

A TYPOLOGY OF WINE CONSUMERS BASED ON BEST-WORST-SCALING

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ABSTRACT

With regard to the asymmetric distribution of information in the wine market, consumers' knowledge of wine seems to be comparatively low. Dedicated to the important question of what choice criteria are used by consumers to compensate for their lack of information, the present study has two purposes: First, to rate selective wine attributes, we applied the methodology of best-worst (BW) scaling to obtain a full ranking of wine attributes based on the answers of respondents regarding their most preferred items ('most' or 'best') and their least preferred items ('least' or 'worst'). Based on these results, we used the aggregated BW scores to develop a typology of wine consumers according to their choice criteria for wine. This paper concludes with managerial implications and suggestions for further research in the field of wine marketing.

Keywords: *Wine Marketing, Wine Choice Criteria, Best-Worst Scaling, Typology of Wine*

INTRODUCTION

Due to the ever-growing internationalisation of traditional eating habits – including menus with more courses combined with premium drinks – wine has become an integral component of culture in many countries (Bisson et al., 2002). Particularly in widespread areas of Asia and in Middle and Eastern Europe, wine consumption has obtained socio-cultural significance and hedonistic value (Li et al., 2006). Hence, world consumption of wine slowly began to rise from 224 million hl in the early 1990s to an estimated 232 to 242 million hl in 2010 (OIV, 2010a; OIV, 2011).

Despite the increasing interest in wine, consumers seem to have a comparatively low level of knowledge with regard to wine; this lack of knowledge may be primarily explained by the existence of nearly 10,000 different grape varieties (This et al., 2006). According to the terminology of the Nobel laureate George Akerlof, there is an asymmetric distribution of information regarding the wine market (Akerlof, 1979). This situation prompts the important question of what alternative appraisal criteria are used by consumers to compensate for their lack of information. Potential answers vary and may include intrinsic cues (e.g., taste, aroma

and alcohol content) or extrinsic cues (e.g., brand, price and country of origin) (Charters and Pettigrew, 2007; Orth and Krška, 2002). Hence, this study will be of interest for researchers, managers and marketers because it seeks to measure and forecast the attributes with the greatest influence on consumers' wine choices.

According to this background, the purpose of the present study is twofold: First, to rate selective wine attributes, we apply the methodology of best-worst (BW) scaling (also known as maximum difference scaling or maxdiff), which assists in overcoming the limitations of classical scale-based surveys. The BW approach enables researchers to obtain a full ranking of product attributes based on the answers of respondents regarding their most preferred items ('most' or 'best') and their least preferred items ('least' or 'worst') on a paired preference test (Cohen, 2009; Jaeger and Cardello, 2009). Based on these results, we used the aggregated BW scores to develop a typology of wine consumers according to their choice criteria for wine.

The paper is organised as follows: Section 2 briefly reviews consumer behaviour towards wine preferences before introducing the theoretical framework of the study in section 3. After providing an outline of the experimental design and the data collection with respect to the methodology of best-worst scaling in section 4, the main empirical results are discussed. In section 5, we conclude with the managerial implications and suggestions for further research in the field of wine marketing.

THEORETICAL BACKGROUND

Effective Wine Marketing

Although the factors that influence consumer purchase behaviour are still not fully understood, the literature on wine perceptions provides a multitude of articles that emphasise that the implementation of effective wine marketing strategies assumes information about customers' characteristics and needs (Lee et al., 2005; Balestrini and Gamble, 2006). Thus, given the increasingly competitive global market, the success of the wine industry primarily depends on the transition from a production orientation to a marketing orientation (Johnson and Bruwer, 2007). Pursuing a sophisticated market cultivation, Goldsmith and d'Hauteville (1998) divided consumers according to their frequency of wine purchase. Their results show that heavy wine users are more enthusiastic about and interested in wine than light and non-users; thus, marketers who wish to capture the attention of heavy wine drinkers should focus their efforts on interest and involvement. Examining consumption frequency, Berni et al.

