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Keywords

Bulk wine market, gamification of marketing, consumer profile

Research Question

What are the new trends in wine consumption?

What will be the scenarios for bulk wine marketing?

Can marketing game contribute to data collection and strategies drawing?

Methods

The "Wine Consumer Profiler Game" is a game based on a questionnaire where the respondent is asked to answer questions about drinking habits and willingness to pay.

Results

The expected results are meant to give the first and preliminary indications on the patterns of marketing of bulk wine.

Abstract

Introduction

Several papers in economics and business literature studied the wine market evolution analyzing different features and determiners of market, only few of them concentrated, or at least mentioned, bulk wine market (Labys and Cohen, 2006, Baritaux et al. 2006, Mariani et al. 2012, Steinschulte, 2014). Bulk wine is a relevant asset in the global wine market because it counts for more than 10% of the total value and about 38% in terms of volume, but in some importing countries the import share for bulk wine is much higher, like France, Germany, Sweden etc. (OIV, 2015). The bulk wine market has shown a progressive increasing in volumes together with a limited reduction in value (OIV, 2014).

On the demand side, the relevant increase in wine consumption in new countries compensates for the decrease in wine consumption in Europe, but the large and growing group of new wine consumers has influenced the styles of the wines produced. In fact these consumers prefer ripe-tasting, rich, full-flavored wines with some oakiness at reasonable prices (Labys and Cohen, 2006). Bulk wine is generally cheaper, sweeter, with a less intense taste and a lower alcohol content, and these features generally meet the preferences of consumers in the entry level segment (CBI, 2015).

In Europe we have witnessed to a market polarization consisting in consumption of both entry level and premium wines is increasing at the cost of wines in the segments in between: the everyday wines and mid-premium wines.

Many consumers looking for cheap, simple, everyday wine search for the cheapest option, which is likely to be bulk wine, as it is cheaper to import than bottled wine. Until the end of the 2000s, retailers increasingly demanded brand wines. Since the end of the 2000s, retailers have been switching from brands to bulk wine, which is used for blends under their own private labels. This gives them more control over the supply chain, as they can decide

- the most suitable wine considering market opportunities,
- what packaging to use (e.g. bottles or Bag-in-Box),
- blend different wines and sell it under their own brand,
- substitute one of these wines, without having to introduce a new brand,
- receive direct information by consumers,
- modify quickly the strategy to meet the consumers' taste,
- activate specific campaign to promote their wine.

But something new is happening in the bulk wine market. In fact some of the major retail chains in the United Kingdom have a private label premium wine range (e.g. Tesco's finest). In the Netherlands, private label wines of leading retailer Albert Heijn already account for an estimated 50% of total sales. Most of these wines are made from bulk wine. A Chilean bulk wine, bottled in UK, La Moneda Reserva Malbec, Central Valley, Chile 2015, on sale in Asda in the UK for £4.37, did come top in the prestigious Decanter World Wine Awards for the best single varietal wine for under £15. And "boutique bulk wines" are becoming more and more popular in several retail chains in Europe (CBI, 2016). In the recent literature there is a very scarce knowledge of the profile of new bulk wine consumers. The phenomena described above seem to show a shift in bulk wine consumption which involves new groups of consumers, different to the typical old fashion low income bulk wine drinker. The new consumers are interested in wine quality, price conscious, open minded and taste changing.

At the same time in parallel with the growth of mobile marketing, claiming a 10-fold overall increase between 2010 and 2015, and mobile advertising expenditures expected to grow from \$29 billion (49% of digital ad spending) in 2015 to \$66 billion (72% of digital ad expenditures) by 2019 (eMarketer 2015a), there is a nascent but growing interest in gamification (Michael L., 2013) defined as the use of game design elements to enhance non-game goods and services by increasing customer value and encouraging value-creating behaviors such as increased consumption, greater loyalty, engagement, or product advocacy (Blohm, and Leimeister, 2013)

The present work proposes an innovative tool based on "gamification of marketing", for profiling bulk wine consumers, describing the new trends in wine consumption and defining new strategies and scenarios for bulk wine marketing.

Methodology

The "Wine Consumer Profiler Game" is a game based on a questionnaire where the respondent is asked to answer some questions about his/her drinking habits (what, when, where, how much, etc.), willingness to pay for different products and other contextualizing ones.

At the end of the questionnaire the respondent can download his/her profile which include a description of the profile, the kind of wine fits more with his/her behavior and style of life and information about his/her spending habits. Finally, the respondent can share and post his/her profile in social networks.

The questionnaire can be spread by social networks, mailing list, can be implemented as smartphone and tablet application.

By means of gaming approach the "Wine Consumer Profiler Game" aims at:

- collecting big data,
- spreading information, news and culture about wine,
- sensitize specific market segments (in particular young consumers).

At this purpose a questionnaire will be built based on Google Forms platform (<https://www.google.it/intl/it/forms/about/>) and a specific tool for profiling, already developed in similar activities, will be implemented.

The questionnaires has been delivered in three different contexts: on the Como Lake in Northern Italy, in Paris and on line by means of social networks and mailing lists.

Preliminary results and Conclusions

The expected results are meant to give the first and preliminary indications on the patterns of marketing of bulk wine. Given the lack of empirical evidence on this topic and the increasing importance of bulk wine derived products are assuming worldwide and in particular in new markets, the results of this paper will pave the way to the analysis of a topic that in the next years will likely become more and more studied.

The "Wine Consumer Profiler Game" is a very innovative tool able to provide big data on the consumption habits of consumers in different countries, useful for analyzing the market of the bulk wine and defining scenarios for

traders, suppliers and retailers.

The segmentation of demand is a strategic function of marketing and gamification is an innovative approach to marketing which makes use of experiential activity for involving consumers in marketing strategies. Finally “Wine Consumer Profiler Game” will benefit from the massive diffusion of mobile technologies, smartphone and tablet specially among young consumers.

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The Wine Consumer Profiler Game. An innovative tool for analysing consumers' preferences for bulk wine market

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