

Consumers' relationship with wine purchasing unpacked



Carla Weightman | Nic Terblanche | Dominic Valentin | Florian Bauer | Hélène Nieuwoudt
 Institute for Wine Biotechnology, Department of Viticulture and Oenology, Stellenbosch University, Stellenbosch

Introduction

The relationship consumers have with wine is four-fold, emotional, social, intrinsic and extrinsic. All of these factors have an influence on their preferences and purchasing habits.

The objective of this project therefore was to obtain a better understanding of South African (SA) wine consumers from the Gauteng area, from different cultural backgrounds.

Materials and methods

Six consumer focus groups were conducted in Gauteng, 3 male and 3 female. Focus groups were split according to age and gender, and questioned following the same discussion guide. Participants were regular wine consumers, who personally purchase wine for own consumption.

Consumer preferences, perception of wine in general and purchasing habits were recorded.

Results

Male		Female	
Emotional	Extrinsic	Emotional	Extrinsic
<ul style="list-style-type: none"> • Classy and sophisticated • Romance • Red wine: comforting • Celebrations 	<ul style="list-style-type: none"> • Price • Brand • Awards • Screw-cap is convenient; white wine can have screw-caps; red wine with a cork tastes better • Cork = quality 	<ul style="list-style-type: none"> • Classy, sophisticated lady • Confidence • Red wine: aphrodisiac • Relax and de-stress • Celebrations 	<ul style="list-style-type: none"> • Price • Brand • Wine and food pairing suggestions • Season • White wine can have a screw cap, but red wine must have a cork
Social	Intrinsic	Social	Intrinsic
<ul style="list-style-type: none"> • No pink drinks • Appreciate the finer things in life • Red wine is more masculine • Good for mixed gender occasions • Wine goes well with meals 	<ul style="list-style-type: none"> • More to appreciate in wine than in beer • Red: fruity, berries, spice, wood, strong • White: fruity, fresh 	<ul style="list-style-type: none"> • Drinking wine is associated with success, status and class • Appreciate the finer things in life • Wine goes well with meals 	<ul style="list-style-type: none"> • Red: woody, spicy, bold • White: citrus, fresh, crisp



Conclusion

- ☺ Convenience based. Consumers buy what is available locally. Very few shop online.
 - ☺ Acceptable price range R50 - R100.
 - ☺ R250 is considered expensive and the wine must be excellent.
- ☺ Food pairing suggestions on the label are very useful. The right wine will enhance your meal.
- ☹ Wine in restaurants can be pricey, so even if they stock wine consumers like, they can't afford it.
 - **IMPORTANT: Convenience, price, estate/brand, awards, cultivar and season.**
 - The social and emotional connection to wine is more important to females.
 - Females – wine is relaxing and a symbol of sophistication.
 - Males – wine is symbol of sophistication and pairs well with food.
 - Pairing the right wine with the right meal is important to consumers.
 - **Drinking wine is associated with success, status, class and appreciation for the finer things in life.**

