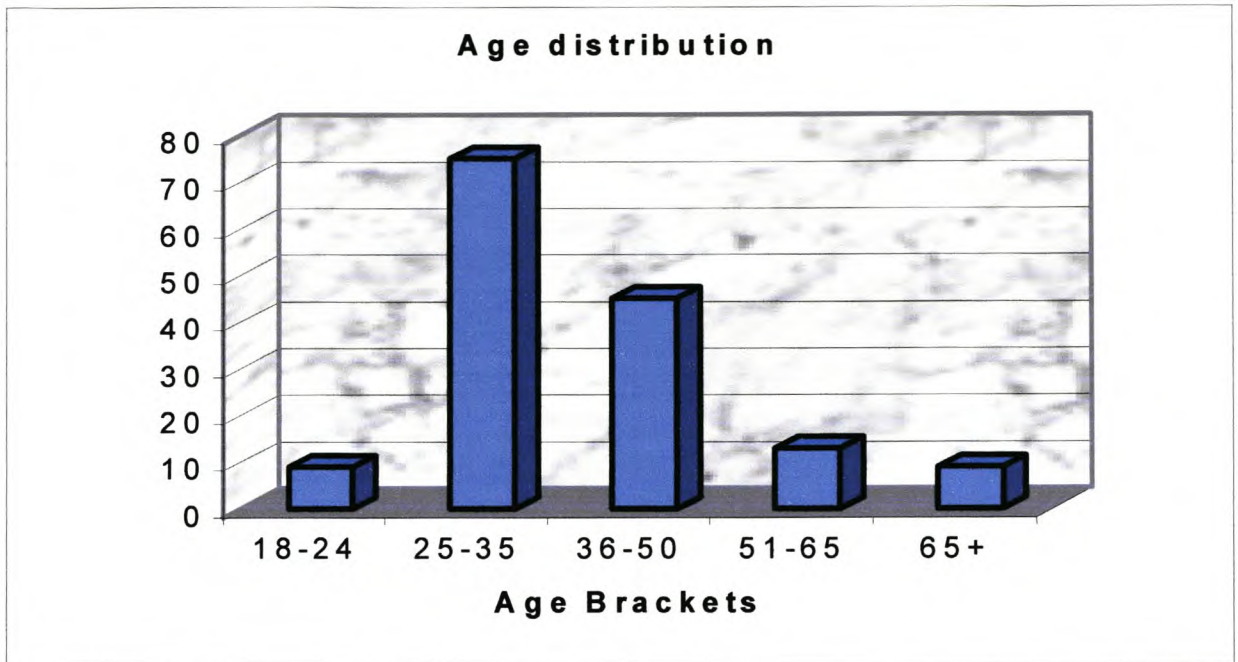
The age distribution provided a cause of concern, as an ideal response sample would have been more evenly distributed over the three middle brackets, i.e. 25-35; 36-50; and 51-65. (Figure 7.3) Limitations of funding and time, however, did not allow procuring additional responses.

A possible reason for the higher response rate (51%) in the 25-35 bracket could be the eagerness and willingness of younger people to participate in research.



**Figure 7.2**     *Age distribution of the respondents by percentage*





**Figure 7.3** *The age distribution of the respondents by frequency number*

The frequency of wine purchasing by respondents was distributed as indicated in Table 7.3

**Table 7.3** *How often do you purchase wine?*

	Frequency (number)	Valid Percentage (%)
<b>Once a week</b>	30	20.8
<b>Once in two weeks</b>	35	24.3
<b>Once a month</b>	61	42.4
<b>Less often</b>	18	12.5
<b>Missing</b>	3	-
<b>TOTAL</b>	<b>147</b>	<b>100.0</b>

The majority of the respondents, namely ninety-two (63,4%), indicated that they purchase 2-6 bottles of wine per month. Full details are shown in Table 7.4. According to the SA Wine Industry Directory 2002, the per capita wine consumption in South Africa in 2000 was 8,41 litres of natural wine. Forty-eight percent of the respondents had a preference for red wine, and 24%

indicated that they had an equal liking for white and red wine. Eleven respondents (7,5%) indicated that they had no preference at all.

**Table 7.4**      *The average number of bottles of wine purchased by respondent per month*

Number of bottles	Frequency (number)	Valid Percentage (%)
1	19	13.1
2-6	92	63.4
7-12	23	15.9
12-24	10	6.9
25 or more	1	0.7
Missing	2	-
<b>TOTAL</b>	<b>147</b>	<b>100.0</b>

Wine preference was led by red wine with 48,6 %. Equal liking of red and white came second with 24%.

**Table 7.5**      *Wine preference*

	Frequency (number)	Valid Percentage (%)
Red wine	71	48,6
White wine	22	15,1
Rose wine	7	4,8
Red & white wine	35	24,0
No preference (all three)	11	7,5
Missing	1	-
<b>TOTAL</b>	<b>147</b>	<b>100.0</b>

Varietals were the most popular option selected for both red and white by far, also with both purchased and consumed options (Questions 6 and 7). Red wine blends were slightly more popular than white wine blends, as indicated in Table 7.6.



**Table 7.6** *Wine types purchased and consumed by consumers*

Question 6:		<i>Varietals</i>	<i>Sparkling</i>	<i>Blends</i>
<b>Regularly purchased bottled wine?</b>	<b>Red</b>	63.8	6.3	29.9
	<b>White</b>	59.4	15.8	24.8
Question 7:		<i>Varietals</i>	<i>Sparkling</i>	<i>Blends</i>
<b>Most frequently consumed wine?</b>	<b>Red</b>	64.8	5.6	29.6
	<b>White</b>	62.1	12.6	25.3

The employment status of the respondent sample was sensibly distributed, with 13,5% being students, the majority (84,7%) being full-time employees, and only 2,8% part-time employees, with the same figure for those engaged in home duties and 6,2% being retired.

**Table 7.7** *Employment status*

<b>Status</b>	<b>Frequency (number)</b>	<b>Valid Percentage (%)</b>
<b>Student</b>	5	13.5
<b>Full time-employed</b>	122	84.7
<b>Part-time employed</b>	4	2.8
<b>Home duties</b>	4	2.8
<b>Retired</b>	9	6.3
<b>Missing</b>	3	-
<b>TOTAL</b>	<b>147</b>	<b>100.0</b>

Even though the Western Province is the main wine-producing area of South Africa, the respondent results indicated that 136 of the respondents were not involved or employed in the wine industry (see Table 7.8), which is to the advantage of the study.

**Table 7.8** *Employed or involved in the wine industry*

	<b>Frequency (number)</b>	<b>Valid Percentage (%)</b>
<b>Wine Production</b>	4	2.7
<b>Wine retail</b>	3	2.1

<b>Wine marketing</b>	3	2.1
<b>Not in wine industry</b>	136	93.2
<b>Missing</b>	1	-
<b>TOTAL</b>	<b>147</b>	<b>100.0</b>

Involvement in the wine industry could have led to a biased response as such respondents could have had preferences due to their own experiences in their work environment. According to Dr Lockshin, people who are involved in a product category mentally process information about the product category differently from less involved consumers. Dr Lockshin further states that "Low-involvement buyers use simple cues for wine choice, while high-involvement consumers think more about their choice" (Lockshin, 2000: 8).

