Insights on how Chinese consumers choose wine and the influence of tasting on consumer preferences

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Factors influencing choice
Diversity of consumer preferences in different wine markets
Research objectives

- to determine the influence of different messages about Australia and shelf information on choice of red wine by Chinese consumers

- to understand the impact of taste experience on re-purchase decision
Choice experiment: shelf simulation
## Choice experiment: Attributes and levels

<table>
<thead>
<tr>
<th>Attribute</th>
<th>Levels</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Closure</td>
<td>screw cap, natural cork</td>
</tr>
<tr>
<td>2 Label style</td>
<td>Prestigious, Stately, Modern classic, Modern contemporary, Modern vibrant, Elegant contemporary, Eclectic, Light-hearted</td>
</tr>
<tr>
<td>3 Medals</td>
<td>Gold, none</td>
</tr>
<tr>
<td>4 Grape variety</td>
<td>Cabernet Sauvignon, Shiraz, Pinot Noir, Dry Red Wine</td>
</tr>
<tr>
<td>5 Country</td>
<td>France, China, Australia, Italy</td>
</tr>
<tr>
<td>6 Price</td>
<td>¥70, ¥130, ¥190, ¥250, ¥310, ¥370, ¥430, ¥490</td>
</tr>
<tr>
<td>7 Store rating</td>
<td>99 points, 92 points, none</td>
</tr>
<tr>
<td>8 Expert rating</td>
<td>96 points, 89 points, none</td>
</tr>
</tbody>
</table>
Example of a designed shelf
假设您正在一家葡萄酒专营店内，打算购买一瓶葡萄酒回家与伴侣或朋友饮用。
您最有可能购买以下哪种葡萄酒？
（请在下方选择一瓶葡萄酒）
So how do Chinese choose wine?
## Status quo: Attribute importance (control group)

<table>
<thead>
<tr>
<th>Attribute</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Store rating</td>
<td>31</td>
</tr>
<tr>
<td>Expert rating</td>
<td>28</td>
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<tr>
<td>Country</td>
<td>18</td>
</tr>
<tr>
<td>Price</td>
<td>13</td>
</tr>
<tr>
<td>Grape variety</td>
<td>5</td>
</tr>
<tr>
<td>Label</td>
<td>3</td>
</tr>
<tr>
<td>Medal</td>
<td>2</td>
</tr>
<tr>
<td>Closure</td>
<td>0</td>
</tr>
</tbody>
</table>

**Country Preference**

- China: 0.4
- Italy: 0.3
- Australia: 0.5
- France: 0.6
Communication: Australia Messages

- Communication messages about Australia presented in advertorial-type articles that can have a positive impact on the choice of Australian wines over French or Chinese wine.

- Used to influence consumers at the point of purchase to choose Australian wines.
1 - A great place to visit

The Australian Wine Research Institute

A great place to visit

澳大利亚

一个绝佳的旅游国度

最近的调查显示澳大利亚拥有景色最佳而且交通最便利的沙滩。在2012年的一次重大旅游评选活动中，澳大利亚被评为最美丽、休闲和友好的旅游目的地。

澳大利亚的气候怡人，一些主要城市的周边均有海洋和沙滩，因此当地人的业余生活主要集中在室外活动。澳大利亚常年气候温和，阳光明媚，良好的生活环境赋予了当地人友善热情的性格，富有现代感的当地居民热情地欢迎来自各地的游客。在澳大利亚，室外咖啡厅和餐厅随处可见，游客可以在路边的咖啡厅或是餐厅里歇息，在观赏自然美景的同时开始安排游玩下一个澳大利亚迷人景点的行程计划。
Clean and unpolluted

澳 大 利 亚
纯净无污染

近的调查显示澳大利亚是全球最干净、污染最少、绿化最好的国家之一。科学家们一致认可澳大利亚出产的食品和葡萄酒产品的受污染程度为全球最低。澳大利亚拥有大量的再生能源和干净的能源资源，即使是大城市也拥有清新透亮的空气、纯净的水源和不受污染的土壤。

无污染的自然环境意味着澳大利亚出口的食品和葡萄酒均属于全球最健康、品质最佳行列。拥有清新的空气、纯净的水源和不受污染的土壤的澳大利亚以出产新鲜、健康、和纯天然的食品而闻名全球。

