Title
Displays in Retail Outlets Positively Impact Sustainable Wine Purchases

I want to submit an abstract for:
Conference Presentation

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Keywords
Sustainable Wine, Purchase Wine, Displays in Retail Outlets, US Wine Consumers

Research Question
This research examines if consumers are attracted to display material at retail to learn about wine and sustainable wine production. It profiles the consumers that use display material.

Methods
A US national survey of 521 wine consumers was conducted online in February 2018. Chi-square tests and independent samples t-tests identify differences between users of shelf display material and non-users.

Results
Users of shelf material are more likely to be younger Millennials and Generation X. Retail displays are the top source of information for consumers followed by Google and winery websites.

Abstract
Wine consumers use numerous sources of information to learn about wines and make wine purchase decisions. Many consumers do not understand the benefits of sustainable wine production. This research found that
consumers are attracted to different types of display material at retail to learn about wine and sustainable wine production. The consumers that reported that they use display material on the shelf when purchasing at a retail outlet are profiled and their awareness concerning sustainability was examined. The results are valuable to producers that sell their brands at retail outlets and to producers of sustainably produced wine brands. Knowledge of the consumer profile and information that attracts them informs producers how to communicate with consumers about their wines using self display material.

BACKGROUND

Survey research was conducted by The Vineyard Team to learn consumer awareness of sustainable wine production and how to communicate the value of sustainable wine production to consumers. Most consumers were not familiar with the sustainable practices of grape growers and wine makers. When asked how they decide on which wine to purchase in a retail outlet one third of consumers indicated that they use display material on the shelf.

The survey research showed consumers different types of store displays and asked how likely the displays would attract their attention to learn more about sustainable wine production. The types of displays examined were: displays of wines at the end of the aisle with photos and descriptions, signage placed on the wine shelf with photos and descriptions and bottle neckers. Bottle neckers are compact signs that are placed around the wine bottle neck to describe the wine to potential purchasers. This research profiles the consumers that use display material on the shelf to make a wine purchase decision. It also examines the type of shelf information that attracts wine consumers to learn about sustainable wine production.

METHODOLOGY

A national survey of 521 wine consumers was conducted online using SurveyMonkey Audience in February 2018. The sample was representative of U.S. wine consumers (GfK MRI MediaMark 2016). The nominal and ordinal survey data were examined using Chi-square tests of independence to identify differences between users of shelf display material and those that do not. Differences in interval and ratio means were examined using independent samples t-test.

RESULTS AND DISCUSSION

A comparison of the demographics of the wine consumers that use display material on the shelf to make a purchase decision revealed that they have similar: gender, education, marital status and income. Further, region of the U.S. is not related to the using shelf display material. However, users of shelf display material are more likely to be younger Millennials and Generation X. The Millennial and Generation X consumers represent two-thirds of wine consumers that use display material. Therefore, shelf display material should be designed to attract the younger wine consumers. Users of shelf display material are more likely to be employed full time or part time.

Examining wine purchasing behavior showed that wine consumers that use display material have the same average spending on wine as those that do not. However, wine consumers that use display material are more likely to also purchase more types of alcoholic beverages: beer, craft beer, sparkling wine, and craft spirits. Most wine consumers purchase wine in a retail outlet (off-premise) and a restaurant or a bar/wine bar/ winery (on-premise). The wine consumers that use displays also purchase wine in more outlets than those that do not use displays. They are more likely to have purchased at a retail outlet, a restaurant, a bar, a winery, a wine bar, through a wine club, using an internet site from a computer and using a mobile app.

Retail displays are the top source of information about wine for all consumers followed by Google and winery websites. The wine consumers that use shelf display material also use more sources of information: in store displays, winery websites, Google, and magazines. The wine consumers that use display material also use more sources of information to make a purchase decision when in a retail outlet. They are more likely to use the front wine label, the back wine label, information attached to the neck of the bottle, interactive displays at the store, a
mobile wine app, google the wine when in the store, and look for certifications such as sustainable, fair trade or organic.

Although most consumers were not familiar with sustainable practices, the wine consumers that use shelf display material were less likely to be not familiar at all with the practices grape growers and winemakers use to produce wine. The consumers that use display material were more knowledgeable about sustainable growing practices. Only twenty-eight percent said they did not know compared to forty-one percent of the consumers that do not use shelf display material. The consumers that use shelf display material were more likely to describe sustainable wine growing practices as the following: practice soil conservation to prevent erosion; uses water conservation methods; protect water quality with cover crops and filter strips; preserves natural habitats and biodiversity; uses minimal packaging made of recyclable materials; and uses alternative energy sources to reduce energy use.

The wine consumers rated six different visuals of display material on how likely they would attract them to learn more about sustainable wine production. The consumers were at least somewhat likely to be attracted to all of the examples. The highest rated displays were both bottle neckers and a retail display showing a man with an owl and the words, “GREAT WINES, HEALTHY VINEYARDS SIP CERTIFIED Sustainability In Practice.” The wine consumers were asked to choose phrases that would attract them to learn about sustainability. The most attractive phrase for all was produced sustainably followed by grown for the greater good. The users of shelf display material were more likely to find the following attractive to them: produced sustainably, grown for the greater good, drink sustainable and SIP sustainably. When asked the one phrase that would attract them to learn about sustainability, grown for the greater good was the top phrase for the users of shelf display material followed closely by produced sustainably.

More of the consumers that use display material are likely to be extremely or very likely to pay more for a sustainably produced wine. Concerning specific production methods, the top two production methods that consumers would be extremely or very likely to pay more for a sustainably produced wine were: protects the habitat and uses environmentally friendly production. They were followed by uses water conservation methods abs producers are socially responsible to workers. The consumers that use display material are more likely to pay for all of the methods.

CONCLUSIONS AND IMPLICATIONS FOR THEORY AND PRACTICE

The use of display material on the shelf of a retail outlet was used by younger wine consumers that use more information sources and purchase at more locations than the consumers that do not use shelf display information to make a wine purchase decision. They also used the front and back label to decide which wine brand to purchase at a retail location. They were also more likely to look for certifications such as sustainable when making a purchase decision.

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