# Bordeaux 2016 Abstract Submission

**Title**
Influence of Information on Hedonic Appreciation of Burgundy Red Wines

**I want to submit an abstract for:**
Conference Presentation

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**Keywords**
Consumer perception, Knowledge, Burgundy red wines, Clustering

**Research Question**
Does information displayed on the bottle affect consumer perception of wine, according to their knowledge? Is effect of information modified according to wine appellation?

**Methods**
Hedonic test, visual then smell-&-taste, was carried-out with 415 French consumers, combined with knowledge questionnaire. Clustering statistical method was applied with ANOVA for data analysis.

**Results**
Information added to wine tasting influences positively hedonic appreciation of most respondents. The effect is stronger for women, and is more acting towards village appellation rather than regional one.

**Abstract**
The effect of information on product appreciation has been already identified in marketing research. Coming from cognitive human resources, information modifies emotional response. Previous researches have proven that there is an effect of information on perception. Consequently, label displayed on packaging, brand name and information available on label are the most important extrinsic cues in the choice of product on the shelves (Mueller, Szolnoki, 2010).

The aim of the present study is to identify the significant factors which contribute to change wine appreciation. Is it consumer knowledge, or socio-demographic descriptors? Is product characteristic such as Appellation d’Origine Contrôlée also acting into consumer appreciation of wine? To answer these questions, a consumer survey was
carried-out in France in 2013 with 415 consumers. Participants were recruited to participate in the study on the basis of their interest for wine. The usual socio-demographic quotas were applied in order to shape the sampling according to overall population.

The test was focusing on sensory evaluation of 37 Burgundy red wines from 2010 vintage bearing regional or village appellation. Two ways of evaluation were used visual and smell-&-taste evaluation. Each consumer has tasted six wines (randomly displayed on a monadic way). They were asked to give their advice of each sample on a continuous unstructured line ranging from I fully dislike vs I fully like, for first visual appreciation and later on aroma and taste. This was done first, without any information about sample (blind condition), second, with information about wine tasted through showing the bottle of the tasted sample.

Between visual tasting and smell-&-taste evaluation, consumers were asked to fill-in a two pages questionnaire focusing on their knowledge about wine checked through twenty questions. Three dimensions of knowledge towards wine were identified: processing-oriented, semantic and geographical one. According to literature (Giraud, Tebby, Amblard, 2011), we call Expert those respondents with a high level of knowledge, and Novice those showing a low level of knowledge, whatever the dimension is. The distance between cluster Expert and cluster Novice is maximal as they are at the extreme positioning within the clustering. The two in-between clusters were named Amateur for those with a good semantic knowledge, and Connoisseur according to the good processing-oriented and geographical knowledge of respondents from this cluster.

The results of ANOVA are significant whatever the way of evaluation used. This means that information has an impact and modifies product evaluation and perception. We observed that this effect is more important in smell-&-taste evaluation than in visual evaluation. The results showed that some participants were heavily influenced by the information displayed and they modified their note positively. In this context, clusters of consumers were set up according to the level of influence of information. This influence can be positive, neutral or negative. Wines with higher price were more appreciated whatever the evaluation way was. In this case, the additional information improves the appreciation of samples for 57 to 75% of respondents especially on taste-&-smell evaluation except for the connoisseurs, for whom the information seems to stress expectations.

Village appellation wines received higher notes than wines with regional appellation. Adding information increases consumer expectations on taste, this effect is stronger for samples with village appellation. The results show that men and women, appreciate differently samples. Women give lower and more diversified marks than men, information increases more women’s marks rather men’s ones.

Concerning knowledge, Connoisseur and Expert clusters appreciate more the wines tasted than Amateur or Novice ones. Adding information about wine tasted improves appreciation of these wines for Amateur and Novice. It also narrows those of Connoisseur and Expert.

In terms of managerial recommendations, it should be important to take into account the significant effects identified in this study. Information and gender have a significant impact on appreciation of Burgundy red wines. It would be advisable to demythologize the wine tasting of entry and medium range Burgundy red wines to make them more accessible for Amateur and Novice.

Women and young consumers have different expectations from Connoisseur or Expert, especially from senior men. For the first category, it should be interesting to promote wines with a storytelling oriented towards the pleasure of tasting and sharing feelings of good experience. For others, it should be appropriate to promote wines on the basis of tradition and culture with storytelling feeding the thirst for knowledge. The idea is to act in favour of different wines fitting for different consumers who don’t have the same expectations about Burgundy red wines.

References