WICKED WINES

Wine Buying Behaviour of US Consumers

23 Oct 2020 (updated on 2020-10-26)

Contents

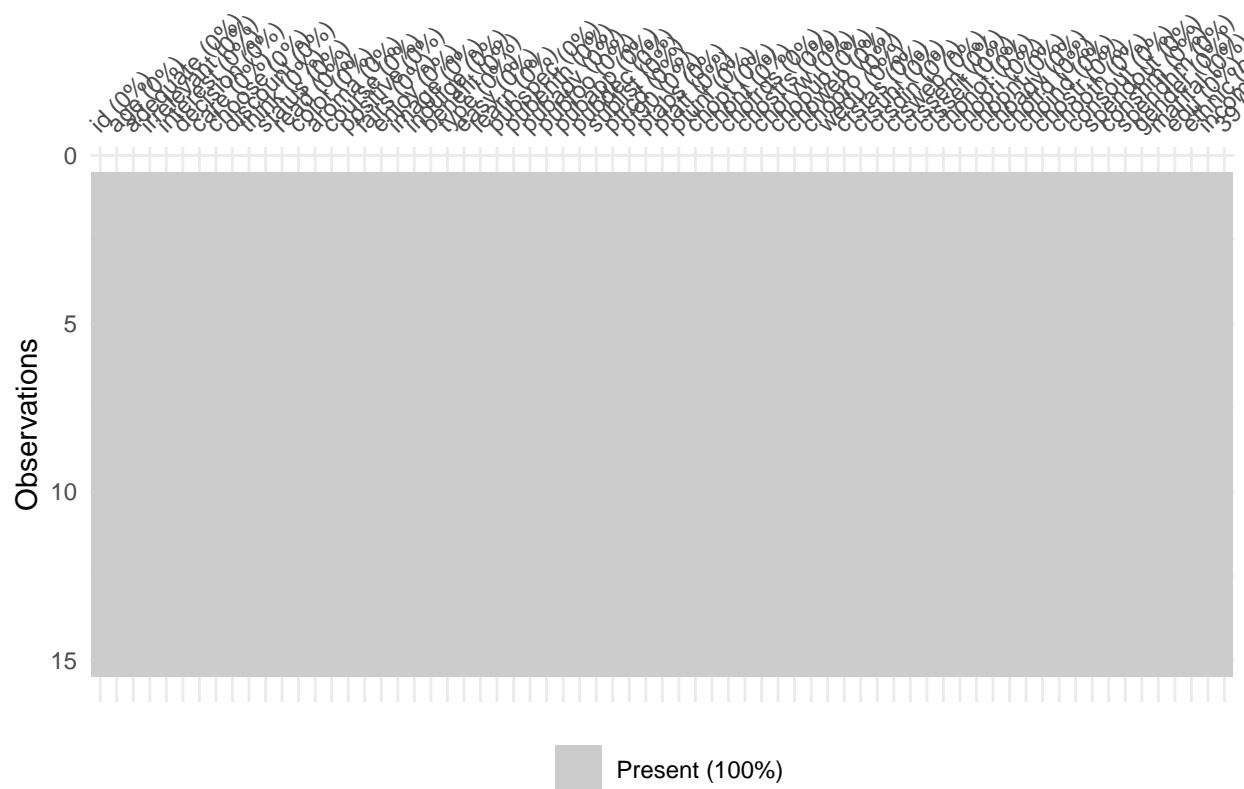# 1 Data1: Consumer feelings toward wine

1.1 Missing values