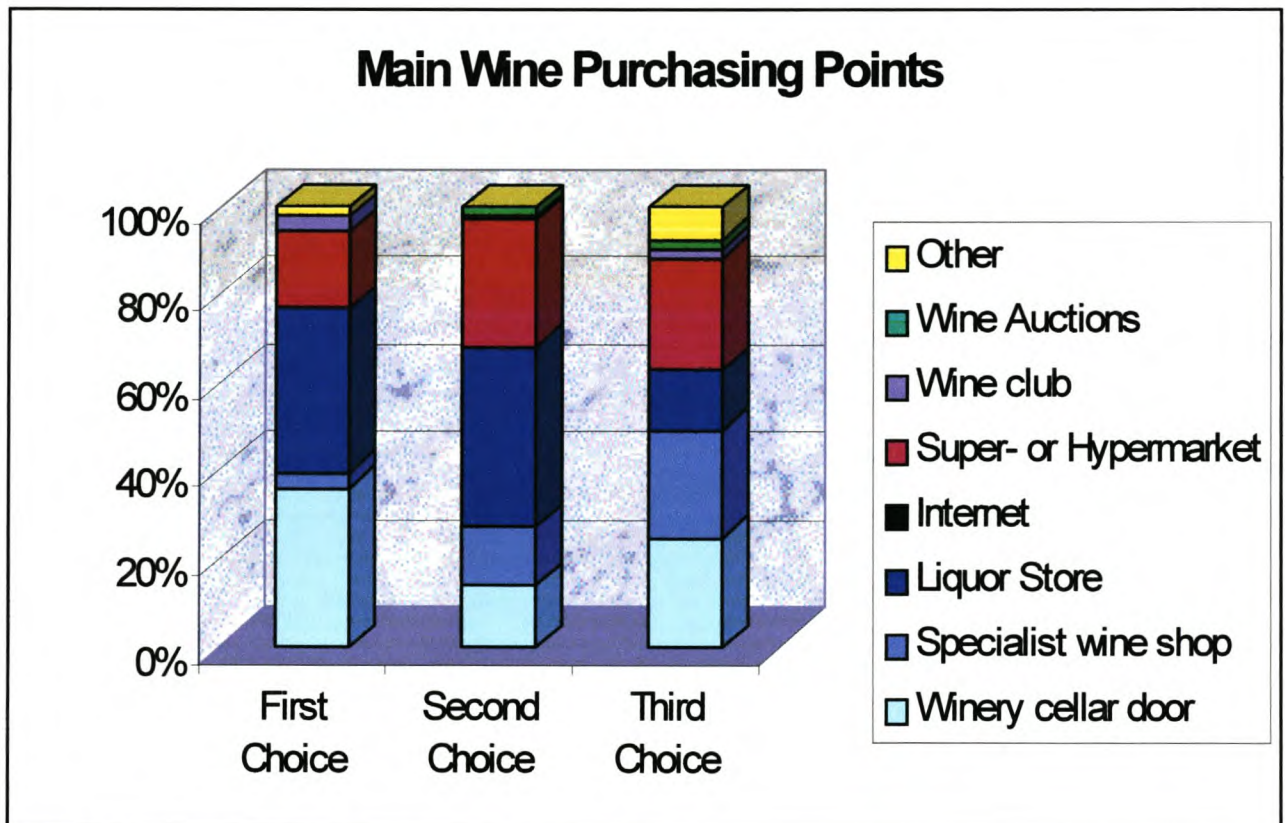
The first preference for the respondent's wine purchasing point was the liquor store, with 37,4%, which is very close to the next option, the winery cellar door, with 36,1%. The liquor store was also the most popular purchasing point in a study conducted by Batt and Dean (2000: 36), in Australia. This preference could be due to the fact that the Western Cape / Boland area where the study was conducted, is the main wine producing area of South Africa. Access to wineries for purchases is within almost everyone's reach. The Super- or Hypermarket was third, with 17,7%, and these three accumulated to 91,2% of the total sample. The respondents had an option to indicate preference by rating their second and third choices. Everybody, however, did not make use of this option. It is not possible to tell if this was due to misunderstanding or ignorance. The liquor store option is also the most popular option amongst the second choice and for third choice the super- or hypermarket option came out first but was ranked almost equal with the winery cellar door and specialist wine shop.

It is interesting to note that the Internet option was not indicated at all as an option in any of the respondents' three choices. Wine auctions were only selected by two respondents, as second and third choice. In both cases the respondents were males, but they were not the two respondents who regarded themselves as wine connoisseurs. Detailed results are set out in Table 7.9. The first, second and third options for wine purchasing points as indicated by the respondents are shown in Figure 7.4.



**Table 7.9**     *Main wine purchasing point*

	First Choice		Second Choice		Third Choice	
	<i>Frequency</i>	<i>Valid %</i>	<i>Frequency</i>	<i>Valid %</i>	<i>Frequency</i>	<i>Valid %</i>
<b>Winery cellar door</b>	53	36.1	15	14.0	24	24.7
<b>Specialist wine shop</b>	5	3.4	14	13.1	24	24.7
<b>Liquor Store</b>	55	37.4	44	41.1	13	13.4
<b>Internet</b>	0	0	0	0	0	0
<b>Super-/ Hypermarket</b>	26	17.7	31	29.0	25	25.8
<b>Wine club</b>	5	3.4	1	0.9	2	2.1
<b>Wine Auctions</b>	0	0	2	1.9	2	2.1
<b>Other</b>	3	2.0	0	0	7	7.2
<b>Missing</b>	0	0	40	-	50	-
<b>TOTAL</b>	<b>147</b>	<b>100.0</b>	<b>147</b>	<b>100.0</b>	<b>147</b>	<b>100.0</b>

**Figure 7.4**     *Main wine purchasing points*

One hundred and twenty-three respondents (84,2%) indicated that they do read the back labels on wine bottles. This means that wine back label information is indeed significant to wine consumers.

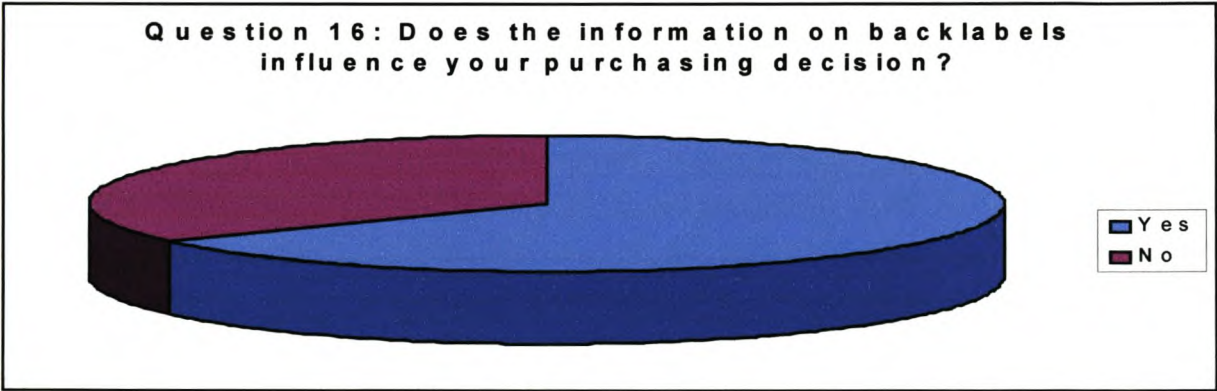
**Table 7.10**     *Do you read back labels on wine?*

	Frequency (number)	Valid Percentage (%)
Yes	123	84,2
No	23	15,8
Missing	1	-
<b>TOTAL</b>	<b>147</b>	<b>100.0</b>

Further to this, 65,5% indicated that the information on wine back labels does have an influence on their purchasing decision, which makes back label information even more significantly important.

