When Choosing a Wine Label, Women are from *Hollywood* and Men are from Boston

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When developing a marketing strategy for a wine, the objective is to maximize profit while providing the consumer with the highest value. In some cases market segmentation will provide the optimal strategy. Wineries have recently segmented their markets by gender. Cupcake, Middle Sister Wines, Mommy’s Time Out, MommyJuice, and Girl’s Night Out are examples of wine brands that are targeted to females (Considine, 2011). According to Mediamark Research, females are 31.5% of the 72.6MM wine consumers in the US. Females are a substantial and addressable target market for the wine industry.

Many factors impact the decision to purchase wine such varietal, growing and production methods, price, and packaging. One of the decisions that impact a package is the design of a logo. The objective of this research is to examine if there are differences between males and females in their evaluations of logo attractiveness.

A survey instrument was administered through personal interviews during October 2012 and February 2013 to 193 wine consumers. The surveys were conducted among a stratified random sample of wine consumers using the personal interview, mall intercept, method in San Luis Obispo, California. San Luis Obispo County was designated the best test market in the United States by \textit{Demographics Daily} (Jackoway, 2001). San Luis Obispo was found to be the best of 3,141 counties to represent a microcosm of the United States based on 33 statistical indicators.

In this research, the logo is used as part of a label to position the wine product in the consumers’ minds. Characteristics which describe a logo were rated on a five point desirability scale (Clancy1994) to examine the characteristics that impact a consumer’s purchase decision. This research used the positioning research methodology to determine the features of a logo that are important to the consumer when making a purchase decision. Nine features of logos were rated concerning their desirability on the wine labels: Has an animal on it, is bold, is eye catching, is simple, is ornate, is creative is classic, is intriguing, and is colorful. Consumers were asked the following question: “The following is a list of features people may look in the logo on labels when purchasing wine. Please indicate the desirability of each feature of the logo to you when you purchase wine by indicating a number from 1 to 5 where: 5 = Extremely Desirable; 4 = Very Desirable; 3 = Somewhat Desirable; 2 = Slightly Desirable; 1 = Not At All Desirable.” Females were more attracted to the following features than males: Is creative, is eye catching and is colorful.

The respondents were also shown twelve different logos and were asked to rate them on attractiveness using the scale: 5=Extremely Attractive, 4=Very Attractive, 3=Somewhat Attractive, 2=Slightly Attractive, and 1=Not At All Attractive. Females rated the less colorful and plain logos lower in attractiveness than the males. Females rated an eye catching logo more attractive than the males.

This research has marketing implication concerning market segmentation, logo design and gender differences.
References


