Consumer Mindsets for Local Cool Climate Wines

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Poster Abstract

Residents of the province of Ontario (Canada) have access to a large diversity of wines through the Liquor Control Board of Ontario, the world biggest wine purchaser. While global wines are easily at hand, the market share of wines produced with 100% Ontario grapes (under Vintners Quality Alliance (VQA) act) remains small, 20%, compared to other wine producing regions such as France or California where local wines tend to flow the local market. The quality of VQA wines has improved tremendously over the last decade. We hypothesise that local wines suffer from consumers misperceptions of their quality. This study purports to understand the attributes of local cool climate wines that attract or detract consumer purchase.

A conjoint analysis, using the IdeaMap™ technology was conducted to understand the impact of varying attributes consumers consider when choosing wine. 283 participants qualified and completed the study from the initial pool of 537 participants contacted through an on-line database. Qualified respondents evaluated 36 vignettes combining 2 to 4 elements according to a factorial design for their purchase intent and willingness to pay, and responded to 29 demographic and attitude questions.

The VQA logo, the ability to visit the wineries and supporting sustainable wine production and farm practices drove the consumers’ likelihood to purchase a bottle of local wine. Data analysis revealed that 60% of the respondents were not interested in buying local wines. The remaining 40% would buy local wine for particular occasions and to feel a connection with the place it is made. Demographics and attitude data explained partly mindsets towards local wines. From this study, the messages and imagery that resonate the most to consumers for triggering the purchase of a bottle of cool climate local wine were identified; it indicated as well the potential to expand local market share from 20% to 40%, should the appropriate marketing strategy be implemented.

Reference