**Table 7.11**     *Does the information on back labels influence your purchasing decision?*

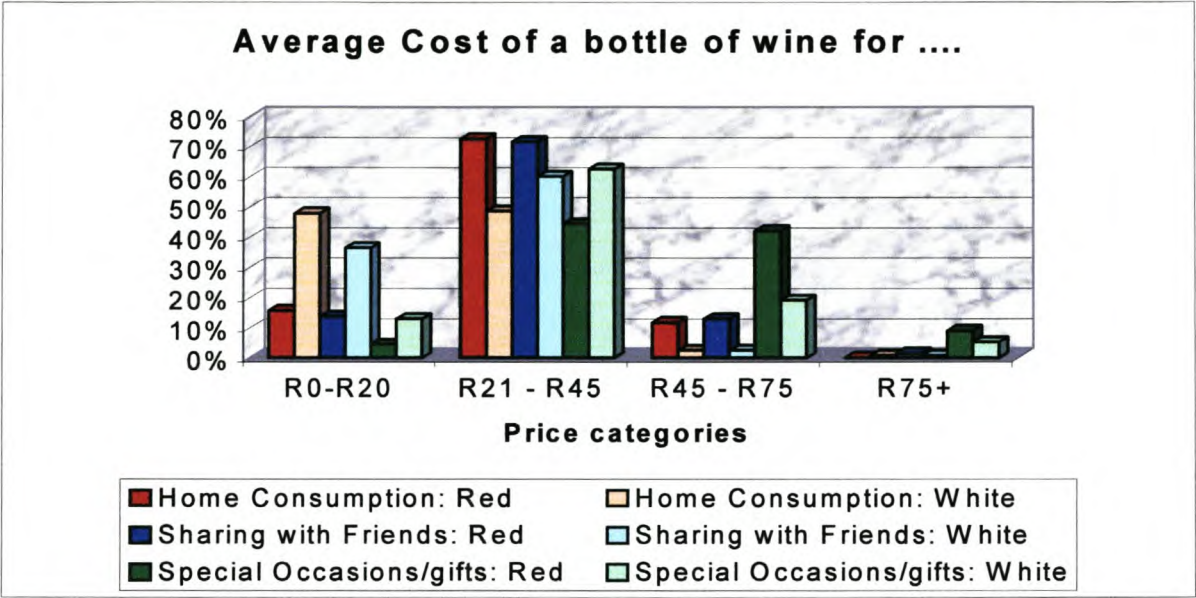
	Frequency (number)	Valid Percentage (%)
Yes	95	65,5
No	50	34,5
Missing	2	-
<b>TOTAL</b>	<b>147</b>	<b>100.0</b>



**Figure 7.5**     *Does the information on back labels influence your purchasing decision?*

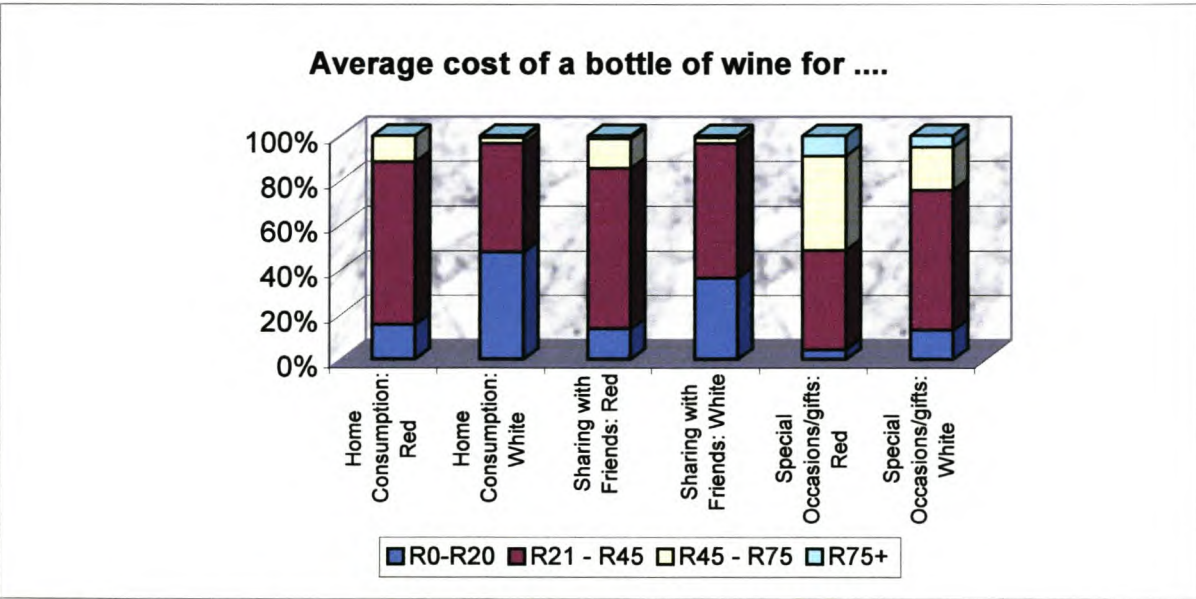


The leader in the category for average cost of a 750ml bottle of wine bought, was the R21 to R45 bracket, in all three instances, e.g. for home consumption, for sharing with friends and for special occasions/gifts. The analyses are shown in Figures 7.6 and 7.7 and listed in Table 7.12.



**Figure 7.6**     *Different price categories for wine*

Clearly visible in Figure 7.7 is that white wine purchased for home consumption was equally distributed between the two brackets R0-R20 and R21-R45. Red wine purchased for special occasions or gifts was almost equally distributed between the R21-R45 and R45-R75 price brackets.