(2005) found that frequent drinkers, who are more knowledgeable about wines from the New World, consume red wine more frequently. In 2005, Cholette and Castaldi conducted a segmentation of the US wine market by consumer types. Many Americans are *Non-Drinkers* (42.5%), whereas the dominant segment consists of *Marginal Drinkers* (46%), who consume wine primarily on special occasions. The remaining 11.5% of Americans are *Connoisseurs*, *Aspirants*, *Newcomers* and *Simple Wine Drinkers*, who belong to the *Core Wine Drinker* segment that consumes 90% of all wine. This segmentation based on the criteria of McKinna (1987) emphasises the relatively low level of awareness (Felzensztein et al., 2004; Keown and Casey, 1995).

Therefore, many authors assume that consumers with little wine knowledge tend to rate wines primarily based on information such as expert opinions (Balestrini and Gamble, 2006; Lee et al., 2005). Concerning this matter, Orth and Krška (2002) ascertained that exhibition awards significantly influence consumers' wine purchases; this result is a sufficient reason to examine the influence of other wine attributes.

Wine Attributes and Consumer Choice

As noted in the introduction, wine is widely perceived as a bundle of attributes that renders the consumers' task of choosing wine as complex. The difficulty in processing this large amount of product information may lead to a high level of confusion in the (pre-) purchase phase, and this confusion might negatively affect consumers' decision-making abilities (Casini et al., 2009). Hence, to avoid suboptimal choices, consumers attempt to reduce their confusion by concentrating on selective wine characteristics.

In this regard, researchers have determined that the attractiveness of front labels, varieties of grapes, brands and regions of origin seem to be important elements that influence the decision-making processes of wine customers (Casini et al., 2009). Moreover, Tzimitra-Kalogianni (1999), who investigated the wine preferences of Greek consumers, discovered that full taste, clarity, appellation of origin, aromas and attractive labels are the most characteristic attributes. Earlier, Keown and Casey (1995) identified the countries of origin, brand names, grape varieties and regions of origin as the most important factors affecting customers' wine choices, and official quality indicators (i.e., classification) were perceived as least important.

Researchers from Australia have recently determined that the influence of wine attributes may differ considerably in each country. Thus, Goodman (2009) found that taste, recommendations, grape varieties, and countries of origin tend to influence Australian, German, and French consumers, whereas Brazilian and Chinese wine drinkers rely on taste and brand

names. Ultimately, Balestrini and Gamble (2006) extended the geographical aspects from the regional level to the country level and discovered that the country of origin (COO) is the most influential choice criterion for Chinese wine consumers. Thus, the COO is expected to be more important than prices or brands. A similar result was presented in the study of Li et al. (2006), who showed that the COO has a stronger influence when consumers evaluate wine for the purposes of gift giving and drinking in public than for consumers' own consumption.

Orth et al. (2005) obtained responses from adult consumers in several states of the USA and discovered that Americans prefer wines from California, France, Italy and Australia. New World wines, which are produced outside of the traditional European countries, have been increasingly in the centre of public attention and thus have become an alternative to the Old World wines from the traditional European wine areas (Campbell and Guibert, 2006). According to Alyward (2003), who interviewed wine firms regarding their perception of the New World's innovative ability, New World wine industries are causing changes in the way wine is grown, produced and marketed.

Thus, the majority of the above-mentioned studies have focused on general purchase behaviour and have not specified the reasons for purchase or the places where consumers purchase their wine (Martínez-Carrasco Martínez et al., 2006). Nevertheless, Martínez-Carrasco Martínez et al. (2006) found that the designations of origin and price are the most important attributes affecting wine purchases in restaurants, whereas wine purchases in shops are primarily influenced by the types of wine.

CONCEPTUAL FRAMEWORK

The brief literature review is intended to create a basic understanding of the attributes that may be relevant to the wine selection process of consumers. However, not all consumers base their preferences upon all criteria (Orth and Krška, 2002); thus, this paper focuses on 11 factors that were identified in previous studies as crucial for wine purchase (e.g., Goodman, 2009; Cohen et al., 2009; Drummond and Rule, 2005; Orth and Krška, 2002; Halstead, 2002; Hall and Lockshin, 2000). On the basis of this limitation, we conceptualise the framework of this paper as illustrated in *Figure 1*.

----- Insert *Figure 1* about here -----

The elements of this framework can be described as follows:

Labelling. The label contains information that is regulated by law and optional information and thus acts as a communication medium between producers and consumers (Poyet,

2004). Most wines have front labels with basic information (e.g., alcohol content, type of wine, country of origin) and back labels with additional remarks (e.g., serving suggestions) (Jackson, 2008; Poyet, 2004; Ambrosi, 1976).

