

**AEM 6700 Economics of Consumer Demand, spring 2016**  
**In-class Activity #6: “Drivers of Customer Satisfaction and Impact on Sales in Wineries in the Finger Lakes Region”**

Customer satisfaction (CS) is critical to a firm’s success. There is agreement among wine marketers and managers that tasting room experiences have a strong influence on CS, repurchase intentions, tasting room sales and, ultimately, on winery profits. The tasting room experience is influenced not only by consumers’ perceptions of wine quality and prices, also by the tasting room atmosphere, the characteristics and attitudes of wine pourers, ancillary services provided by the winery and the attitudes of employees in the tasting room, among others. Therefore, identifying the tasting room attributes that drive CS can help winery owners and managers make profit-maximizing decisions about their tasting rooms, from tasting room design to employee selection/training to product selection.

Many NYS winery operators have made substantial investments in their tasting rooms and virtually all of them rely on winery visitors for an important portion of their total sales. In addition, a positive experience in the tasting room can contribute to a stronger customer relationship with buyers that live far from the winery, including more out-of-state customers as restrictions to interstate direct sales of NYS wine are relaxed. To shed light on these issues, you collaborated with several wineries in the Finger Lakes region on a survey and subsequent analysis to identify the drivers of CS, measure the impact of these drivers on overall satisfaction of tasting room visitors, and measure linkages between CS and tasting room sales performance.

In the next page you will find the survey instrument with the relevant variables included in the excel spreadsheet (*winery\_tasting\_scores*). The survey asked tasting room visitors to rate their perception of the twenty four CS attributes related to their tasting room experience. Customers rated the tasting room performance of these attributes on a scale from 1 (poor) to 5 (excellent). Respondents were also asked to rate their overall satisfaction with the tasting room visit using the same scale. The survey included questions about intention the purchase or not, the amount of money spent during the tasting room visit, the number of bottles purchased during the visit, and the intention to re-purchase in the future. In addition, the survey collected relevant demographic information.

Your task is to use these data to address the following questions: 1) what are the drivers of customer satisfaction in wine tasting rooms? 2) What is their influence of these drivers on Overall Customer Satisfaction? 3) What is the impact of customer satisfaction on sales performance?

Date: \_\_\_\_\_ Winery: \_\_\_\_\_

Greetings! As part of a research project at Cornell University, we are conducting a survey on customer satisfaction and performance in tasting rooms of New York State Wineries. As a visitor to this winery, it is important to understand your experience at the winery to better identify ways to make your visit better. The survey will take no more than 5 minutes. No personally identifiable information (such as name, address or phone number)\* will be requested or recorded at any time. Your participation in this survey is completely voluntary and you can stop the survey at anytime.

Thanks for your help.

Please check the box that most closely reflects your opinion about the following characteristics:

		Poor	Fair	Good	Very Good	Excellent	Does Not Apply
1	Overall tasting room cleanliness	1	2	3	4	5	empty
2	Impression of the grounds/view	1	2	3	4	5	
3	Ambience of the tasting room	1	2	3	4	5	
4	Lighting in the tasting room	1	2	3	4	5	
5	Sounds in the tasting room	1	2	3	4	5	
6	Friendliness of Pourer	1	2	3	4	5	
7	Wine knowledge of Pourer	1	2	3	4	5	
8	Appearance/Presentation of Pourer	1	2	3	4	5	
9	Flexibility in the choice of wines tasted	1	2	3	4	5	
10	Space (elbow room) available for tasting	1	2	3	4	5	
11	Waiting time for tasting to start	1	2	3	4	5	
12	Waiting time between samples	1	2	3	4	5	
13	Availability of wine for purchasing	1	2	3	4	5	
14	Presentation/Display of wine for purchasing	1	2	3	4	5	
15	Quality of wine	1	2	3	4	5	
16	Wine prices	1	2	3	4	5	
17	Discounts available for wine purchase	1	2	3	4	5	
18	Helpfulness of tasting room staff	1	2	3	4	5	
19	Availability of non-wine gift items	1	2	3	4	5	
20	Cleanliness of restrooms	1	2	3	4	5	
21	Ease of finding the winery due to signage	1	2	3	4	5	

		Too Little	More Variety Need	Perfect	Less Variety Needed	Too Many to Consider	Does Not Apply
22	Variety of the wines tasted	1	3	5	3	1	

		Way Too Little	More Needed	Just Right	More than I Needed	Way Too Much	Does Not Apply
23	Amount of wine served	1	3	5	3	1	

Turn over ->

		Way Too Expensive	Too Expensive	Perfect	Too Cheap	Way Too Cheap	Does Not Apply
24	Cost of the tasting	1	3	5	3	1	

		Way Too Few	Too Few	Perfect	Too Many	Way Too Many	Does Not Apply
25	Number of wines tasted	1	3	5	3	1	

		Poor	Fair	Good	Very Good	Excellent	Does Not Apply
26	Overall tasting room experience	1	2	3	4	5	

33. Are you planning to (or did you) purchase any wine after the tasting? ☐ Yes =1 ☐ No =0

34. If yes, how many bottles do you plan on purchasing (or did you purchase)?

35. How much do you intend to spend (or did you spend) on your wine purchase?

36. What is your gender? ☐ Female ☐ Male

**36\_F = 1 if Female, 0 otherwise**

39. What is your age? ☐ 21-30 =1 ☐ 31-40 =2 ☐ 41-50 =3 ☐ 51-60 =4 ☐ 61-70 =5 ☐ 71 and over =6

41. What level of education have you attained?

☐ High School or less =1

☐ Some College =2

☐ College Degree =3

☐ Graduate Training or Degree =4