**Figure 7.7**     *Average cost of a bottle of wine for .....*

**Table 7.12**     *The average cost of a 750 ml bottle of wine bought by household for...*

	<i>... home consumption</i>				<i>... sharing with friends</i>				<i>... special occasions/gifts</i>			
	<i>Red</i>		<i>White</i>		<i>Red</i>		<i>White</i>		<i>Red</i>		<i>White</i>	
	<b>F*</b>	<b>%**</b>	<b>F*</b>	<b>%**</b>	<b>F*</b>	<b>%**</b>	<b>F*</b>	<b>%**</b>	<b>F*</b>	<b>%**</b>	<b>F*</b>	<b>%**</b>
<b>R0-R20</b>	20	15,6	57	47,9	18	13,7	43	36,4	6	4,5	15	13,0
<b>R21-R45</b>	93	72,7	58	48,7	94	71,8	71	60,2	59	44,4	72	62,6
<b>R45-R75</b>	15	11,7	3	2,5	17	13,0	3	2,5	56	42,1	22	19,1
<b>R75 +</b>	0	0	1	0,8	2	1,5	1	0,8	12	9,0	6	5,2
<b>Missing</b>	19	-	28	-	16	-	29	-	14	-	32	-
<b>TOTAL</b>	<b>147</b>	<b>100</b>	<b>147</b>	<b>100</b>	<b>147</b>	<b>100</b>	<b>147</b>	<b>100</b>	<b>147</b>	<b>100</b>	<b>147</b>	<b>100</b>

\* *F means frequency*\*\* *% means valid percentage*

The fact that wine labels were ranked as the third source of information from a selection of eight options that consumers use to gain information on new wines, after Family & Friends (first) and Winery tastings (second), also indicates the importance of the wine back label. (Table 7.13). Not knowing more about respondents who mentioned “friends and family”, however, results in some weakness in the findings, though relying on friends and family for guidance in wine purchasing could be the result of lack of knowledge, lack of appropriate information, or lack of self-confidence. “Friends and family” (54,8% and 43,8% respectively) featured as the most important source of information. This was more or less close to double the information offered through “winery tasting” (15,8% & 23,1% respectively).

While the values portrayed are not doubted, further research and more detailed analysis is needed. It might be too dangerous and misleading to assume that these generalisations apply to all groups of wine consumers.



**Table 7.13**     *What are the sources that you use to gain information?*

	The sources you use to gain information on new wines		The most reliable source of information when purchasing new wines?	
	Frequency	Valid %	Frequency	Valid %
<b>Friends &amp; Family</b>	80	54,8	64	43,8
<b>Wine sales personnel</b>	3	2,1	12	8,2
<b>Wine club/ tasting groups</b>	4	2,7	4	2,7
<b>Wine labels</b>	18	12,3	22	15,1
<b>Wine magazines</b>	13	8,9	8	5,5
<b>Winery tastings</b>	23	15,8	34	23,3
<b>Wine journalists</b>	4	2,7	2	1,4
<b>Other</b>	1	0,7	0	0
<b>Missing</b>	1	0	1	-
<b>TOTAL</b>	<b>147</b>	<b>100.0</b>	<b>147</b>	<b>100.0</b>

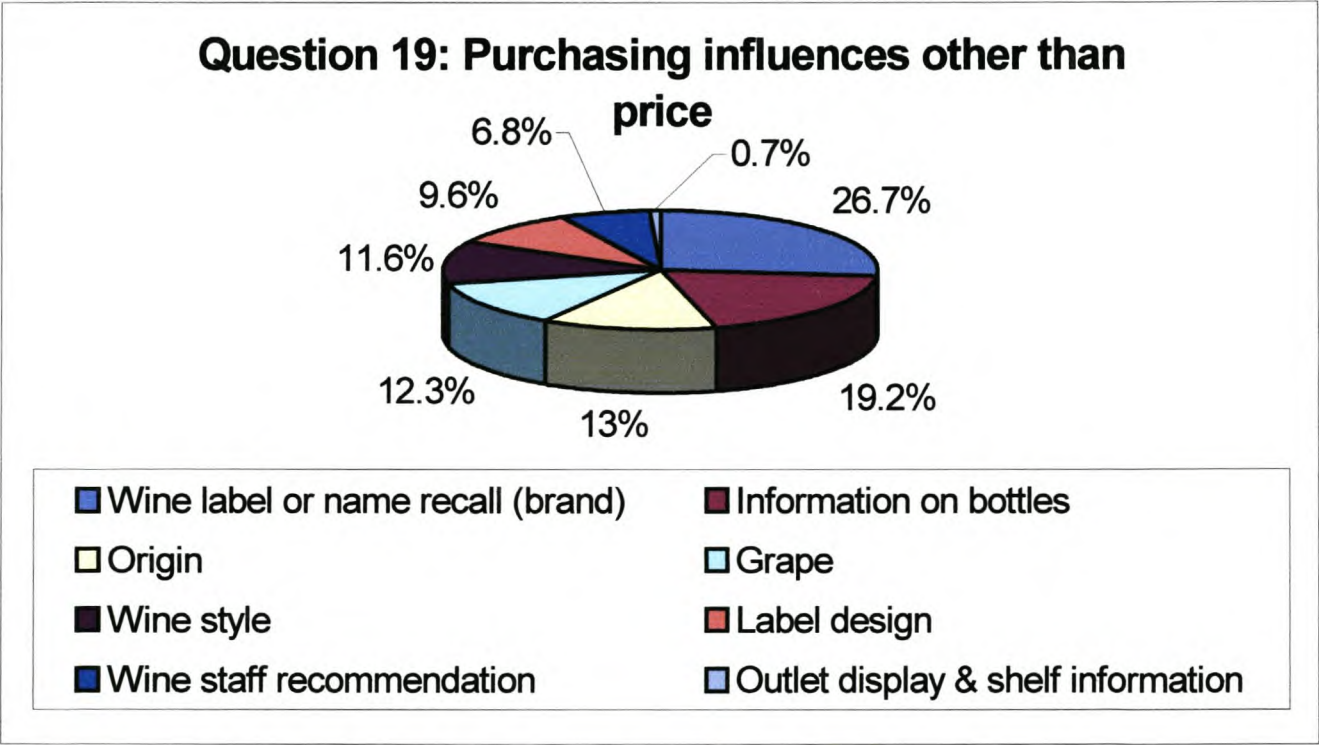
Question 19, which addressed purchasing influences (other than price), showed that information on a wine bottle was selected as the second influence (19,2%) after wine label/brand or name recall as the first or main influence at 27,7%, out of a possible eight influences/options. This means that 53,1% of the responses were distributed amongst the other six options mentioned in the question and again supports the importance of wine label information. As a second choice, however, information on bottles was ranked first. The complete analysis is shown in Table 7.14. The importance of information on back labels was also supported by the research conducted in Australia by Charters *et al.* (2000: 101).

**Table 7.14**     *Purchasing influences (other than price). Select three and show order of preference*

	First Choice		Second Choice		Third Choice	
	Freq.	Valid %	Freq.	Valid %	Freq.	Valid %
<b>Label design</b>	14	9,6	8	5,6	9	6,6
<b>Information on bottles</b>	28	19,2	30	21,1	21	15,4
<b>Wine staff recommendation</b>	10	6,8	19	13,4	20	14,7

Origin	19	13,0	29	20,4	24	17,6
Outlet display & shelf information	1	0,7	7	4,9	12	8,8
Grape	18	12,3	14	9,9	8	5,9
Wine style	17	11,6	12	8,5	17	12,5
Wine label or name recall (brand)	39	26,7	23	16,2	25	18,4
Missing	1	-	5	-	11	-
TOTAL	147	100.0	147	100.0	147	100.0

Visually, Figure 7.8 exhibits that “wine label or name recall” was the most important influence (26,7%), followed by “information on bottles” in second place (19,2%).