Grape variety. According to botanical structuring, wines belong to the more than 60 million-year-old genus *Vitis*, which contains approximately 50 species (Gibson, 2010; Jackson, 2008). Each grape variety originated with a typical grape variation that influences the primary wine characteristics, such as colour, aroma and taste (Gibson, 2010).

Taste. The taste includes all flavours perceived by the nose and the mouth and seems to be one of the most distinguishing features of wine (Jackson, 2009; Clarke and Bakker, 2004). Whereas the tongue and palate only perceive the consistency of foods (e.g., viscous and thin or dry and creamy) and the four main flavours – sweet, sour, salty and bitter – the olfactory sense is able to identify fine flavour nuances (Clarke and Bakker, 2004; Peynaud and Blouin, 1996).

Aroma. The aroma structure is detected when particles of wine enter the nasal cavity and come in contact with the olfactory epithelium (Gibson, 2010). Thus, perceived aromas facilitate conclusions concerning producing regions, grape varieties and wine defects/olfactory defects (Gibson, 2010; Goode, 2005).

Wine colour. While wine colour is typically important only for aesthetic reasons, the colour can be classified as a basic qualitative parameter on the occasion of wine degustation (Jackson, 2009). Thus, wine colour may provide information about the quality of vintage, grape varieties, production methods and vintage (Jackson, 2009; Fischer, 2006).

Vintage. The style of wine varies each year depending on the vintage conditions and the different preparation methods of the winemaker (Jackson, 2009; Clarke and Bakker, 2004). Climate particularly affects the ripeness of wine grapes, flavours and the fruit aromas in red and white wines (Harrington, 2008).

Awards. “*It is assumed that consumers rely to a great extent on easy recognizable labels or tags (i.e., medals) when choosing products (...)*” (Orth and Krška, 2002, p. 387). Consequently, wine producers advertise important awards on the front or back labels to increase sales and enhance price acceptance (Lockshin et al., 2006).

Price. The price of bottled wine primarily depends on the major costs involved in wine production – the costs of grapes, machinery of production and packaging materials (Edwards and Spawton, 1990, Wells and Prenskey, 1996). Moreover, scarcity value, the quality of grape varieties and sales channels lead to higher prices (Edwards and Spawton, 1990).

Sales channel. Producers face two major decisions when choosing methods for distributing their goods: selecting a specific sales channel and deciding on the distribution intensity (Boone and Kurtz, 2011; Gorchels et al., 2004). Due to its qualitative attributes, wine can be sold via different sales channels to provide customers with choices regarding different purchase locations (Brostrom and Brostrom 2009).

Reason to buy. “(...) several key studies have suggested that the main determinant that affects consumers when making wine purchasing decisions is the occasion at which the wine will be consumed.” (Halstead, 2002, p. 10). In fact, the reason to buy seems to influence the willingness to pay and the selection of specific types of wine (Hall and Winchester, 2001; Halstead, 2002).

Country of origin. Geographical declarations annotate an identity and guarantee the origin of wines that are produced in certain countries or regions (Charters, 2006; Anderson, 2004). The indication of origin allows consumers to draw conclusions regarding the ambiance and location of wines and thus offers clues regarding the characteristics of wines (Brostrom and Brostrom, 2009; Kramer, 2003). Given the importance of the COO as a wine choice criterion, a main focus of our empirical study is the preference of wines from the Old World versus the New World.

Drawing from prior findings and the conceptual framework, one main research question will be analysed using the best-worst method:

RQ: Which of the presented criteria exerts the strongest influence upon consumers' wine choices, and what consumer segments can be distinguished according to these criteria?

METHODOLOGY

The instrument

For the purposes of our study focusing on consumer wine choices (Goodman et al., 2005), following the suggestions of Cohen and Markowitz (2002), Finn and Louviere (1992), and Marley and Louviere (2005), we decided to use the best-worst scaling (BWS) method. Extending the approach of traditional discrete choice modelling that “*allows the measurement of utility (part worths) of attributes in various combinations, called product concepts*” (Goodman et al., 2005, p. 4), BWS measures the degree of importance that respondents assign to selected (three or more) items as they choose one most preferred item (BEST) and one least preferred item (WORST) in each choice set that is presented to them (Cohen and Markowitz, 2002; Cohen, 2003). As respondents are necessarily required to make trade-offs between

items and benefits (Cohen, 2009), BWS is a more discriminating method for measuring attribute importance compared with either rating scales or paired comparison methods (Mueller, 2005; Cohen, 2003; Finn et al., 1993).

