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WHAT MESSAGE DOES WINE SEND TO THE CONSUMER THROUGH THE LABEL

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Abstract

Wine is a complex product that goes from the concept of food to that of hedonic drink in the perception of consumers. In this context, it is very important for wine producers to understand the factors of perception of consumer quality but also the relative importance they attach to these factors when deducting the quality of wine to meet these expectations, needs or desires. The existing label on a bottle of wine must contain practical and accurate information so that the consumer makes the purchase decision instead of a similar products. Buying wine in the retail store system (specialized stores) should not hurt more than ten minutes (2003, Schnettler and Rivera). So, both the information on the label and the product evaluation will be closely related to the time consumers need to observe and analyze them (2017, Krishna et al.). If we include the information such as: the designation of origin, therapeutic recommendations, nutritional information, have a great influence on the intention to purchase and as a result this aspect requires in-depth studies. Content is especially important for experienced consumers who are looking for relevant information available to be sure of their purchase. This article presents importance to wine specialists, experts, research, as a starting point in understanding information about consumers behavior for the same products and markets. They can be used as a guide to identify similarities in consumer behaviors for different products with wine-like features. We aim to complement this research with recent findings and conclusions related to consumer behavior by studying culture and noting differences in the country, culture, religions or races in wine consumption. We can provide a general picture of the current state of education of the factors of perception of wine quality through sensory analysis. To this end, the factors determining the perceived state of the wine as a product, the state of the consumer and the state of consumption shall be analyzed first. Then, the most widely used methodologies are discussed to study the hedonic sense of consumers. Finally, the characteristics of wine related to the perception of the quality are evaluated.

Keywords: wine, label, design, consumer.

1. INTRODUCTION

Wine is a complex product that goes from the concept of food to that of hedonic drink in the perception of consumers. In this conclude, it is very important for wines producers to understand the perception of the factors of for consumer quality but also the relative importance they add to these factors since deducting the quality of wine to meet these expectations, needs or desires.

We can provide a general picture of the current state of education of the factors of perception of wine quality through sensory analysis. To this end, the factors determining the perceived state of the wine as a product, the state of the consumer and the state of consumption shall be analyzed first. Then, the most widely used methodologies are discussed to study the hedonic sense of consumers. Finally, the characteristics of wine related to the perception of the quality are evaluated.

If we refer strictly to the naming the origin and information about nutritional level, they must be very visible in the wine label, which may be a stimulus in the purchase decision (Gutman, 1982).

We can say that these are useful knowledge to impose on the consumer the experience that can be produced when savouring the product. Experienced consumers make a more careful and complete analysis of the label than consumers with less experience and significantly analyse the greater amount of information written on the label, which is, given that they can distinguish and compare different types of wine, by category, by analysing the exposed information (Solomon, 1997). But a large amount of knowledge requires additional cognitive knowledge, and it can go beyond understanding, creating a sense of insecurity for inexperienced consumers.

The role of labels in choosing a wine from specialized stores.

Wine bottle as packaging, must meet three basic conditions at the sales shelf. The first condition is that it must attract the attention of the consumer who looks at the wine rack and ensure that a particular brand stands out from the entire range of alternative products. As a result, the most important tool for a manufacturer is the packaging to highlight its product of other available products offered on the shelf for sale.

In addition, the design forms are attractive to wine consumers. We buy a certain brand of wine based on "art, imaging and branding" (2012, Elliot and Barth).

Women's wine consumers are more influenced by design factors than men (2012, Bernabeu et al.). In fact, the label design compensates for the incomplete spaces on wine bottles/tags for a complete and artistic description of the taste. Wines label colours, which are extrinsic indications of the products and affect consumer expectations, for example, on flavour. In other expression, this research elaborates the hypothesis that, consumers can express opinions on certain characteristics of wines (flavours) based on the colours used to design label put on wine bottles. Links between different sensory peculiarities and associations between taste and colour have been demonstrated. Consumers are attracted to the figures, appearance and colour used in labels and help these particularities to infer the quality of the wine and brand personality.

The second most important predictor is the label, and this can decide the intention to buy wine, by price. Old traditional labels, such as those describing wine regions, pastel-coloured landscapes, assume good and high quality wines. Can be a contradiction with the effort made by traditional winemakers, appreciated from European and in the new world, which must research in label design by switching from these models and conventional motifs into "modern", appealing, colour rich pictures.