Figure 1: Pattern of missing values

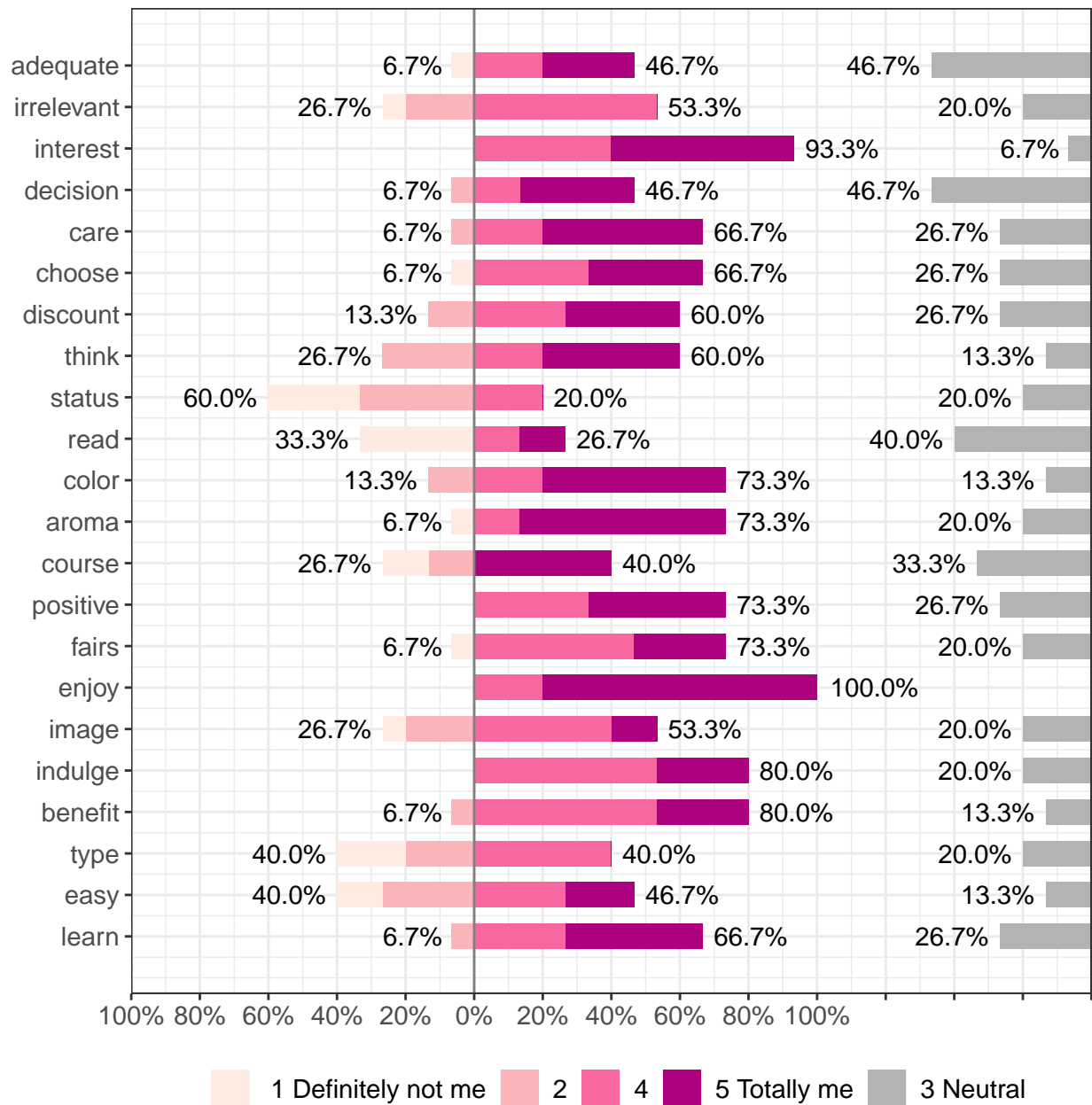