For a detailed discussion of the method and its application in the wine sector, see Goodman, Lockshin and Cohen (2005) and the study overview in *Table 3*.

Based on the insights described above, *Figure 2* shows the 11 wine choice criteria (1=Labelling, 2=Grape variety, 3=Taste, 4=Aroma, 5=Wine colour, 6=Vintage, 7=Awards, 8=Price, 9=Sales channel, 10=Reason to buy, 11=Country of origin) and the 11 wine-producing countries (OIV 2010b), including the ten main producers and Austria, which is of critical interest within the German-speaking area (1=Italy, 2=France, 3=Spain, 4=USA, 5=Argentina, 6=Australia, 7=China, 8=Germany, 9=South Africa, 10=Chile, 11=Austria).

----- Insert *Figure 2* about here -----

All respondents were asked to evaluate 12 different choice sets with four, six or eight items; this method led to the design that is presented in *Figure 3*.

----- Insert *Figure 3* about here -----

The choice set design was adopted from Finn and Louviere (1992) to ensure that each item appears 6 times across all choice sets and can be evaluated as very important (BEST) or completely unimportant (WORST). The level of importance for each choice is determined by subtracting the negative evaluations from the positive evaluations and depends on the number of respondents and the frequency with which each item appears in the choice sets (Goodman et al., 2005). The total number of times that an attribute is mentioned as the most important (BEST) minus the total number of times that it is mentioned as the least important (WORST) results in the total best-worst (b-w) score (Goodman 2009). The results are presented below.

The sample

The people targeted in the survey were wine consumers; the convenience sample consisted of 108 respondents who were recruited via personal interviews in German wine specialist shops in 2010. The sample characteristics are described in *Table 1*.

----- Insert *Table 1* about here -----

In our sample, we attained the goal of a 50/50 gender distribution with an equal distribution across all age groups. With reference to wine consumption, 76.9% of the respondents consume wine several times a month.

RESULTS AND DISCUSSION

Based on the given choice sets and the method described above, the results revealed the scores as presented in *Table 2*.

----- Insert *Table 2* about here -----

The taste of the wine and the country of origin were shown to be the most important choice criteria followed by price and grape variety. The respondents rated the sales channel and the label as the least important choice criteria. With reference to the existing research insights as summarised in *Table 3*, the results of our study show that wine consumers perceive intrinsic cues to be as important as extrinsic cues.

----- Insert *Table 3* about here -----

Regarding the importance assigned to the country of origin, our results as shown in *Table 4* revealed that France was the most preferred country followed by Italy, Germany and Spain. In contrast, Austria, the USA and China were perceived to be less important as wine-producing countries.

----- Insert *Table 4* about here -----

To develop our typology of wine consumers according to their preferred choice criteria, we summarised the 11 wine choice criteria and the 11 wine-producing countries to create the following aggregated set encompassing four dimensions as the basis of our cluster analysis: *Extrinsic Cues* (labelling, price country of origin, awards, sales channel, and vintage), *Intrinsic Cues* (taste, wine colour, grape variety, aroma, and reason to buy), *Old World* (France, Germany, Austria, Italy, and Spain), and *New World* (Argentina, Australia, Chile, China, South Africa, and the USA). The ratings referred to 12 different choice sets; thus, the values range from 0 to 12. Using a combination of Ward's method of minimum variance and non-hierarchical k-means clustering, we obtained results that strongly suggest the presence of four clusters. With regard to classification accuracy, a discriminant analysis validated the results of the cluster analysis; the correct rate of the classification was 100.0%. Based on consumer preferences as illustrated in *Figure 4*, the four clusters can be described as follows:

----- Insert *Figure 4* about here -----

The Balanced Traditionalists (Cluster 1) form 31.5% of the sample with a mean age of 40.0 years; the respondents were 58.8% female and 41.2% male. Typical consumers in this cluster prefer to buy and consume wines from Old World countries (i.e., France, Germany,

and Italy). Additionally, even if these consumers' wine choice decision schemes are more balanced compared with the decision schemes for other segments, consumers in this cluster perceive intrinsic cues to be slightly more important.

