

# WICKED WINES

## Wine Buying Behaviour of US Consumers

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# 1 Wine Consumer Feelings Data

## 1.1 An overview of data

```
## Rows: 15
## Columns: 69
## $ 'Participant ID'      <dbl> 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 1...
## $ Age                  <dbl> 38, 48, 35, 26, 45, 55, 51, 34, ...
## $ '1'                  <dbl> 5, 3, 3, 1, 4, 5, 3, 5, 3, 3, 5,...
## $ '2'                  <dbl> 4, 4, 2, 2, 4, 4, 3, 4, 3, 2, 4,...
## $ '3'                  <dbl> 5, 5, 4, 4, 5, 5, 5, 5, 4, 4, 5,...
## $ '4'                  <dbl> 5, 3, 3, 3, 5, 5, 5, 4, 3, 3, 5,...
## $ '5'                  <dbl> 5, 3, 3, 2, 5, 5, 5, 5, 3, 4, 5,...
## $ '6'                  <dbl> 5, 3, 5, 1, 4, 5, 4, 5, 3, 3, 5,...
## $ '7'                  <dbl> 4, 3, 5, 2, 4, 5, 5, 5, 3, 4, 3,...
## $ '8'                  <dbl> 5, 3, 2, 2, 5, 5, 5, 4, 3, 5, 5,...
## $ '9'                  <dbl> 3, 2, 1, 4, 1, 3, 4, 1, 4, 2, 2,...
## $ '10'                 <dbl> 5, 1, 1, 1, 3, 4, 3, 5, 3, 1, 3,...
## $ '11'                 <dbl> 4, 3, 5, 2, 4, 5, 5, 5, 4, 5, 5,...
## $ '12'                 <dbl> 5, 3, 5, 3, 5, 5, 5, 5, 4, 1, 5,...
## $ '13'                 <dbl> 5, 2, 1, 3, 5, 5, 5, 5, 3, 3, 3,...
## $ '14'                 <dbl> 5, 3, 3, 5, 5, 5, 4, 5, 4, 4, 3,...
## $ '15'                 <dbl> 5, 3, 1, 3, 5, 4, 4, 5, 4, 4, 4,...
## $ '16'                 <dbl> 5, 5, 5, 5, 5, 5, 5, 5, 4, 5, 5,...
## $ '17'                 <dbl> 4, 3, 3, 4, 2, 3, 5, 4, 5, 1, 2,...
## $ '18'                 <dbl> 5, 3, 5, 5, 5, 4, 4, 4, 3, 3, 4,...
## $ '19'                 <dbl> 4, 2, 5, 4, 5, 3, 5, 5, 3, 4, 4,...
## $ '20'                 <dbl> 4, 1, 4, 1, 4, 2, 4, 4, 3, 2, 4,...
## $ '21'                 <dbl> 5, 4, 1, 5, 2, 2, 4, 4, 2, 3, 2,...
## $ '22'                 <dbl> 5, 3, 4, 2, 5, 5, 5, 5, 4, 3, 4,...
## $ '23-Wine Spectator'  <dbl> 1, 0, 0, 0, 1, 0, 0, 1, 0, 0, 1,...
## $ '23-Wine Enthusiast' <dbl> 1, 0, 0, 0, 1, 1, 0, 1, 0, 0, 1,...
## $ '23-Robert Parker's Wine Advocate' <dbl> 0, 0, 0, 0, 0, 0, 0, 0, 0, 0, 0,...
## $ '23-Food & Wine'     <dbl> 1, 1, 0, 0, 1, 1, 0, 0, 1, 0, 0,...
## $ '23-Bon Appetit'     <dbl> 0, 0, 0, 0, 0, 0, 1, 0, 1, 1, 1,...
## $ '23-Decantur'        <dbl> 1, 0, 0, 0, 1, 0, 1, 1, 0, 1, 0,...
## $ '24'                 <dbl> 0, 0, 0, 0, 0, 1, 0, 1, 0, 1, 0,...
## $ '25-a'               <dbl> 0, 0, 0, 0, 0, 0, 0, 0, 0, 0, 0,...
## $ '25-b'               <dbl> 0, 0, 1, 0, 0, 0, 0, 0, 0, 0, 0,...
## $ '25-c'               <dbl> 1, 0, 1, 0, 1, 1, 0, 0, 0, 1, 1,...
## $ '25-d'               <dbl> 0, 0, 0, 0, 0, 0, 1, 1, 0, 0, 0,...
## $ '25-e'               <dbl> 0, 1, 0, 1, 0, 0, 0, 0, 0, 1, 0,...
## $ '26-a'               <dbl> 0, 0, 0, 0, 0, 0, 0, 0, 0, 0, 0,...
## $ '26-b'               <dbl> 1, 0, 0, 0, 0, 0, 0, 1, 0, 0, 0,...
## $ '26-c'               <dbl> 0, 1, 0, 0, 0, 0, 1, 0, 0, 0, 0,...
## $ '26-d'               <dbl> 0, 0, 0, 1, 1, 0, 0, 0, 1, 0, 0,...
## $ '26-e'               <dbl> 0, 0, 1, 0, 0, 0, 0, 0, 0, 0, 0,...
## $ '26-f'               <dbl> 0, 0, 0, 0, 0, 0, 0, 0, 0, 0, 0,...
## $ '26-g'               <dbl> 0, 0, 0, 0, 0, 0, 1, 0, 0, 0, 0,...
## $ '26-h'               <dbl> 0, 0, 0, 0, 0, 1, 1, 0, 0, 1, 1,...
## $ '27'                 <dbl> 1, 2, 2, 2, 1, 1, 1, 1, 1, 1, 1,...
## $ '28-a'               <dbl> 0, 0, 0, 0, 1, 0, 0, 1, 0, 1, 1,...
## $ '28-b'               <dbl> 1, 0, 0, 0, 0, 0, 1, 1, 0, 0, 0,...
## $ '28-c'               <dbl> 0, 0, 0, 0, 1, 0, 0, 1, 0, 1, 1,...
```