澳大利亚以出产新鲜、健康、和纯天然的食品而闻名全球。”
3 - Safe food and wine
澳大利亚葡萄酒
传统与高贵的结合

澳大利亚骄傲地拥有一些世界上最古老的葡萄藤。由于欧洲从20世纪初期开始持续推行重栽方案，很多葡萄老藤被相继拔掉，因此现在澳大利亚境内一些葡萄藤的树龄甚至要高于法国和意大利等欧洲国家的老藤。如今这些珍贵的百年老藤依然风华正茂，持续不断地结出品质卓越、风味无与伦比的葡萄果实。用这些珍贵的、产量稀少的葡萄酿精心酿制而成的稀世佳酿更是得到了全球葡萄酒爱好者地热捧追捧，这些顶级佳酿行销国际拍卖市场，一些优秀年份的拍卖价格甚至高出法国的顶级名庄酒。

经过150多年酿造历史的沉淀和累积，澳大利亚葡萄酒发展出了别具一格的迷人风格，充分展示了传统与高贵的完美结合，广泛受到专家和鉴赏家的高度好评。
The Australian Wine Research Institute

5 - The best tasting wines in the world

“中国消费者最喜欢
澳大利亚葡萄酒的风味。”

澳大利亚葡萄酒
世界上风味最佳的葡萄美酒

最近的一个调查显示中国消费者最喜欢澳大利亚葡萄酒的风味，偏好程度高于来至法国以及其它国家的葡萄酒。在此次调查中，几百名中国葡萄酒消费者盲品了来自世界主要产国的葡萄酒，并对所品尝的葡萄酒进行排名。澳大利亚葡萄酒在调查中表现优异、成绩突出，一举跃居首。

澳大利亚酿酒师紧跟市场动态，并根据消费者的喜好利用现代化的工艺技术酿造出迎合消费者口感偏好的葡萄酒。澳大利亚葡萄酒清晰易懂，更容易为中国消费者接受。澳大利亚引领着酿造高品质葡萄酒的潮流，竭力为全球广大消费者酿造美酒佳酿。
南美洲咖啡豆走向绿色

南美洲的巴西和哥伦比亚是全球最大的咖啡豆生产国。随着全球对咖啡豆需求量急剧上升，咖啡豆种植户开始大量地使用化肥和杀虫剂。不过现在一股新的风气正在当地得到推广蔓延。

有机种植不但能提高咖啡豆品质还能更好的保护生态环境，为此当地很多种植户开始逐步发展有机种植园。咖啡的盲品调查显示，有机咖啡的风味比非有机咖啡更为醇厚饱满。咖啡在中国的销量在接下来的时间里将得到快速的发展。有机种植技术的广泛使用确保了消费者可以安心地享用风味更佳的咖啡，也同时更好地保护了生态环境。
Australia communication messages (M)

Stage 1 (online)

Choice 1
N=1670
Most Effective M
Extrinsic attributes

Stage 2 (online)

Choice 2
N=828
No M
Message memory retrieving
RESULTS
Attribute importance – Stage 1

<table>
<thead>
<tr>
<th>Attribute</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Country</td>
<td>48</td>
</tr>
<tr>
<td>Store rating</td>
<td>19</td>
</tr>
<tr>
<td>Expert rating</td>
<td>16</td>
</tr>
<tr>
<td>Price</td>
<td>11</td>
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<tr>
<td>Grape</td>
<td>3</td>
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<tr>
<td>Label</td>
<td>2</td>
</tr>
<tr>
<td>Medal</td>
<td>1</td>
</tr>
<tr>
<td>Closure</td>
<td>0</td>
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</table>

Country Preference

- Control group
- Total sample

<table>
<thead>
<tr>
<th>Country</th>
<th>Control group</th>
<th>Total sample</th>
</tr>
</thead>
<tbody>
<tr>
<td>China</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Italy</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Australia</td>
<td>***</td>
<td></td>
</tr>
<tr>
<td>France</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Preferred price

Price-demand curve

Utility

Price in RMB

Preferred price
Recent research has shown that Chinese wine consumers prefer the taste of Australian wines to French and other countries’ wines. Hundreds of Chinese wine consumers tasted wines from the major wine producing countries without knowing where they were from. **Australian wines were rated the best tasting of all the wines by the Chinese consumers.**

Australian winemakers look for the wine styles that people prefer, and in the sunny, warm climate ideal for grape growing, are able to produce them using modern winemaking techniques. Australian wines are approachable and understandable to Chinese consumers. Australia is leading the world in producing top wines enjoyed by wine consumers in China and all around the globe.
Recent research has shown Australia to be one of the cleanest and least polluted countries in the world. Scientists found the lowest levels of known pollutants in Australian food and wine products of any country in the world. Australia has abundant renewable, clean energy resources, and even the largest cities have smog-free crystal-clear air, pure water supplies, and unpolluted soils.