The Traditional Tasters (Cluster 2) form 34.3% of the sample with a mean age of 40.3 years; the respondents were 43.2% female and 56.8% male. Similar to consumers in Cluster 1 and Cluster 3, consumers in Cluster 2 prefer wines from Old World countries (i.e., France, Italy, and Germany). Typical consumers in this cluster state that their wine choices are primarily based upon intrinsic cues (i.e., taste and aroma); this tendency is more prominent in this cluster compared with other clusters.

The Traditional Observers (Cluster 3) form 17.6% of the sample with a mean age of 39.2 years; the respondents were 42.1% female and 57.9% female. With regard to the country of origin, consumers from this cluster prefer wines from Old World countries (i.e., France, Italy, and Germany). In addition, they perceive extrinsic cues (i.e., price and country of origin) to be the most important attributes influencing their wine choices.

The Innovative Tasters (Cluster 4) form 16.7% of the sample with a mean age of 33.2 years; the respondents were 55.6% female and 44.4% male. This segment prefers New World wines (i.e., South Africa, Chile, and Australia) over those from the Old World and perceives intrinsic cues (i.e., taste, grape variety, and wine colour) to be more important than extrinsic cues.

MANAGERIAL IMPLICATIONS AND FURTHER RESEARCH STEPS

Given the variety of criteria that influence wine consumers' decision-making processes and the typology described above, there are a number of implications for management and wine marketing researchers. First, our study results provide evidence that intrinsic cues are, apart from the ever-present extrinsic cues in wine marketing, significant aspects to address; for some consumers (the 'tasters'), the intrinsic cues are even more important than the extrinsic cues. In this context, consumers should be allowed to experience the physical properties of a wine – its smell, its colour and above all its taste. Wine tasting and the information regarding suitable dishes in retail stores or wine stores may increase consumers' wine-related interest and desire to buy.

Furthermore, the results from our German sample show that consumers have no specific preferences for domestic wines. Consequently, the reputations of local wine regions and the images of the wines produced by local viticulturists and winegrowers should be presented to a

broader audience (e.g., with wine seminars, trips to wine regions and vineyards in collaboration with wine merchants and tourist offices). Nevertheless, wine tasting and other events require consumer-sided involvement; thus, less-involved consumer segments must be addressed explicitly. Regarding other wine-producing countries, our results reveal that traditional countries of origin (e.g., France, Italy and Spain) are widely accepted, whereas the nations of the New World have only a subordinate role in the perception of consumers. The negative assessment of the other countries (excluding South Africa) even suggest that German wine drinkers may perceive the country of origin of New World wines to be a non-purchase rather than a pro-purchase criterion. Thus, a more comprehensive marketing strategy for imported wines and advertisements based on the superior reputations of well-established wine regions may transfer to the products from the New World countries. Considering linguistic-cultural analogies, we suggest a possible approach in which the products of Spanish, Chilean and Argentine winegrowers are bundled. In the German market, a combined offer of domestic and Austrian wines may be considered. An additional approach may be to identify the consumer groups who have the ability to influence other consumers in their wine-buying decisions via word-of-mouth communication. Consulting wine mavens and opinion leaders whose perceptions of important wine-growing nations are very similar to the perceptions of other consumers may be an important approach to address other consumer segments who are less interested in wine and related marketing communications. With regard to future research steps, as the BW method is independent from the cultural background of the respondents (Goodman et al., 2005), it allows the extension of our approach and the resulting typology to a cross-national study on the attributes that influence consumers' wine choices.