2. MATERIALS AND METHODS

As there is no specialist support for the sale of wines, especially in big markets, wine labels are the essential source for the consumers to obtain the information. As a result, it is the color of the label that greatly affects consumers in the buying of wine.

The aim of the paper is highlighting the correlation between the sensory experience and the colors of wine bottle labels. We can also discover differences in consumer behavior depending on the density of wine buying and gender.

The research result show that label colors have an important influence on wine flavor associations. Example, red wines, orange wine, rose, are associated with fruit and flower flavors. As a result, this can be considered by wine producers in framing their label to create sensory experiences according to the real flavor of their wine, which is, and they must match the expectations of the consumer when tasting the wines. It is especially important when the wine is sold in specialty market, and consumers are not able to rely on their taste experience before purchase.

The results of this work come with the aid of wine producers to efficiently design their labels. In that case, both the theoretical contributions and the strategic perspectives that this research offers to wine producers and traders are relevant.

The connection between the consumer and the product has an important role in the purchase intention. This is because packaging is no longer a simple tool, but has become a decision-maker for establishing a close relationship with the consumer. Glassware comes, and especially the main label of the bottle, is decisive not only for the transmission of information about the product as such, but also for the connection and involvement with the emotions and expectations of the consumer.

A sample by 60 people (45% women and 55% men) was studied in a specialized wine shop, for 5 minutes in front of a shelf with 50 bottles of wine, regarding the behavior connected to the information written on the labels of wine bottles, namely the name of origin and values of nutrition. One of the results of these observations is the hearty model for the desire to purchase, where the included components are explained by a specialist, but also the fact that consumers appreciate this information differently.

For consumer of the wine, buying a wine from a specialized store is not an easy task, given its large variety.as a result, the quality, the, the design and information included on the wine bottle labels are very useful at the time of choice. Some specialists hypothesized that wine labels play a significant indicator in the choice of consumer products. That influences the expectations and emotional responses and generate changes in acceptability.

Regarding analysis of the sample by gender, it was found that women are attracted more by the nutritional information and the association of wines with food other than men. As a result, they show a greater interest in purchasing based on these values and we can say that there are difference between the male consumer and the female consumer. That is because men and women using different selectivity models to process information.

Women using more complete, selective model than men (Goodrich, 2014). In addition, women can read more carefully than men (Leong and Hawamdeh, 1999), have a bigger tendence to explore product information, because they want to find more about its contents (2016, Shaouf et al.; 2018, Aschemann-Witzel et al.).

Elaborate Hypothesis:

Hypothesis 1. Information on the designation of origin, the year of bottling and the way of association of wines have a positive influence and increase the purchase intention for both women and men.

Hypothesis 2. The inclusion of nutritional information has a greater influence on female consumers.

The study highlights that the female consumer, when purchasing a bottle of wine, is considering both nutritional information, combined with the appearance of the label and information related to the association of wine with food, while the male consumer is less visual and more interested in the designation of origin, year of bottling and alcohol content.

The study also develops empirical analyze, using a small part of the publicity but which can influence/help the consumer's decision when buying a bottle of wine.

The type of glass and its color must attract attention and help potential buyers to know and differentiate wines according to quality.

A good, quality wine can be enjoyed and appreciated over the years, only if clear storage rules are observed. The most important factor is light and as a result the wine should not be exposed to light. It does not love light, and the most sensitive wines are white and pink. Most of them are bottled in clear bottles. From this perspective, red wine is more of a long race, often bottled in green or brown bottles that protect from light or UV rays. Although it is not a written rule, wine producers choose the color of the bottle more from marketing reasoning. For a white or rose wine, a transparent bottle is often chosen to highlight the shade and texture of the wine. But there are wine collectors, who also bottled white wine in bottles of an ancient green shade, just to protect it from light.

The year of production.

It is much more useful to know the year itself passed on the label, or on the counter-label (on the back of the bottle), than knowing whether that year was a "good year" or a "bad year". What do you need to know about the year of production?

The younger a wine is, the more likely it is to be dominated by a fruity smell and taste. Young wines are characterized by fresh fruit flavors and the younger it is, the more likely it is to be unbarred (it is not aged in oak barrels - barrique). It is also likely that these wines are less full-bodied, more invigorating, and more affordable. Wines older than two years (except those forgotten by the stocks of a hypermarket) are usually premium wines, refined by aging, sometimes even barricaded. Mature wines are characterized by less fresh, but more complex and revealed flavors in stages/layers, often with distinctive baryl accents. These wines are usually more corpulent, more opulent, and more expensive.

