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YPR  
Win

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## **How Consumers Buy Wine**

Insights from qualitative research conducted for Wine VR on consumer wine retail experiences

September-November 2016

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## **Research Process & Methods Summary**

Define problem area -> Interview guides -> Retailer interviews -> Refine guides -> Consumer interviews -> Retailer contextual inquiry -> Consumer contextual inquiry -> Prototyping and consumer feedback

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## Findings

How do consumers buy wine?

- Existing knowledge
  - Availability
  - Social proof
  - Price
  - Presentation
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## **Existing and new knowledge**

In retail environments, consumers use existing knowledge to disqualify wines and use new knowledge to select from the remaining options.

Existing knowledge is both broad (“I like rosé”) and specific (“blends from Sonoma in 2011 are likely to be higher in sugar due to the weather in the valley that season”).

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## **Existing Knowledge**

## **Preference**

Retail staff estimates that 60% of customers have existing preference for a specific wine. These customers “know what they want.”

The other 40% disqualifies based on availability and preference before moving through the hierarchy of information to make a purchase decision.

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## **New knowledge**

New knowledge is acquired from the retail environment as the consumer moves through it.

Availability is shown to the consumer as they browse the shelves.

Price and presentation are also provided by the browsing process.

Social proof is provided by retail staff and consumers and is the most significant of all new knowledge.

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**New Knowledge**

**Social proof**

Consumer experiences in specialty shops often involve significant dialogue between staff and consumers.

Staff portrays which wines are popular, which wines are new, and which wines are similar to past experiences. Popularity is the most impactful proof.

Consumers occasionally exchange comments or insight between each other.

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**New Knowledge**

**Price (tiers)**

<\$10

<\$17

>\$20

Social proof can cause customers to move to a higher price tier, whereas presentation generally will not.

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## **New Knowledge**

### **Presentation**

Label designs and coloration, contrast with surrounding wines, placement in the store, and other marketing and design collateral or lack thereof.

Presentation seems to generate initial interest for the 40% but is always less influential than both price and social proof.

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## Decision-making flow

### Disqualifying

1. Existing preferences
2. Availability



### Qualifying

3. Price
4. Social proof
5. Presentation



**Purchase**

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