The lack of pollution means that Australia’s major food and wine exports are some of the cleanest and healthiest in the world. **Australia is renowned as a producer of fresh, healthy and natural food and wine** from its clean water, clean air and clean soil.
Recent research has shown Australia to have the best and most accessible beaches for tourists. In a major poll of travel agents in 2012, Australia was listed as one of the most beautiful, relaxed and friendly places to visit.

The Australian lifestyle is focused on the outdoors due to the great climate and ocean surrounding major cities. The sunny, warm weather for most of the year has led to a modern and easy-going population eager to entertain visitors. Outdoor cafes and restaurants are everywhere, so people can relax while viewing the natural attractions and plan their visit to many interesting places the country has to offer.
Choice experiment: 8 label styles

Prestigious

Stately

Modern Classic

Modern Contemporary
Choice experiment: 8 label styles

Modern Vibrant

Elegant Contemporary

Eclectic

Light Hearted
## Label preference

<table>
<thead>
<tr>
<th>Style</th>
<th>Preference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Elegant</td>
<td>0.19</td>
</tr>
<tr>
<td>Prestigious</td>
<td>0.12</td>
</tr>
<tr>
<td>Light hearted</td>
<td>0.12</td>
</tr>
<tr>
<td>Stately</td>
<td>0.11</td>
</tr>
<tr>
<td>Eclectic</td>
<td>0.04</td>
</tr>
<tr>
<td>Modern classic</td>
<td>0.03</td>
</tr>
<tr>
<td>Modern contemporary</td>
<td>0.03</td>
</tr>
<tr>
<td>Modern vibrant</td>
<td>0.00</td>
</tr>
</tbody>
</table>
Label association exercise

- Prestigious
- Stately
- Modern Classic
- Modern Contemporary
- Modern Vibrant
- Elegant Contemporary
- Eclectic
- Light Hearted
- Traditional
- Mainstream
- Inexpensive
- Uninteresting
- Informal
- Modern Classic
- Modern Contemporar
- Modern
- Imaginative
- Upper class
- Elegant
- Reliable
- Healthy
- Classic
- Authentic
- Safe
- I like this label
- High quality
- F1 (39.34%)
- F2 (26.90%)
RESULTS

After ~10 days
Attribute importance – Stage 2 vs. Stage 1

- Price
- Store rating
- Country

<table>
<thead>
<tr>
<th>Country</th>
<th>Stage 2</th>
<th>Stage 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>China</td>
<td>0.50</td>
<td>0.60</td>
</tr>
<tr>
<td>Italy</td>
<td>0.60</td>
<td>0.50</td>
</tr>
<tr>
<td>France</td>
<td>0.40</td>
<td>0.30</td>
</tr>
<tr>
<td>Australia</td>
<td>0.30</td>
<td>0.20</td>
</tr>
</tbody>
</table>
Who were the consumers?

- Local residents, Chinese ethnic group
- Living in Beijing, Guangzhou and Shanghai, minimum n=500 per city
- Buyers of imported wine (at least once every 6 months)
- Drink grape red wine at least once per month
- 40% female, 60% male
Consumer profile (n=1670)

**Age**
- 37%: 18-30
- 57%: 31-45
- 6%: 46-65

**Household income**
- RMB 4,000 - 5,999: 3%
- RMB 6,000 - 7,999: 8%
- RMB 8,000 - 9,999: 20%
- > RMB 10,000: 68%
Consumer profile (n=1670)

How long drinking red wine?

- Less Than 2 years: 1%
- 2-5 years: 31%
- 6-10 years: 45%
- 11-20 years: 19%
- >20 years: 5%
Grape red wine purchases in the last three months

From...