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TABLES AND FIGURES

Figure 1: The Conceptual Model

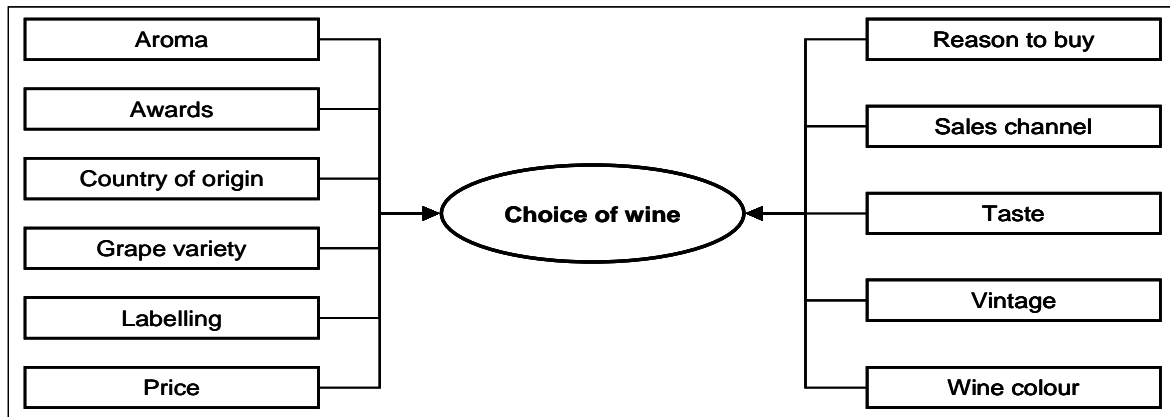


Figure 2: Example of Best-Worst Scaling

Choice set	Least preferred	Wine choice factor	Most preferred
1	One answer → <input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Labelling Country of origin Wine colour Awards	<input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> ← One answer <input type="checkbox"/>

Figure 3: Design for Choice Sets

Issues	Choice set number												Appea- rences
	1	2	3	4	5	6	7	8	9	10	11	12	
1	0	0	1	0	0	1	1	1	0	1	0	1	6
2	1	0	0	1	0	0	0	1	1	1	0	1	6
3	0	1	0	0	1	0	1	0	1	1	0	1	6
4	1	0	1	0	0	0	1	0	1	1	1	0	6
5	0	0	1	0	1	0	0	1	1	0	1	1	6
6	0	0	0	1	0	1	1	0	1	0	1	1	6
7	0	1	1	1	0	0	0	0	0	1	1	1	6
8	1	1	0	0	0	0	1	1	0	0	1	1	6
9	0	0	0	1	1	0	1	1	0	1	1	0	6
10	1	0	0	0	1	1	0	0	0	1	1	1	6
11	0	1	0	0	0	1	0	1	1	1	1	0	6
Issues in set	4	4	4	4	4	4	6	6	6	8	8	8	

Note: 1 indicates that an issue is present in a set; 0 indicates that the issue is not present in a set.

Figure 4: Typology of Wine Consumers According to Their Preferred Choice Criteria