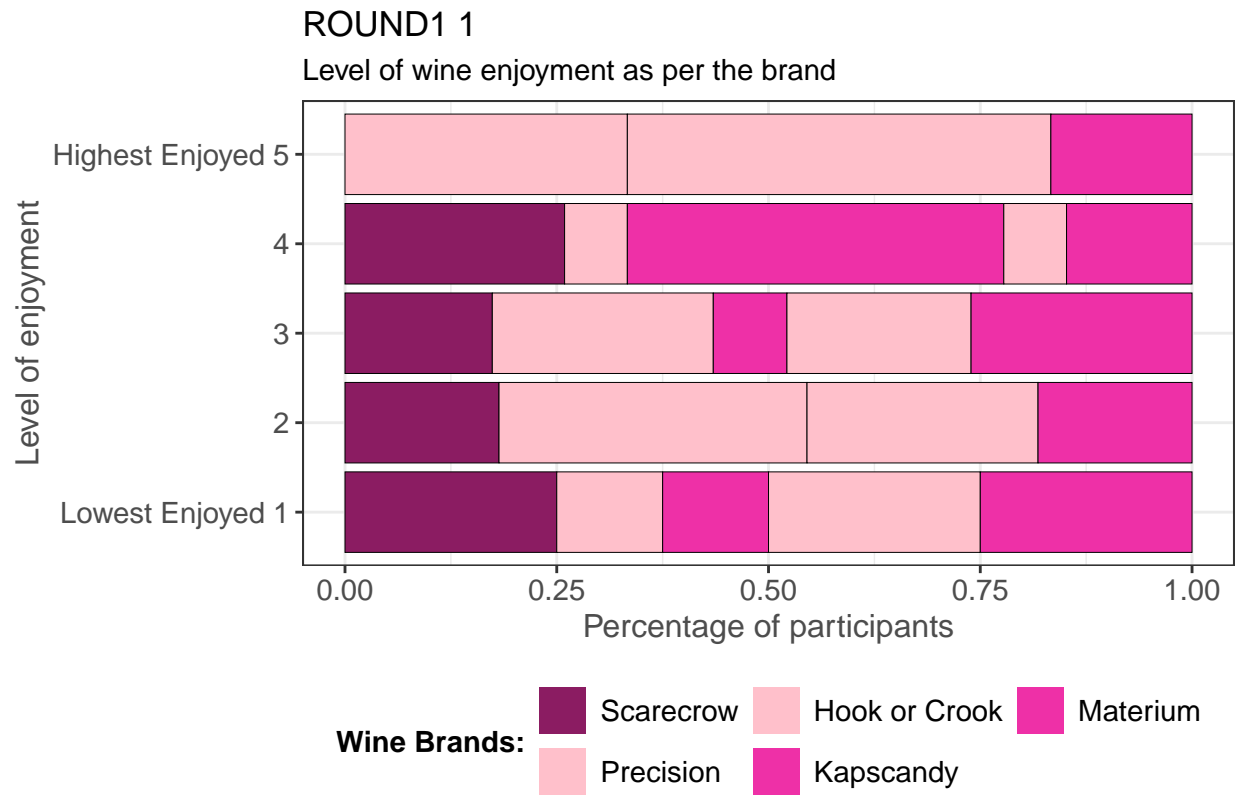## 1.2 Consumer feelings toward wine
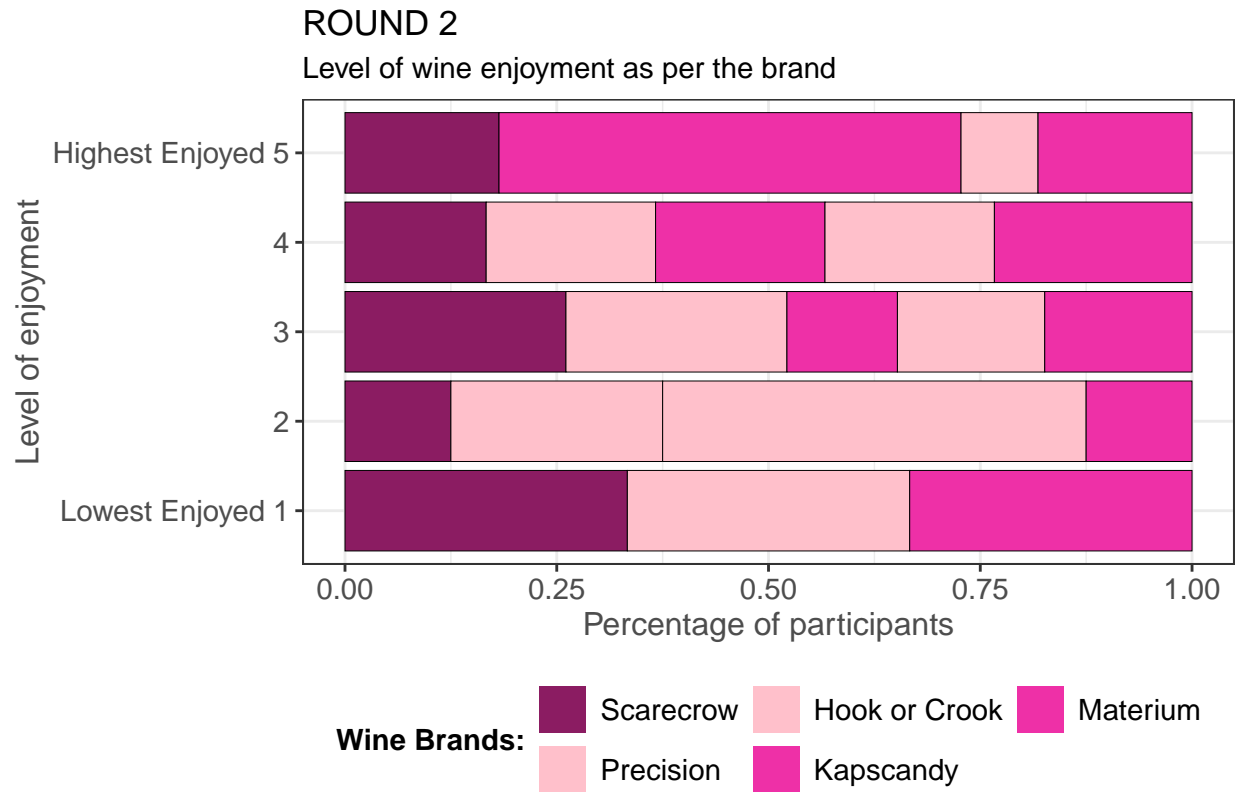