- China: 24%
- France: 24%
- Australia: 22%
- Italy: 12%
- US: 5%
- Chile: 5%
- Spain: 3%
- Argentina: 3%
- SAfrica: 2%

How much? (%)

- 7-<100RMB: 13
- 100-149 RMB: 18
- 150-199 RMB: 20
- 200-249 RMB: 19
- 250-300 RMB: 15
- >300RMB: 15
Where did they buy wine in the past 6 months?

- Wine shop: 86%
- Hypermarket: 85%
- Shopping mall: 58%
- Internet: 53%
- Duty free: 51%
- Overseas: 26%
- Supermarket: 25%
- Distributor: 22%
- Discount supermkt: 17%
- Corner shop: 6%
Wine is too expensive to enjoy very often

I typically only drink wine while entertaining guests

I don’t like to open a bottle when I am by myself

I consider wine an everyday beverage

I generally buy brands of wine that I know

The best wines are always the most expensive

I prefer to drink wines recommended by friends

I like to drink wine to get a buzz. It makes me feel good

I don’t mind purchasing wine that has a screw cap closure

You can buy good wines without spending a lot of money

I think of wine mostly for drinking with dinner

Sometimes I am overwhelmed by the variety of brands there are...

Grape red wine is good for my health

Drinking wine makes me feel sophisticated

Wine makes a great gift

I like to try new and different wines

I like to drink wine to get a buzz. It makes me feel good

I don’t mind purchasing wine that has a screw cap closure

You can buy good wines without spending a lot of money

I think of wine mostly for drinking with dinner

Sometimes I am overwhelmed by the variety of brands there are...

The best wines are always the most expensive

I generally buy brands of wine that I know

I consider wine an everyday beverage

I don’t like to open a bottle when I am by myself

I typically only drink wine while entertaining guests

Wine is too expensive to enjoy very often
Influence of taste
<table>
<thead>
<tr>
<th>Code</th>
<th>Price (RMB)</th>
</tr>
</thead>
<tbody>
<tr>
<td>NV Great Wall Cab-Mer</td>
<td>99</td>
</tr>
<tr>
<td>05 Changyu CabGern</td>
<td>207</td>
</tr>
<tr>
<td>05 Changyu Castel</td>
<td>368</td>
</tr>
<tr>
<td>08 Triennes Provence</td>
<td>231</td>
</tr>
<tr>
<td>09 Guigal Rhone</td>
<td>231</td>
</tr>
<tr>
<td>10 Rothschild Legende</td>
<td>350</td>
</tr>
<tr>
<td>10 Chateau Peyre-Lebade</td>
<td>363</td>
</tr>
<tr>
<td>12 SEA Shz-Cab</td>
<td>132</td>
</tr>
<tr>
<td>10 Coonawarra Cab</td>
<td>188</td>
</tr>
<tr>
<td>10 South Aus Cab</td>
<td>208</td>
</tr>
<tr>
<td>10 Barossa GSM</td>
<td>248</td>
</tr>
<tr>
<td>11 MargRiv Cab-Mer</td>
<td>290</td>
</tr>
<tr>
<td>10 Yarra Shz-Vio</td>
<td>331</td>
</tr>
<tr>
<td>11 Barossa Shz</td>
<td>396</td>
</tr>
</tbody>
</table>

14 red wines from French, Chinese, and Australian producers priced between 100-400 RMB for trained Sensory evaluation & Consumer test, at different styles and awareness levels.
Chinese trained panel: 11 assessors

Wine sensory map PC1x2

- Transparent
- Yellow
- Dried longan
- Dried red date
- Black currant
- Sweet
- Overall fruity (F)
- Overall flavour intensity
- Body (Mf)
- Confectionery
- Smokey/bonfire
- Boiled sweet corn (A)
- Sour (F)
- Bitter (F)
- Astringent (Mf)
- Woody/Old furniture
- Drying (Mf)
- Throat warming (Mf)
- Salty (F)
- Alcohol (F) Drying (Mf)
- Woody/Cork
- Transparent
- Peardrop
- Tongue Tingling

Legends:
- NV Great Wall Cab-Mer
- 05 Changyu CabGern
- 10 Rohtschild DBR
- 08 Triennes Provence
- 09 Guigal Rhone
- 10 Coonawarra Cab
- 11 MargRiv Cab-Mer
- 10 Peyre-Lebade
- 10 South Aus Cab
- 11 Barossa Shz
- 12 SEA Shz-Cab