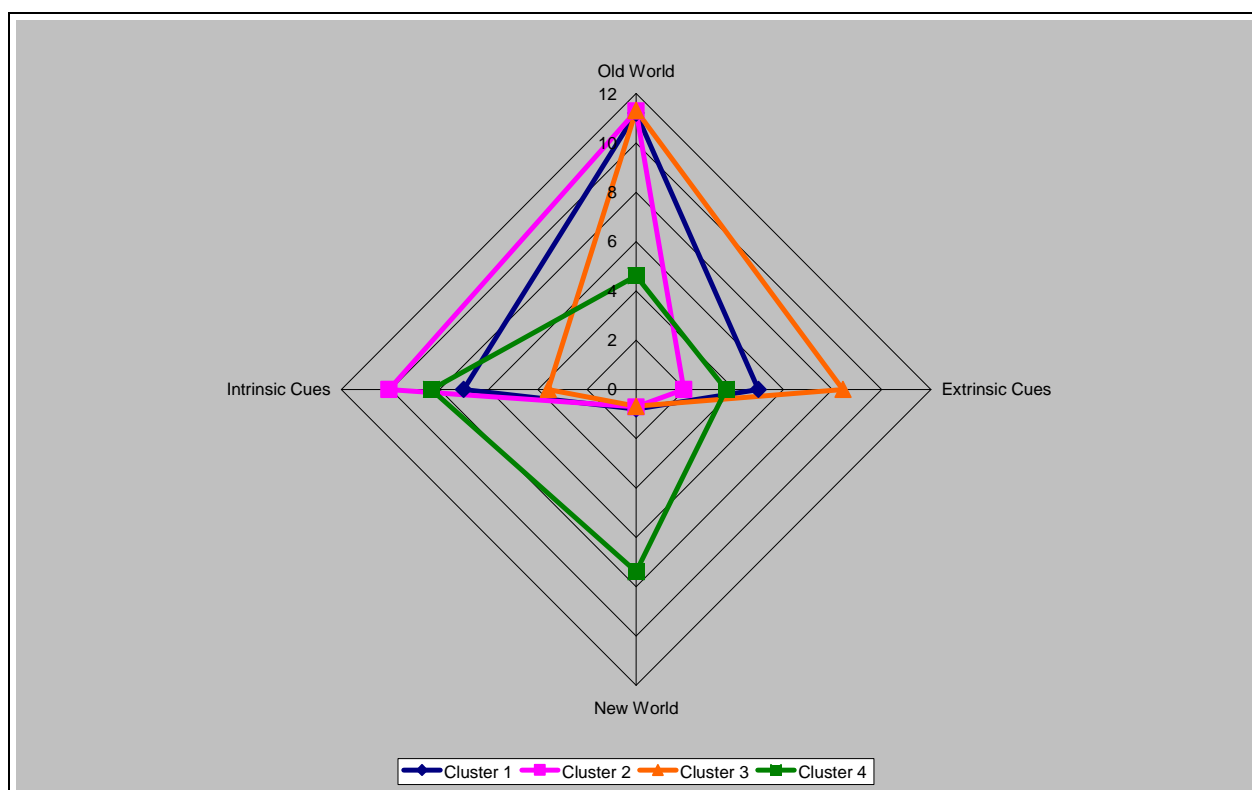


Table 1: Characteristics of the Sample

Variable	n	%
<i>Gender</i>		
Male	54	50.0%
Female	54	50.0%
<i>Age</i>		
< 35 years (male)	27	25.0%
< 35 years (female)	27	25.0%
≥ 35 years (male)	27	25.0%
≥ 35 years (female)	27	25.0%
<i>Marital status</i>		
Single	57	52.8%
Married	43	39.8%
Widowed	1	0.9%
Divorced	7	6.5%
<i>Education</i>		
Did not graduate from high school	1	0.9%
Lower secondary school	6	5.6%
Intermediate secondary school	24	22.2%
A-levels	46	42.6%
University degree	31	28.7%
<i>Occupation</i>		
Self-employed	4	3.7%

Employee	37	34.3%
Worker	4	3.7%
Civil servant	17	15.7%
Homemaker	6	5.6%
Retiree	9	8.3%
Pupil	2	1.9%
Student	27	25.0%
Formation	1	0.9%
Not employed	1	0.9%
<i>Household income</i>		
< 500 EUR	3	2.8%
500 EUR < 1000 EUR	17	15.7%
1000 EUR < 1500 EUR €	4	3.7%
1500 EUR < 2000 EUR	10	9.3%
2000 EUR < 3000 EUR	23	21.3%
3000 EUR < 4000 EUR	14	13.0%
> 4000 EUR	13	12.0%
Not specified	24	22.2%
<i>Wine consumption</i>		
Regularly (several times a week)	19	17.6%
Frequently (once a week)	26	24.1%
Occasionally (twice a month)	38	35.2%
Rarely (once a month)	15	13.9%
Very rarely (less than once a month)	10	9.3%

Table 2: Importance of Choice Factors to German Wine Consumers (n=108)

Choice factor	Total best	Total worst	B-W score
Taste	442	1	441
Country of origin	192	46	146
Price	114	42	72
Grape variety	148	76	72
Aroma	93	62	31
Awards	84	82	2
Wine colour	64	92	-28
Reason to buy	82	131	-49
Vintage	48	115	-67
Labelling	13	249	-236
Sales channel	16	400	-384

Table 3: Existing Research Insights – Best-Worst Studies in Marketing

Author	Sales Channel	Country	n	Most Important	Least Important
Casini, L. et al. (2009)	Retail Stores	Italy	314	<ol style="list-style-type: none"> 1. Tasted the wine previously 2. Matching food 3. Origin of the wine 	<ol style="list-style-type: none"> 11. An attractive front label 12. Alcohol level below 13% 13. Promotional display in-store

