

## Tbilisi 2022 Abstract Submission

### Title

Message in a bottle ?

The impact of different white wine bottle shapes on the perceptions and willingness to pay of Gen Z wine drinkers

### I want to submit an abstract for:

Conference Presentation

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### Keywords

bottle; bottle shape; generation Z, white wine, willingness to pay

### Research Question

What impact does bottle shape have on the perception of the wine bottle's characteristics by generation Z wine drinkers as well as on their willingness to pay for them?

### Methods

Eight different bottle shapes were presented to a sample of 434 respondents who assessed their characteristics on four semantic differentials and indicated the price they were willing to pay.

### Results

Results of five different ANOVAs suggest significant differences between the eight bottle shapes in terms of both their characteristics and wine drinkers' willingness to pay for them.

### Abstract

Packaging has an impact on consumers' buying decisions. As Thomas (2000: 56) puts it "being distinctive and standing out from the competition is required on crowded shelves. Packaging assists all of this by differentiating between products sold". With regard to wine bottles, previous research has focused on a number of specific aspects of packaging. For instance, Celay & Trinqucoste (2014) found that some customer segments have a more

positive view of moderately atypical design of wine labels, and that perceived risk at the time of purchase also influences the purchase intent. Rocchi & Stefani (2006) found that customers judge the innovativeness of wine bottles through attributes such as glass color (light or dark colors), label descriptiveness and visibility and capsule anonymity/innovativeness. Rocchi & Stefani (2006) also found that glass bottle color was the material attribute of packaging most considered for white wine.

Existing research on the impact of bottle shapes on buyer perceptions and buying decisions is relatively scarce and inconclusive. Studies by Mueller & Lockshin (2008) and Grahl et al. (2012) did not find significant main effects for bottle shape. In this study, the central research question is whether bottle shape has an impact on the perceptions and willingness to buy of young wine consumers.

The respondents for a survey were recruited on a number of social media channels, including Facebook, Instagram, LinkedIn and Reddit. In order to reach regular wine consumers, the link to the survey was targeted whenever possible at wine-related groups and forum. Participants were ensured full anonymity and were incentivized with a lucky draw for a bottle of wine.

We used simplified graphics of eight different bottle shapes, including Bordeaux, Burgundian, Rhine, Champagne, Franken, and the more unusual shapes resembling an olive-oil bottle, a bottle similar to the rosé wines by Ott and a last shape that resembles the rosé wines from Domaine Miraval. Other than the bottle shapes, all the remaining characteristics of the bottles were identical, i.e. the same color, the same closure and the same label with the same text ("Château Castel, Réserve, 12.5% alc., 75 cl").

In order to reduce response burden, each respondents was asked to evaluate four randomly selected bottle shapes on four semantic differential scales. The semantic differentials included "traditional - innovative", "unrefined - elegant", "unattractive - appealing" and "unremarkable - extravagant". Each semantic differential was scored from 1 to 5. The fifth and last question asked respondents to indicate the amount (in Euros) they would be willing to pay for this bottle.

We analyzed the data using single-factor ANOVAs with bottle shape as the independent variable and the semantic differential scores as well as the amount per bottle as dependent variables. All ANOVAs indicated statistically significant differences between the bottles shapes. For "traditional - innovative" we obtained an  $F(7, 225)$  of 19.57 ( $p < .001$ ), for "unrefined - elegant" we obtained an  $F(7, 225)$  of 4.40 ( $p < .001$ ), for "unattractive - appealing" the  $F(7, 225)$  was 7.77 ( $p < .001$ ) and for "unremarkable - extravagant" the  $F(7, 225)$  was 6.83 ( $p < .001$ ). For willingness to pay, the ANOVA indicated an  $F(7, 225)$  of 2.16 ( $p < .05$ ).

We followed up on the significant ANOVAs with post-hoc comparisons using Scheffe's  $F$ . The pattern of results indicates that respondents by and large react more favorably to traditional bottle shapes (in particular Bordeaux, Burgundian and Rhine shapes) which are evaluated as significantly more traditional, but also significantly more elegant and appealing. The willingness to pay was also significantly higher for traditional shapes (led by Bordeaux, Rhine, Champagne and the Miraval-shaped bottle) with means ranging from 10.1 to 11.4 Euros, whereas the more unconventional bottle shapes (in particular the olive-oil-like bottle and the Ott-shaped bottle) lagged behind with means of 7.6 and 7.9 Euros, respectively. We discuss a number of implications of these rather unexpected results for the packaging design of white wine bottles designed to attract younger wine consumers.

#### References:

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