

## Results of Best-Worst Experiment March 2007

### Aim of the experiment:

The aim of the Best-Worst experiment was to measure the relevance of all attributes that appear as part of a wine's packaging in Australia. This information allows us to utilise only the most important extrinsic wine attributes in the next step of the project.

### Set-up of the experiment:

740 regular wine consumers from around Australia, recruited via a panel provider, completed the online questionnaire. The sample is representative of Australian wine drinkers. Respondents were asked to state within a set of wine characteristics the ones that are most and least important for their purchase decision.

### Results:

The results of the Best-Worst experiment were used to calculate an importance weight for each packaging attribute. The table below shows the average importance weight over the whole sample of each of the 16 attributes analysed. The importance weights sum up to 100 and can therefore be interpreted as percentages.

Attribute	Importance weight	Attribute	Importance weight
Brand	19.6	Closure Material	2.7
Mid price	14.7	Organic	2.2
Promotional Pricing	12.5	Capsule Material	1.9
Region of Origin	11.9	Label Style	1.5
Medals and Awards	10.5	Bottle Shape	1.3
Country of Origin	10.4	Bottle Colour	1.1
Bottle Size	4.0	Label Shape	1.1
Alcohol Level	3.8	Label Colour	1.0

The table shows that brand is the most important attribute for the purchase decision by Australian wine consumers, followed by regular price, discounted price and region of origin. Medals and awards on the label and the country of origin of the wine follow in a second tier as the next most important wine labelling characteristics. The researchers were surprised that according to consumers' answers packaging attributes like label and bottle characteristics only play a negligible role for their purchase decision.

Furthermore, the data was analysed to see if and how the attribute importance varied for 8 different wine consumption situations. The analysis showed that price was less and brand more important for a purchase of a bottle of wine as a gift to someone special. For a special occasion such as an anniversary or celebration medals and awards on the label had highest importance, whereas price had a lower influence. Promotional pricing had a greater influence, when buying a bottle of wine in a café-style restaurant.

The survey also tested whether respondents would use written or pictorial explanations of the different attributes on the web-based form. With the exception of closure and capsule material, the option to access additional information in the questionnaire about the wine attributes was rarely used by the respondents, and did not have a major influence on the results.