

Wine perception: consistency and impact of the information about a wine

Background Wine consists of extrinsic cues (what people can see: country of origin, vintage, producer, etc.) and intrinsic cues (sugar, acid, alcohol, tannin, etc.) which can be tasted and determines the hedonic liking of a wine. A past experience is an important factor for many consumers, when choosing a wine. However, it is not known so far, how consistent people's perception of intrinsic cues is and how the latter is affected by extrinsic cues namely the information about a wine that is provided.

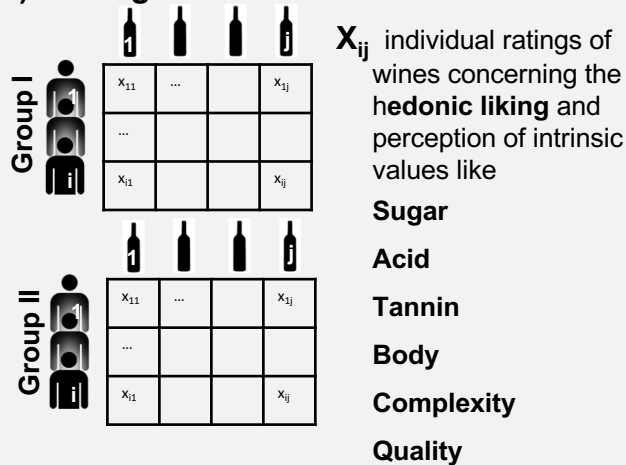
Research questions

- Is hedonic liking of average wine consumers consistent?
- How are perceived wine intrinsic factors affected by extrinsic factors?
- How are perceived wine intrinsic factors correlate with objectively measurable intrinsic factors?

1) Measure intrinsic values of wines

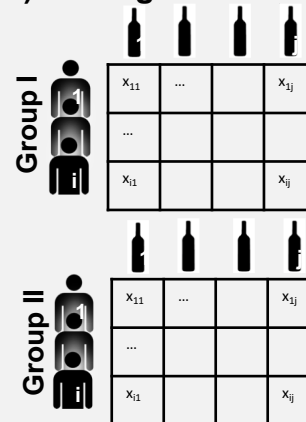


2) Tasting 1*



***Group I** receives just the wind and has to blind test them whereas **Group II** sees the bottles with the labels. (between design)

3) Tasting 2



4) Analysis

- X_{ij} (tasting 1) vs. X_{ij} (tasting 2), how consistent are participants ratings? Correlations with socio-demographic data, knowledge score and involvement level
- T-tests for X_{ij} from group I and II for perceived wine intrinsic factors
- Pearson's r for perceived wine intrinsic factors correlate with objectively measured intrinsic factors

Prospect Based on the results of a. the consistency of hedonic liking of wine consumers, we could calculate a model to predict the liking of a wine based on intrinsic properties and their perception by consumers.