**Figure 7.8**     *Purchasing influences other than price*

Sixty-one (41,5%) of the respondents regarded themselves as inexperienced with regard to wine and another 61 (41,5%) regarded themselves as, although experienced with regard to wine, seeking more information about wine. Twenty-three respondents (15,6%) classified themselves as, although experienced with wines, not wine connoisseurs yet and only 1,4% felt that they were wine connoisseurs. Table 7.15 illustrates the complete results.



**Table 7.15** *Do you see yourself as a wine consumer that is .....*

	<i>Frequency</i>	<i>Valid %</i>
...inexperienced about wines	61	41,5
...experienced and seeking more information about wine	61	41,5
...experienced regarding wine but not a connoisseur	23	15,6
...a wine connoisseur	2	1,4
<b>TOTAL</b>	<b>147</b>	<b>100.0</b>

Lifestyle/family magazines were the most selected option (36,7%) with regard to where respondents read about wine, and was followed by newspapers, which were selected by 33,1%. (Table 7.16).

**Table 7.16** *Do you read about wine in any of the following?*

	<i>Frequency</i>	<i>Valid %</i>
Newspaper	46	33,1
Lifestyle/family magazine	51	36,7
Wine magazine	30	21,6
Wine journals	5	3,6
Other	7	5,0
Missing	8	-
<b>TOTAL</b>	<b>147</b>	<b>100.0</b>

However, an interesting issue concerning this response was that the majority of respondents indicated that they read the selected media monthly (43,9%) and quarterly (33,1%) (Table 7.17).

**Table 7.17** *How often would you read the media selected in question 23?*

	<i>Frequency</i>	<i>Valid %</i>
Daily	4	2,9
Weekly	28	20,1

<b>Monthly</b>	61	43,9
<b>Quarterly</b>	46	33,1
<b>Missing</b>	8	-
<b>TOTAL</b>	<b>147</b>	<b>100.0</b>

Only 17,1% of the respondents had had some education/training with regard to wine. The balance of 82,9% indicated that they had no education or training in this regard (Table 7.18).

**Table 7.18** *Have you had any education with regard to wine?*

	<i>Frequency</i>	<i>Valid %</i>
<b>Yes</b>	25	17,1
<b>No</b>	121	82,9
<b>Missing</b>	1	-
<b>TOTAL</b>	<b>147</b>	<b>100.0</b>

Questions 26 to 45 concerned possible information that the respondents wanted to find on a wine back label. The respondents had to indicate the importance of each information line by applying a five-point Likert scale.

The results were weighed and averages were calculated, which resulted in the most important information being seen as that which is implicated in Question 35, namely to know the aging limit of the wine, with an average score of 4,21. This was followed by Question 34, to know the “best by” date, with an average score of 4,3. Placed third was Question 41, concerning knowing at which temperature to serve the wine, with an average score of 3,97.

For the purpose of ranking importance, the data shown in Table 7.19 is given in a ranking order according to the average weighed score, and not in the order presented in the questionnaire.



**Table 7.19** *The ranking of the importance of the information on wine back labels*

No	Question	Q number	Not Important <span style="float:right">Very Important</span>					Total	Average Rating
			1	2	3	4	5		
1	To know the age limit of the wine?	q35	1	8	21	46	70	146	4.21
2	To know when the best by date is?	q34	4	6	21	51	64	146	4.13
3	To know at which temperature to serve the wine?	q41	5	6	29	56	51	147	3.97
4	To know which awards/prizes the wine has won.	q40	6	12	29	51	48	146	3.84
5	To know for how long the wine was matured?	q29	3	12	34	57	40	146	3.82
6	To know which food best complements the wine?	q42	8	10	33	52	42	145	3.76
7	To have descriptions of the main attributes of the wine	q28	6	7	34	69	30	146	3.75
8	To know the country of origin?	q37	8	9	40	55	33	145	3.66
9	To be warned of possible allergens?	q43	13	20	36	42	35	146	3.45
10	To know that the wine was matured in barrels?	q30	12	25	30	44	34	145	3.43
11	To know the district/ward/area of origin within the country?	q38	12	17	40	53	24	146	3.41
12	To know the location of the vineyard?	q36	10	22	47	44	23	146	3.33
13	To know that the wine was matured in stainless steel tanks?	q31	13	30	44	37	21	145	3.16
14	To have winemaker notes on the wine?	q27	17	23	52	42	12	146	3.06
15	To know what wood the barrels were made of?	q32	20	29	42	36	20	147	3.05
16	To know who the winemaker is?	q26	19	33	40	32	22	146	3.03
17	To know what country produced the barrels?	q33	22	42	35	29	19	147	2.87
18	To know the climatic conditions of the district/ward/area?	q39	20	34	50	35	8	147	2.84
19	To be warned not to drink and drive?	q44	44	25	21	18	34	142	2.81
20	To know about vegetarian or vegan acceptability?	q45	52	29	26	27	11	145	2.42

Indicated in bold red font (Table 7.19) is the highest response rate in each scale option, from one to five, as selected by the respondents, and this also corresponds with the sequence of the ranking from one to twenty.

All the information options were important to some extent to the consumers, as the lowest average weighed figure was 2,42. And although Question 45, about vegetarian or vegan acceptability, was ranked last of the 20 options, there were 11 respondents who considered this as very important (selecting 5 on the Likert scale).

**Table 7.20**      *Ranking of the top six attributes (Section 3 of the questionnaire)*

<b>Q-number</b>	<b>Weighed Ranking</b>	<b>Question</b>	<b>% responded</b>	<b>Ranked</b>
48	1	Having a description of the main attributes of the wine	56%	2
55	2	Knowing the aging limit of the wine	62%	1
54	3	Knowing the 'best by' date for use	54%	3
60	4	Knowing which awards or prizes the wine has won	54%	3
49	5	Knowing for how long the wine was matured	44%	6
62	6	Knowing which food best complements the wine	46%	5
61	7	Knowing the serving temperature of the wine	49%	4
46	8	Knowing who the winemaker is	33%	8
57	9	Knowing the country of origin	37%	7
47	10	Having winemaker notes on the wine	31%	10
50	11	Knowing whether the wine was matured in barrels	31%	9
56	12	Knowing the location of the vineyard	20%	12
58	13	Knowing the district/ward/area of origin within a country	17%	13
63	14	Being warned of possible allergens	20%	11
64	15	Being warned not to drink and drive	16%	14
52	16	Knowing which wood the barrels were made of	12%	15



51	17	Knowing whether the wines were in stainless steel tanks only	5%	17
59	18	Knowing the climatic conditions of the district/ward/area	6%	16
53	19	Knowing which country produced the barrels	4%	18
65	20	Knowing about vegetarian or vegan acceptability	3%	19

An analysis of Section 3 of the questionnaire reveals that the top ten in both instances, whether ranked by weighed score or by total respondents selecting the attribute, remained the same, which makes it clear that these are the ten most important attributes to consider on back labels. If the ranking orders of the respondents are analysed according to the highest percentage ranked as numbers one to six (Table 7.21), it results in a slightly different ranking order. Five of the top six attributes in the weighed analysis (Table 7.20), however, features again.