PC1x2
Wine sensory map PC1x3

- Overall fruity
- Pickled cucumber (F)
- Waxberry
- Woody/Old furniture (F)
- Dried longan
- Stale
- Yellow
- Transparent
- Smooth (Mf)
- Woody/Cork (A)
- Dried red date
- Boiled sweet corn
- Smokey/bonfire
- Throat warming (Mf)
- Astringent (Mf)
- Drying (Mf)
- F3 (11.41 %)
- F1 (36.43 %)

- 05 Changyu Castle
- 05 Changyu CabGern
- NV Great Wall Cab-Mer
- 09 Guigal Rhone
- 10 Coonawarra Cab
- 10 South Aus Cab
- 10 Peyre-Lebade
- 08 Triennes Provence
- 11 MargRiv CabMer
- 12 SEA Shz-Cab
- 11 Barossa Shz
- 10 Barossa GSM
- 10 Yarra Shz-Vio
- 10 Rothschild DBR
- 10 Yarra Shz-Vio

- Astringent (Mf)
- Drying (Mf)
- aftertaste intensity
- Ov aroma intensity
- Ov flavour intensity
304 imported red wine consumers from Shanghai and Beijing
14 wines assessed over two sessions
Presentation of wines:
- blind (3-digit code)
- Informed (picture of wine bottle and price)
Consumers rated overall liking and purchase intent for each wine
Overall Liking and Purchase Intent Informed (total population)
Overall Liking Informed (total population)

- **Positive drivers**
  - Price (highest)
  - red colour
  - astringent, drying, throat warming
  - woody/cork, glossy appearance

- **Negative drivers**
  - salty
  - yellow colour
  - dried longan, vinegar aroma
  - sweet flavour, sweet confectionary aroma

- **Country effect:** Aus and France sig more liked than China
Informed liking

Liking Cluster 1
- price (most important)
- woody/old furniture, woody/cork, dried longan, hawthorn
- Chinese wines

Fr+Chi>Aus

Liking Cluster 2 (41%)
- astringent, drying
- Price
- glossy appearance
- dried red date
- woody/cork
- dried longan
- confectionery aroma
- salty taste
- Chinese wines

Fr+Aus>Chi

Liking Cluster 3 (29%)
- salty/salty aftertaste
- yellow colour
- Hawthorn (small influence)

Aus>Chi
What are the factors influencing choice for Chinese consumers?

✓ **Ratings** and **shelf communication** – really important
  - **Store rating** (99 points): most important

✓ **Price** 4th most important attribute when choosing a wine: **RMB 130 to 190**

✓ Low importance of label style with **modern designs disliked**

✓ Although 80% of consumers buy at least half of their wines under cork, **Closure** was the **least important attribute**

✓ **Reading an article about Australia** increased considerably Australian market share, **even after 10 days**

✓ Showing Chinese consumers **that they prefer the taste of Australian wine** is an effective way to **increase Australian market share**
Conclusions: Chinese usage and attitudes

✓ **Australia** in the top three most consumed wines
  - 24% China, 24% France and 21% Australia

✓ **One third** of the wine consumers have been drinking wine for **less than 5 years**

✓ **Wine shop** (86%) and **Hypermarket** (85%) are the most common sources of wine

✓ Only half of consumers consider wine an **everyday beverage** (no changes since 2008)

✓ **Health** and **sophistication** most important reasons to drink wine
Taste Liking Conclusions

Informed

- **Price** very important
- Cluster 3 (30%) **not driven by price** (lowest knowledge)
- One stable cluster: similar drivers **informed** and **blind** (plus price)
- No significant correlation between blind and informed liking or Pintent (p=0.43)
- Total sample of consumers: **11 Barossa Shiraz** most liked, **Great Wall 3 Stars** least liked
Thanks to:

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Tom Lynar – Tyrrell’s wines
Clare Flintoff – Treasury Wine Estates
Nick Yap, Jakub Rys – Australian Vintage
James Wilson – Accolade/Casella Wines
Brooke Halkett – Lion Nathan
Anna Lawrence – McWilliam’s Wines
Tragon Corporation and Toluna
Caster Loose - Carsten Loose Sonicart

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