	Restaurants		308	<ol style="list-style-type: none"> 1. I matched it to my food 2. I have had the wine before, and I liked it 3. I had read about it but never tasted it 	<ol style="list-style-type: none"> 11. Alcohol level below 13% 12. Available in half bottle (375 ml) 13. Promotion card on the table
Cohen, E. (2009)	Restaurants	Australia	283	<ol style="list-style-type: none"> 1. I have had the wine before, and I liked it 2. I matched it to my food 3. Try something different 	<ol style="list-style-type: none"> 11. Varietal 12. Available in half bottle (375 ml) 13. Alcohol level below 13%
		France	147	<ol style="list-style-type: none"> 1. I matched it to my food 2. I have had the wine before, and I liked it 3. I had read about it but never tasted it 	<ol style="list-style-type: none"> 11. Varietal 12. Alcohol level below 13% 13. Suggestion on the menu
		United Kingdom	304	<ol style="list-style-type: none"> 1. I have had the wine before, and I liked it 2. I matched it to my food 3. Suggested by another person at the table 	<ol style="list-style-type: none"> 11. Promotion card on the table 12. Available in half bottle (375 ml) 13. Alcohol level below 13%
Goodman, S. (2009)	Retail Stores	Australia	305	<ol style="list-style-type: none"> 1. Tasted the wine previously 2. Someone recommended it 3. Grape variety 	<ol style="list-style-type: none"> 11. An attractive front label 12. Promotional display in-store 13. Alcohol level below 13%
		Austria	182	<ol style="list-style-type: none"> 1. Grape variety 2. Tasted the wine previously 3. Origin of the wine 	<ol style="list-style-type: none"> 11. Information on the shelf 12. Alcohol level below 13% 13. Promotional display in-store
		Brazil	293	<ol style="list-style-type: none"> 1. Brand name 2. Tasted the wine previously 3. Matching food 	<ol style="list-style-type: none"> 11. Promotional display in-store 12. Medal/award 13. An attractive front label
		China	197	<ol style="list-style-type: none"> 1. Brand name 2. Tasted the wine previously 3. Origin of the wine 	<ol style="list-style-type: none"> 11. An attractive front label 12. Matching food 13. Alcohol level below 13%
		France	154	<ol style="list-style-type: none"> 1. Matching food 2. Origin of the wine 3. Tasted the wine previously 	<ol style="list-style-type: none"> 11. An attractive front label 12. Information on the shelf 13. Alcohol level below 13%
		Germany	160	<ol style="list-style-type: none"> 1. Tasted the wine 	<ol style="list-style-type: none"> 11. Brand name

				previously	12. Promotional display in-store
				2. Someone recommended it	13. Alcohol level below 13%
				3. Matching food	
		Israel	184	1. Tasted the wine previously	11. An attractive front label
				2. Matching food	12. Information on the shelf
				3. Someone recommended it	13. Alcohol level below 13%
		Italy	314	1. Tasted the wine previously	11. An attractive front label
				2. Matching food	12. Alcohol level below 13%
				3. Origin of the wine	13. Promotional display in-store
		New Zealand	364	1. Tasted the wine previously	11. An attractive front label
				2. Grape variety	12. Information on the shelf
				3. Medal/award	13. Alcohol level below 13%
		Taiwan	317	1. Tasted the wine previously	11. Information on the shelf
				2. Someone recommended it	12. An attractive front label
				3. Origin of the wine	13. Alcohol level below 13%
		United Kingdom	303	1. Tasted the wine previously	11. Promotional display in-store
				2. Someone recommended it	12. Medal/award
				3. An attractive front label	13. Alcohol level below 13%
		USA	196	1. Tasted the wine previously	11. Information on back label
				2. Someone recommended it	12. Promotional display in-store
				3. Grape variety	13. Alcohol level below 13%
Wiedmann, K.-P. et al. (2011)	Specialist Shops	Germany	108	1. Taste	9. Vintage
				2. Country of origin	10. Labelling
				3. Price	11. Sales channel
	Typical Consumers		197	1. Tasted the wine previously	11. An attractive front label
				2. Origin of the wine	12. Matching food
				3. Brand name	13. Alcohol level below 13%
Yu, Y. et al. (2009)	University Students	China	122	1. Brand name	11. An attractive front label
				2. Origin of the wine	12. Promotional display in-store
				3. Tasted the wine previously	13. Alcohol level below 13%

Table 4: Importance of Countries of Origin to German Wine Consumers (n=108)

Country of Origin	Total best	Total worst	B-W score
France	349	7	342
Italy	272	9	263
Germany	243	18	225
Spain	215	9	206
South Africa	77	56	21
Australia	42	70	-28
Chile	39	109	-70
Argentina	29	123	-94
Austria	18	134	-116
USA	12	231	-219
China	0	530	-530