Sometimes the purchase decision is influenced by the price. In wine, as in other consumer products, higher prices are involuntarily associated with high quality and vice versa. It's not always true. If we can economically justify the price structure for a premium wine, more expensive and we know that it consists of: quality grapes, select - with all the associated costs, winemaking, winemaking, aging (oak barrels, change to a maximum of 3 years), bottling, logistics, distribution, brand, marketing, etc., it is not as simple to find the logic for a very cheap wine, which gives rise to a series of questions about the quality of that product, perhaps unreasonably cheap.

If we also refer to the movement of the eyes during the buying process, we can say that the alerts paid to a bottle is decisive for the purchasing intention of consumers, as well, and this attention is growing in importance for prize bottles and when consumers buy wine for a consumer condition involving a social environment.

The results show a strong desire for the most typical label. Obviously, this preference decreases when the risk to consumption is associated with the quantity. For some consumer occasions understood to be less risky, respondents seem more open to choosing labels with a moderately atypical design.

Acceptance of atypical design is related to the level of risk perceived at the time of purchase. A commercial brand that targets consumer occasions that are perceived as less risky will, as a result, be able to move away more easily from the visual factors of its product category.

In addition, consumers are looking for experiences, and then their emotions intervene, and stories help create such experiences. At the same time, it can be said that stories are essential for how people need information and how people start to communicate with one another.

As a result, wine brands decided to tell stories related to their history because the story makes positive feelings in customers and is considered more convincing than facts. That can have more positive effects, such as increasing confidence in the mark. Brand stories have also can help the consumers better to differentiate the brand from competition.

The information is valuable for wine shops but also for experts or wine producers as they need to be able to combine different types of information to influence the purchase decision.

3. CONCLUSIONS

One of the challenges of this study is combining these results with research techniques related to neuroscience, engaging, and activating senses such as smell or taste at the point of sale. This gives the possibility of future research, as it could complement the results obtained and the combination of the results will be of scientific interest.

This article presents importance to wine specialists, experts, research, as a starting point in understanding information about consumers behavior for the same products and markets. They can be used as a guide to identify similarities in consumer behaviors for different products with wine-like features.

We aim to complement this research with recent findings and conclusions related to consumer behavior by studying culture and noting differences in the country, culture, religions or races in wine consumption.

They can be used as a guide to identify similarities in consumer behaviors for different products with wine-like features.

A new research hypothesis must also be developed that nutritional information generate higher consumption, as in the case of wine, does not discourage consumption, rather but it increases the intention of buying this product. This factor can be compared with other alcoholic products to find out if the effect is the same.

A challenge is also for wine producers to develop wine tourism, the marketing of wine-related activities and the wine production process. That can be the perfect opportunity for entrepreneurs to have more expert consumers and educate the consumer in manner to distinguish the characteristics of good wine.

Wine is perhaps one of the most difficult to buy products, thanks to the extremely rich offer, both in stores and in restaurants. However, given a few simple rules, you can remove doubt and gradually increase your confidence in your own knowledge. Label finally do not tell us what the wine will taste like, but there are many things that we can discover between the lines.

Regarding the connection between the color of the packaging and the color of the wine, Rocchi and Stefani (2005) found that people re-read in two fundamental ways. In the first way, the consumers seem to be affected by the shapes, size, and colour of the bottle, while in the second way they consider the label of the bottle and the information on it. Some specialists show that color is the first level of perception and is used by respondents to emphasize differences of opinion and to express their preferences. These shapes and sizes of the bottle are also appreciated by consumers and are important features to consider.

This paper aims to define consumer preferences related to the colors and shapes used in wine labels design based on the responses of an empirical survey. It is also based on an elaborated empirical literature that reveals the powerful effects of label design on consumer perceptions of brand quality and personality.

As a first conclusion, color alone does not generate preferences as strong as the labels and information included on these, at least when they are evaluated regardless of the form that dominates the composition of the label.

More of framing and designing their labels based on their own style and taste, wine producers need to understand the meaning that the fonts, the colors, their shape in the minds of people. Because is a very competitive environment, such as the one faced by wine producers today, the choice of labels and the use of their own information and signifiers are appreciated by consumers, and that would allow producers to get closer to them.

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