Figure 2: Consumer feelings toward wine and wine consumption

2 Influence of brand on wine enjoyment

2.1 Round 1

ROUND1 1

Level of wine enjoyment as per the brand

2.2 Round 2

ROUND 2

Level of wine enjoyment as per the brand

2.3   Round 3

ROUND 3

Level of wine enjoyment as per the brand
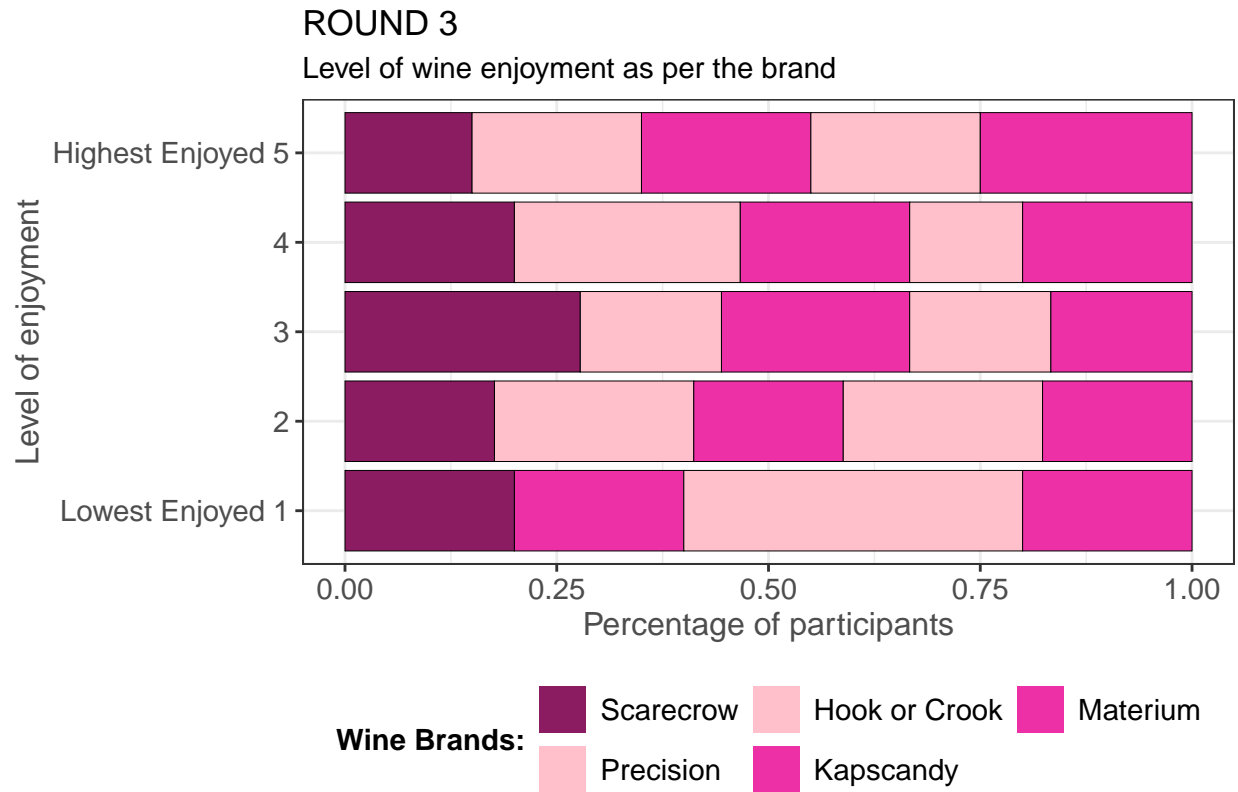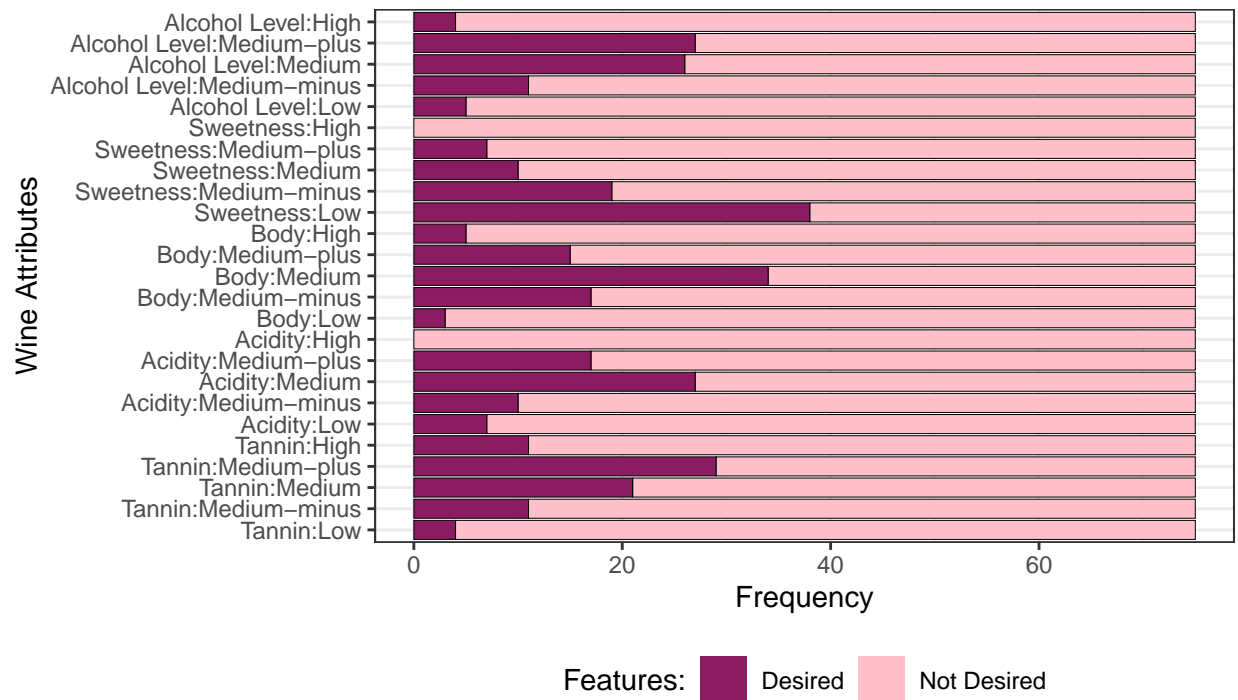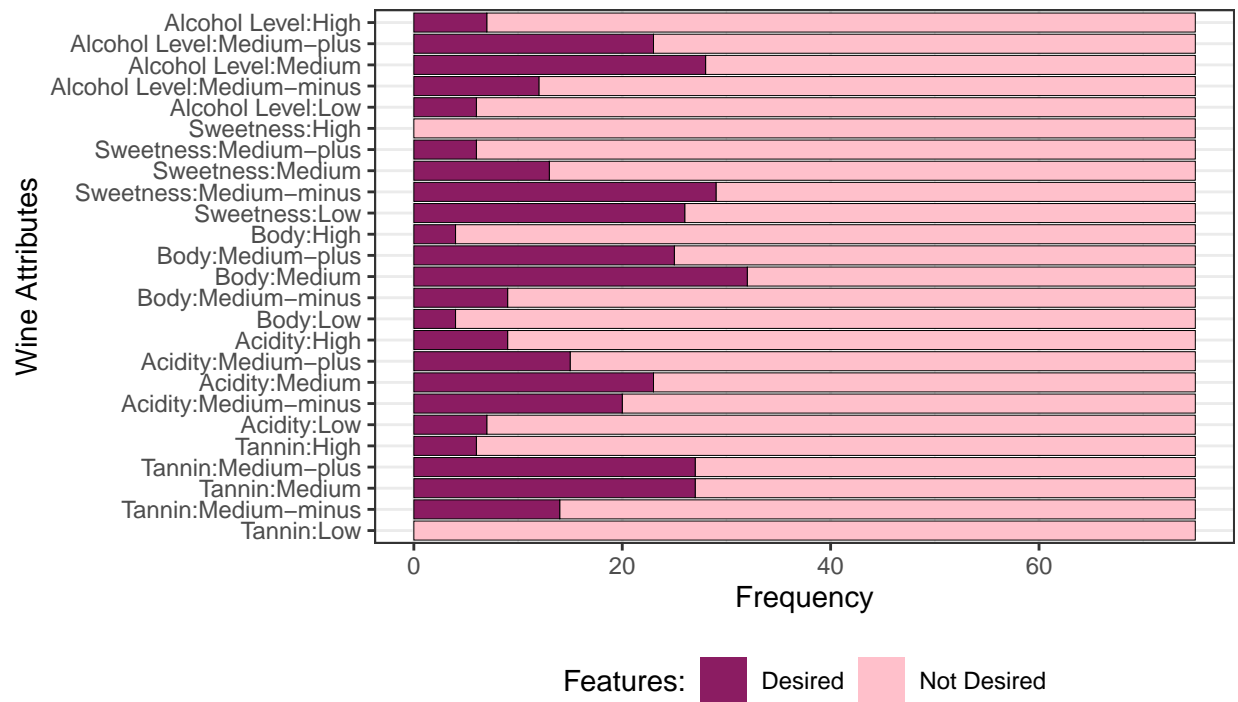
3   Desired wine feature