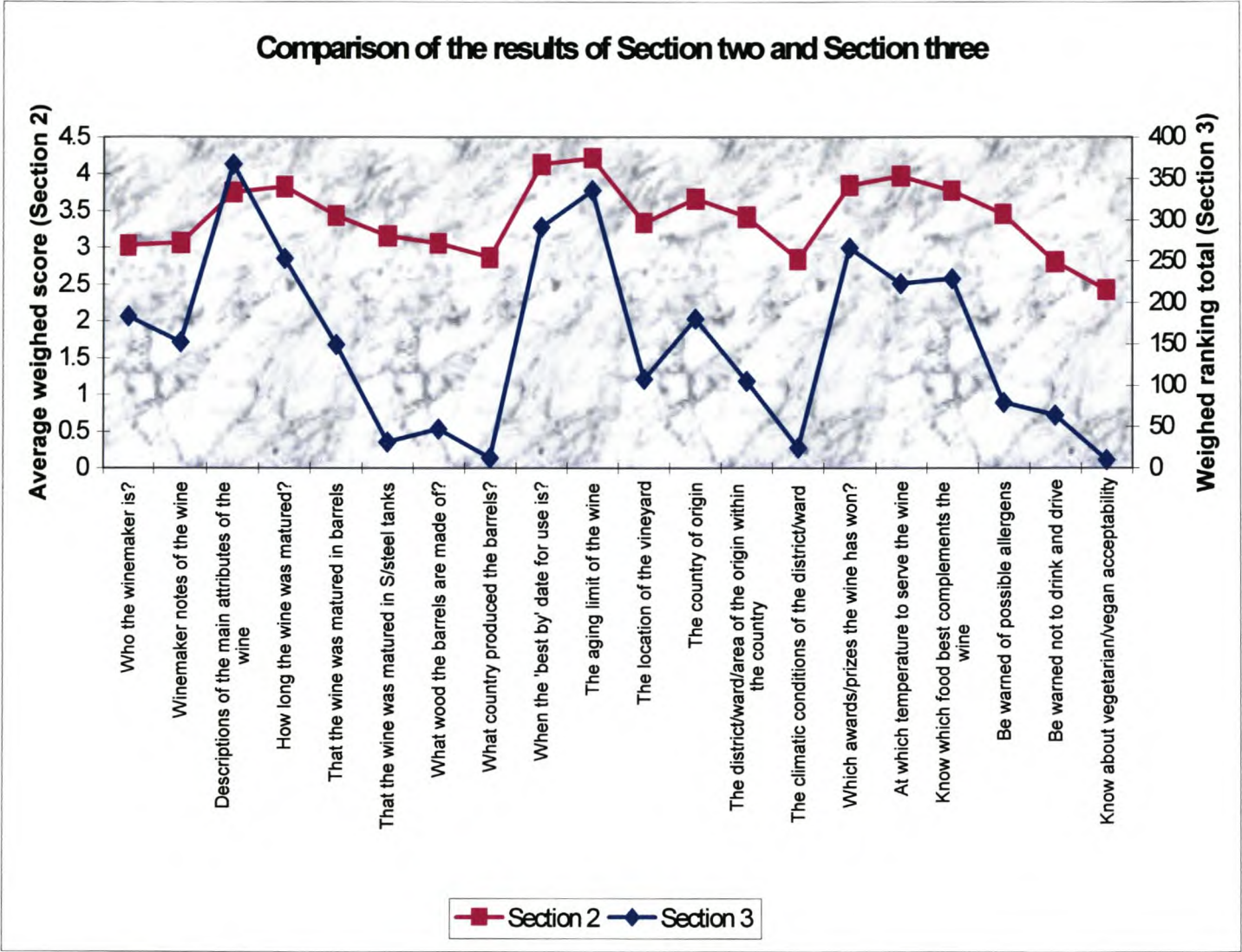
Just more than twenty-three percent of the respondents ranked Question 48 as number one, thus making this the most important point of information wanted on the back label of a wine bottle. Question 55, about knowing the aging limit, was selected by 14,3% as their second most important point of information, and third was Question 61, about knowing the serving temperature of the wine, which was selected by 12,2% of the respondents. Knowing the serving temperature of the wine was ranked third and again as fifth, signifying that serving temperature was the most selected option for those positions. Should this be disregarded, the next highest fifth ranking (represented in Question 54), concerned knowing the “best by” date and was selected by 10,9 percent of the respondents. See Table 7.21.

**Table 7.21**     *Respondent's ranking order of the top six attributes*

Number	Question	Percentage of respondents
1	Having a description of the main attributes of the wine (q48)	23,1%
2	Knowing the aging limit of the wine (q55)	14,3%
3	Knowing the serving temperature of the wine. (q61)	12,2%
4	Knowing which food best compliments the wine (q62)	12,2%
5	Knowing the serving temperature of the wine (q61)	12,9%
5	Knowing the “best by” date for use (q54)	10,9%
6	Knowing which awards or prizes the wine has won (q60)	10,2%



When Section 2 of the questionnaire is compared with Section 3 and visualised on a two-axis graph, the concurrence between the attributes is clearly visible, as shown in Figure 7.9.



**Figure 7.9**      *Comparison between Section Two and Section Three of the Questionnaire*

In each of the three different analyses of the twenty attributes, the top selection is the same, with a slight change in ranking order only. This can readily be compared in Table 7.22 where the coloured cells indicate the top six of the selected options. The only difference occurs in the fifth ranked option (on both pages three and four of the questionnaire/Questions 29 and 49), concerning knowing for how long the wine was matured. This did not feature among the top six



rankings of the respondents, while the seventh ranked option (on both pages three and four/Questions 28 and 61 respectively) did feature.

The questions placed next to each other in Table 7.22 refer to the same attribute or information line, repeated in both questions. It is presented in this manner for easy comparison.

**Table 7.22** *Comparison of the analyses of wine information/attributes on wine back labels*

PAGE THREE		PAGE FOUR		
Question number	Ranked according to average weighed score	Question number	Ranked according to weighed ranking totals	1-6 Ranking by Respondent selection
26	16	46	8	
27	14	47	10	
28	7	48	1	1
29	5	49	5	
30	10	50	11	
31	13	51	17	
32	15	52	16	
33	17	53	19	
34	2	54	3	5
35	1	55	2	2
36	12	56	12	
37	8	57	9	
38	11	58	13	
39	18	59	18	
40	4	60	4	6
41	3	61	7	3, 5
42	6	62	6	4
43	9	63	14	
44	19	64	15	
45	20	65	20	

## 8 CONCLUSION:

Before seeking to draw any conclusions to derive implications from this study, it would be appropriate to revisit and analyse the sample of consumers that was selected. It appears that a disproportionate number (81,6%) of consumers in the 25-50 age group participated in this study. This could mainly be attributed to random circumstantial events or to the demographics of wine consumers, with the latter as a possible reason, as this also occurred in the study undertaken by Batt and Dean (2000: 36) in Australia.

