

# New Methods for New Markets

## Status report and Update for GWRDC 30 May 2008

- The project mandate is to develop, test and demonstrate new methods for measuring and predicting consumer responses to packaging and sensory changes in the market, with a focus on:
  - consumer trade-offs between different wine flavour and packaging characteristics;
  - the effect of wine information displayed on choices; and
  - likely consumer responses to product variants and innovations
- Project methods that are science based and market validated (tested) provide a better approach to predicting consumer wine choices
- The project has validated methods to measure factors that influence consumer choices of wine subliminally (such as packaging)
- The project is investigating the combination of multi-media choice surveys with simulated bottles, real world wines, display information as well as sensory expert descriptions, analytical wine composition, and consumer sensory liking
- The predictions resulting from the approach are highly correlated with AC Nielsen actual sales data (market validated) and demonstrate an ability to anticipate consumer responses to changes in product and marketing
- Preliminary insights:
  - able to quantify the influence of intrinsic and extrinsic attributes on consumer choice
  - can predict actual sales using simulated choices of real bottles
  - showed that display of information (wine ratings and flavour descriptions) with a wine can increase the probability of a consumer selecting a wine
  - established that consumer taste preferences (eg. 'liking scores') do not predict sales
- Implications:
  - can develop better insights BEFORE entering new (export) markets
  - marketing can be more targeted using the most effective intrinsic and extrinsic attributes
- Next stage:
  - detailed results of the one Australian market (NSW) in the form of a Decision Support System will be provided by the end of 2008
  - the generalisability of approach will be tested overseas in one market in the USA

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