This will help us to understand for which brand which particular attribute is playing a major role in the higher or lower wine enjoyment score.

ROUND 1

ROUND 2

ROUND 3

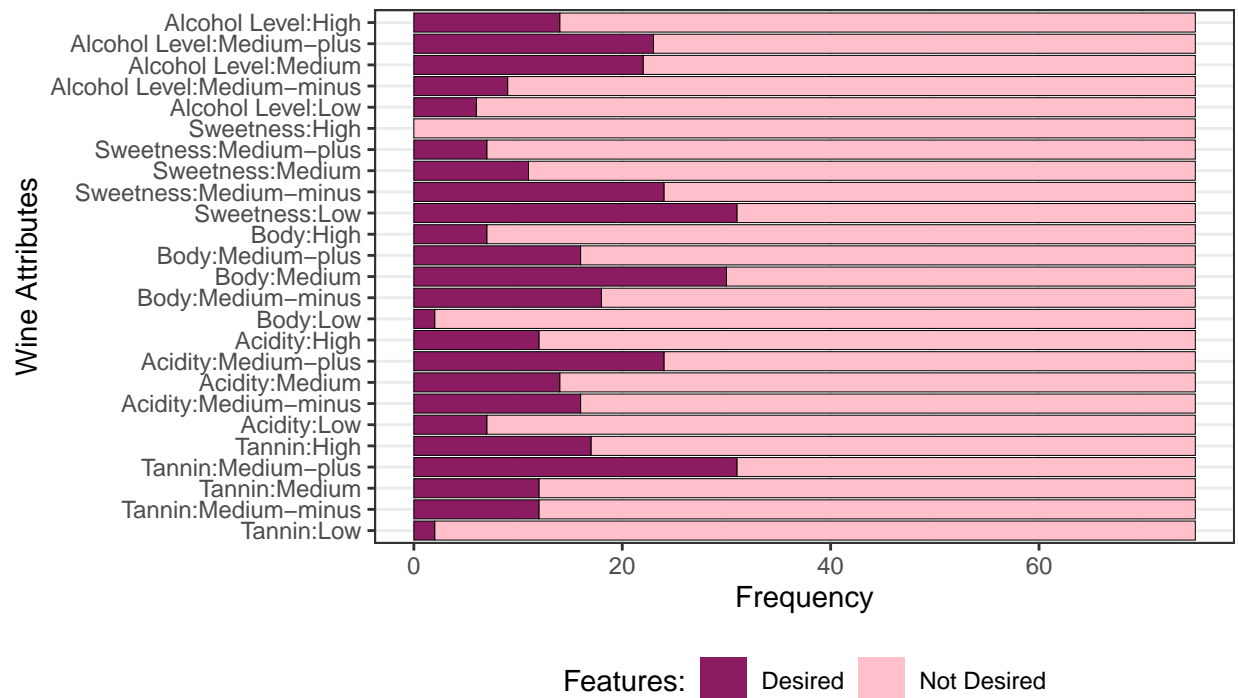# 4 Chi square tests

4.1 Brand and Enjoyment

4.1.1 Round 1

```
##
##  Pearson's Chi-squared test
##
## data:  table(round1a$brand1, round1a$enjoy1)
## X-squared = 26.037, df = 16, p-value = 0.05351
```

4.1.2 Round 2

```
##
##  Pearson's Chi-squared test
##
## data:  table(round2a$brand2, round2a$enjoy2)
## X-squared = 19.103, df = 16, p-value = 0.2634
```

4.1.3 Round 3

```
##
```

```
##  Pearson's Chi-squared test
##
## data:  table(round3a$brand3, round3a$enjoy3)
## X-squared = 4.4085, df = 16, p-value = 0.998
```

In three different studies how consumer's level of wine enjoyment related with their intention to re-drink the same wine?

Pearson's **chi-square test** is used to find the correlation between the level of wine enjoyment and consumer's intention to re-drink the same wine.

4.2   Enjoy and Re-drink

4.2.1   Round 1

```
##
##  Pearson's Chi-squared test
##
## data:  table(round1a$enjoy1, round1a$drink1)
## X-squared = 35.057, df = 4, p-value = 4.523e-07
```

4.2.2   Round 2

```
##
##  Pearson's Chi-squared test
##
## data:  table(round2a$enjoy2, round2a$drink2)
## X-squared = 46.986, df = 4, p-value = 1.535e-09
```

4.2.3   Round 3

```
##
##  Pearson's Chi-squared test
##
## data:  table(round3a$enjoy3, round3a$drink3)
## X-squared = 49.129, df = 4, p-value = 5.489e-10
```