Respondents in this study showed an equal distribution of gender and mainly purchased wine once a month, with 63,4% purchasing two to six bottles of wine per month, indicating a 48,6% preference for red wine. Varietals were the most generally selected style for both red and white wine, both as purchased and consumed wines. More than 80% of the respondents were employed in full-time positions and more than 90% were not involved or employed in the wine industry. The liquor store featured as the main purchasing point. For both red and white wine, the R21 to R45 price bracket was the most popular price bracket in all three relevant categories, namely for home consumption, for sharing with friends, or for special occasions/gifts. The majority (53,1%) of the respondents try new wines equally regularly at home and away from home, and more than 80% admitted that they read back labels on wine bottles, with 65% confirming that the information on back labels influences their purchasing decision. Friends and family were selected as the most important source of information regarding new wines. This is supported by a study conducted by Dr Art Thomas (2000: 55) in New Zealand. Just over 27% of the respondents indicated that the wine or name recall (brand) was the main purchasing influence. Although more than 80% regarded it as a good idea, only 40,7% of the respondents indicated that they would be more likely to purchase wine on the strength of a serving temperature indicator on the label. Forty-one percent of the respondents indicated that they considered themselves to be inexperienced with regard to wines and the same percentage indicated that they consider themselves experienced but were seeking more information about wine. Lifestyle and family magazines were selected by 36% of the respondents as sources for reading about wine, but



almost 44% indicated that they read about wine on a monthly basis. Finally, 82,9% of the respondents indicated that they have not received any education or training with regard to wine.

The primary objective of the study was to determine which attributes of a wine or what information consumers would prefer to see listed on the back label of a bottle of wine. This was achieved by asking respondents to rank the twenty attributes/points of information that were supplied according to a five-point Likert scale. In the final section of the questionnaire they were asked to select only the six most important attributes and rank them in order of importance. Analysis of the results in these sections revealed that all the attributes/points of information were regarded as important by the respondents, because the average weighed scores were all higher than 2,81 (except for one that was 2,42). Furthermore, it was clear that the top eight attributes/points of information that featured in all three different analyses corresponded and were therefore selected as the most important attributes/points of information about which the consumer wants to read on a back label. These, in order of perceived importance, are:

- Having descriptions of the main attributes of the wine;
- Knowing the aging limit of the wine;
- Knowing the serving temperature of the wine;
- Knowing which awards or prizes the wine has won;
- Knowing the “best by” date for use;
- Knowing which food best complements the wine;
- Knowing for how long the wine was matured;
- Knowing the country of origin.

Labels and label information are crucial elements in influencing people’s choice of the wine that they purchase, especially when buying the wine for the first time. Once the initial purchase has been made, the contents of the bottle and its price/quality rating become much more dominant as factors in the decision to re-purchase. The most important step is to persuade consumers to make the first purchase. This preliminary study has highlighted the fact that back labels can play an important role in influencing this decision.

Thomas (2000: 56) has stated that packaging in the wine industry is not as straightforward as it seems to be for other fast-moving consumer goods. In the wine industry, packaging incorporates a number of interconnecting elements, some of which are historical and traditional in nature. For wine, these elements include the cork, the bottle size and shape and, importantly, the label. Of these, labels arguably represent the solitary feature that gains the most attention from consumers. They provide communication impact in that they are visible; they can arouse interest and can enhance thought. Moreover, labels can reinforce an image, they can help retain and attract consumers and they are capable of giving the maker of the wine a competitive edge.

**9        RECOMMENDATIONS AND FUTURE RESEARCH:**

Labelling constitutes basic communication between business and consumers. It conveys information about products. It also reflects on the character, reputation and integrity of the business.

A label can impart only as much information as space and costs allow, the ideal being that the information provided to the consumer should be appropriate with regard to detail and quantity, which means presenting more abundant and more focused information, offering facts to be considered or compared before deciding to buy, and proper or best advice on usage and serving of the product after it has been purchased.

Taking into consideration all the analyses of the data available to this study, it can be concluded that the attributes listed in Table 9.1 are the eight most important attributes or points of information that consumers would like to see on the back label of a bottle of wine.

**Table 9.1        *The top eight attributes/points of information consumers want on wine back labels***

No	Attributes/points of information.
1	A description of the main attributes of the wine
2	The age limit of the wine
3	The serving temperature of the wine



4	Awards or prizes the wine has won
5	The “best by” date for use
6	Which food best complements the wine
7	For how long the wine was matured
8	The country of origin

With the restriction of space on the back label, these eight attributes should be judiciously considered by the marketers when they create back labels for their wines. This does not suggest that the balance of the attributes (twelve) that are listed are of lesser importance. Each wine is individual and careful decisions will have to be made according to the available information on a wine, before composing the appropriate back label for the wine. Research has indicated that people’s responses to stimuli such as information on wine labels can vary greatly. Attributes or information that some people find helpful may have the opposite effect on others. This emphasises the view that those responsible for marketing wines need to adopt a variety of strategies to enhance the visibility of their product, as well as answer to the consumer’s needs.

Buyers and sellers approach the market with complementary goals: customer satisfaction and full value for money spent. For these goals to be realized, business must communicate fundamental product attributes truthfully and clearly, so that consumers have reliable information on which to base their purchasing decisions. And what better starting point than that which consumers have indicated as the information most important to them for assisting them with their wine purchasing decision.

This investigation has revealed that the ways in which consumers may use information are complex and that it is difficult to draw any generalisations concerning the effect of such variables on the basis of the data gathered here. This research has emphasised the complexity of the information required for the decision making process in wine purchasing, and the need for considerable further research to enhance our understanding of these needs. Different segments of the wine-buying population probably use different purchasing strategies and motives. To be able to determine market segments and their information or attribute preferences with regard to wine back labels, will require further research.

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Dear Wine Consumer

As an important customer of wine, I need your valuable input for this research project to complete my Master studies in consumer behavior at the University of Stellenbosch. To qualify to complete this questionnaire, you need only to be a wine consumer, which also purchases wine.

The purpose of the project is to determine what information you, as a wine consumer, would like to read on the back label of a bottle of wine. The results of this research would enable the wine industry to supply the relevant information on the back label to assist the consumer in the search for information during the purchasing decision.

Please hand the completed questionnaire back to the person that handed it to you, for collection. Make sure you also supply your a telephone number and name, if you wish to participate in the lucky draw for the 1,5 lt bottle of Roodeberg . The project is totally confidential and there is no connection between name and completed questionnaire. The contact number is only to reach you, should you be the lucky winner of the Roodeberg magnum.

Thank you for your time and valuable input.

**1 Gender**

Male	Female
------	--------

**2 Age**

18-24	25-35	36-50	51-65	65+
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**3 How often do you purchase wine?**

Once a week	Once in two weeks	Once a month	Less often
-------------	-------------------	--------------	------------

**4 Average number of bottles of wine purchased by household per month**

1	2 - 6	7 - 12	12 - 24	25 +
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**5 Bottled wine regularly purchased?**

5.1 Red:	Varietals	Sparkling	Blends
5.2 White:	Varietals	Sparkling	Blends

**6 Wine consumed most often?**

6.1 Red:	Varietals	Sparkling	Blends
6.2 White:	Varietals	Sparkling	Blends

**7 Employment status?**

Student	Full time employed	Part time/casual employed	Home duties	Retired
---------	--------------------	---------------------------	-------------	---------

**8 Are you employed/involved in the wine industry in any of the following?**

Wine production	Wine retail	Wine marketing	Wine training	Not in the wine industry
-----------------	-------------	----------------	---------------	--------------------------

**9 Main wine purchase point?**

Winery cellar door	Specialist wine shop	Liquor Store	Internet	Super or Hypermarket	Wine club	Wine Auctions	Other
--------------------	----------------------	--------------	----------	----------------------	-----------	---------------	-------

**10 Annual household income?**

0 - R7,991	R7,992 – R13,242	R13,243 – R22 509	R22,510 – R46,221	R46,222 +
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**11 Average cost of wine bought by household for home consumption?**

11.1	Red:	0 – R20	R21 - R45	R45 – R75	R75 +
11.2	White:	0 – R20	R21 - R45	R45 – R75	R75 +

**12 Average cost of wine bought for sharing with friends?**

12.1	Red:	0 – R20	R21 - R45	R45 – R75	R75 +
12.2	White:	0 – R20	R21 - R45	R45 – R75	R75 +

**13 Average cost of wine bought for a special occasion/gift?**

13.1	Red:	0 – R20	R21 - R45	R45 – R75	R75 +
13.2	White:	0 – R20	R21 - R45	R45 – R75	R75 +

**14 Where do you try new wines?**

At home	Away from home	Equally at home & away from home
---------	----------------	----------------------------------

**15 Do you read wine back labels?**

Yes	No
-----	----

**16 Does the information on back labels influence your purchasing decision?**

Yes	No
-----	----

**17 What are the sources you use to gain information on new wines?**

Friends & Family	Wine sales personnel	Wine Club & tasting group	wine labels	Wine magazines	Winery tastings	Wine journalists	Other
------------------	----------------------	---------------------------	-------------	----------------	-----------------	------------------	-------

**18 What is your most reliable source of information when purchasing new wines?**

Friends & Family	Wine sales personnel	Wine Club & tasting group	wine labels	Wine magazines	Winery tastings	Wine journalists	Other
------------------	----------------------	---------------------------	-------------	----------------	-----------------	------------------	-------

**19 Purchase influences (other than price)**

Label design	Information on the bottle	Wine staff recommendation	Origin	Outlet display & shelf information	Grape	Wine style	Wine label or name recall (Brand)
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**20 Is a temperature indicator on a wine label a ....**

Good idea	Bad idea	Neither
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**21 What is the likelihood of you purchasing a wine due to a temperature indicator label?**

More likely	Unlikely	Neither
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**22 Do you see yourself as a wine consumer that is ...?**

Inexperienced on wines	Experienced seeking more information about wines	Experienced about wines however not a connoisseur	A wine connoisseur
------------------------	--	---	--------------------

**23 Do you read about wine in any of the following?**

News Paper	Lifestyle/Family magazines	Wine magazines	Wine journals	Other
------------	----------------------------	----------------	---------------	-------

**24 How often would you read the above selected media for wine information?**

Daily	Weekly	Monthly	Quarterly
-------	--------	---------	-----------

**25 Have you had any wine education/training?**

Yes	No
-----	----



How important is the following information on the back label to you?

On a 5-point scale please circle the applicable :

Not Important 

1	2	3	4	5
---	---	---	---	---

 Very Important

How important is it to you as a wine consumer to :-

26 .. know who the winemaker is of the wine?

Not Important 

1	2	3	4	5
---	---	---	---	---

 Very Important

27 .. have wine-maker notes of the wine?

Not Important 

1	2	3	4	5
---	---	---	---	---

 Very Important

28 ..have descriptions of the main attributes of the wine?

Not Important 

1	2	3	4	5
---	---	---	---	---

 Very Important

29 .. know how long the wine was matured?

Not Important 

1	2	3	4	5
---	---	---	---	---

 Very Important

30 .. know if the wine was matured in barrels?

Not Important 

1	2	3	4	5
---	---	---	---	---

 Very Important

31 .. know if the wines was matured in stainless steel tanks?

Not Important 

1	2	3	4	5
---	---	---	---	---

 Very Important

32 .. know what wood the barrels where made of?

Not Important 

1	2	3	4	5
---	---	---	---	---

 Very Important

33 .. know what country produced the barrels?

Not Important 

1	2	3	4	5
---	---	---	---	---

 Very Important

34 .. know when the best by using date is?

Not Important 

1	2	3	4	5
---	---	---	---	---

 Very Important

35 .. know how long the wine can age?

Not Important 

1	2	3	4	5
---	---	---	---	---

 Very Important

36 .. know the origin of the vineyard?

Not Important 

1	2	3	4	5
---	---	---	---	---

 Very Important

37 .. know the country of origin?

Not Important 

1	2	3	4	5
---	---	---	---	---

 Very Important

38 .. know the district/ward/area of origin within the country?

Not Important 

1	2	3	4	5
---	---	---	---	---

 Very Important

39 .. know the climate conditions of the district/ward/area?

Not Important 

1	2	3	4	5
---	---	---	---	---

 Very Important

40 .. know what awards or prizes the wines has won?

Not Important 

1	2	3	4	5
---	---	---	---	---

 Very Important

41 .. know at what temperature to serve the wine?

Not Important 

1	2	3	4	5
---	---	---	---	---

 Very Important

42 .. know what food best compliments the wine?

Not Important 

1	2	3	4	5
---	---	---	---	---

 Very Important

43 .. be warned of possible allergens?

Not Important 

1	2	3	4	5
---	---	---	---	---

 Very Important

44 .. be warned not to drink and drive?

Not Important 

1	2	3	4	5
---	---	---	---	---

 Very Important

45 .. vegetarian or vegan acceptability?

Not Important 

1	2	3	4	5
---	---	---	---	---

 Very Important

**From the following list, please select the six most important attributes/information on the wine back label and rank them 1 to 6 according to importance to you, with 1 being most important.**

- 46     \_\_\_    Know who the winemaker is?
- 47     \_\_\_    Have winemaker notes of the wine
- 48     \_\_\_    Have description of the main attributes of the wine?
- 49     \_\_\_    Know how long the wine was matured?
- 50     \_\_\_    Know if the wine was matured in barrels?
- 51     \_\_\_    Know if the wines were only in stainless steel tanks?
- 52     \_\_\_    Know what wood the barrels where made of?
- 53     \_\_\_    Know what country produced the barrels?
- 54     \_\_\_    Know when the best by / usage date is
- 55     \_\_\_    Know how long the wine can age?
- 56     \_\_\_    Know the origin of the vineyard?
- 57     \_\_\_    Know the country of origin?
- 58     \_\_\_    Know the district/ward/area of origin within a country?
- 59     \_\_\_    Know the climate conditions of the district/ward/area?
- 60     \_\_\_    Know what awards or prizes the wine has won?
- 61     \_\_\_    Know at what temperature to serve the wine?
- 62     \_\_\_    Know what food best compliments the wine?
- 63     \_\_\_    Be warned of possible allergens?
- 64     \_\_\_    Be warned not to drink and drive?
- 65     \_\_\_    Vegetarian or vegan acceptability?