## \$ '28-d'	<dbl> 1, 0, 0, 0, 0, 1, 1, 0, 1, 0, 0,...
## \$ '28-e'	<dbl> 0, 0, 0, 0, 0, 0, 1, 1, 0, 0, 0,...
## \$ '28-f'	<dbl> 0, 0, 0, 0, 0, 0, 1, 0, 0, 0, 1,...
## \$ '29-a'	<dbl> 7, 2, 6, 4, 4, 7, 4, 7, 6, 4, 4,...
## \$ '29-b'	<dbl> 3, 4, 5, 7, 5, 6, 7, 4, 5, 6, 5,...
## \$ '29-c'	<dbl> 6, 1, 7, 2, 7, 4, 2, 3, 1, 5, 7,...
## \$ '29-d'	<dbl> 4, 3, 1, 1, 2, 3, 1, 1, 3, 3, 2,...
## \$ '29-e'	<dbl> 5, 7, 3, 5, 6, 2, 5, 5, 4, 7, 6,...
## \$ '29-f'	<dbl> 2, 6, 4, 6, 3, 5, 6, 6, 7, 2, 3,...
## \$ '29-g'	<dbl> 1, 5, 2, 3, 1, 1, 3, 2, 2, 1, 1,...
## \$ '29-h'	<dbl> 0, 0, 0, 0, 0, 0, 0, 0, 0, 0, 0,...
## \$ '30'	<dbl> 2, 2, 1, 2, 2, 2, 2, 2, 2, 3, 2,...
## \$ '31'	<dbl> 1, 5, 5, 4, 4, 4, 5, 2, 3, 1, 1,...
## \$ '32'	<dbl> 4, 1, 1, 1, 3, 4, 1, 2, 2, 4, 4,...
## \$ '33'	<dbl> 2, 2, 3, 1, 4, 4, 4, 1, 2, 1, 1,...
## \$ '34'	<dbl> 2, 2, 2, 1, 3, 2, 2, 2, 1, 2, 3,...
## \$ '35'	<dbl> 2, 1, 2, 1, 1, 1, 2, 1, 1, 1, 1,...
## \$ '36'	<dbl> 1, 2, 1, 1, 1, 2, 1, 1, 1, 6, 5,...
## \$ '37'	<dbl> 4, 5, 3, 4, 5, 4, 4, 4, 3, 4, 5,...
## \$ '38'	<dbl> 4, 4, 4, 1, 4, 4, 6, 4, 1, 5, 4,...
## \$ '39'	<dbl> 3, 6, 4, 2, 3, 6, 1, 3, 3, 6, 6,...

## 1.2 Variables renamed

## [1] "id"	"age"	"adequate"	"irrelevant"	"interest"
## [6] "decision"	"care"	"choose"	"discount"	"think"
## [11] "status"	"read"	"color"	"aroma"	"course"
## [16] "positive"	"fairs"	"enjoy"	"image"	"indulge"
## [21] "benefit"	"type"	"easy"	"learn"	"pubspec"
## [26] "pubenth"	"pubadv"	"pubfoo"	"pubapp"	"pubdec"
## [31] "sublist"	"ptrcd"	"pt90"	"ptabs"	"ptatt"
## [36] "ptunf"	"chopt"	"chont"	"chofrds"	"chostrs"
## [41] "chorvw"	"chopub"	"choweb"	"chopro"	"wedu"
## [46] "crstas"	"crsuni"	"crsdin"	"crsweb"	"crssem"
## [51] "crsself"	"chonot"	"chopri"	"chopnt"	"choadv"
## [56] "chofrd"	"choind"	"chostr"	"chooth"	"consout"
## [61] "spendout"	"conshm"	"spendhm"	"gender"	"marital"
## [66] "edu"	"ethnic"	"income"	"39"	

### 1.3 Missing values

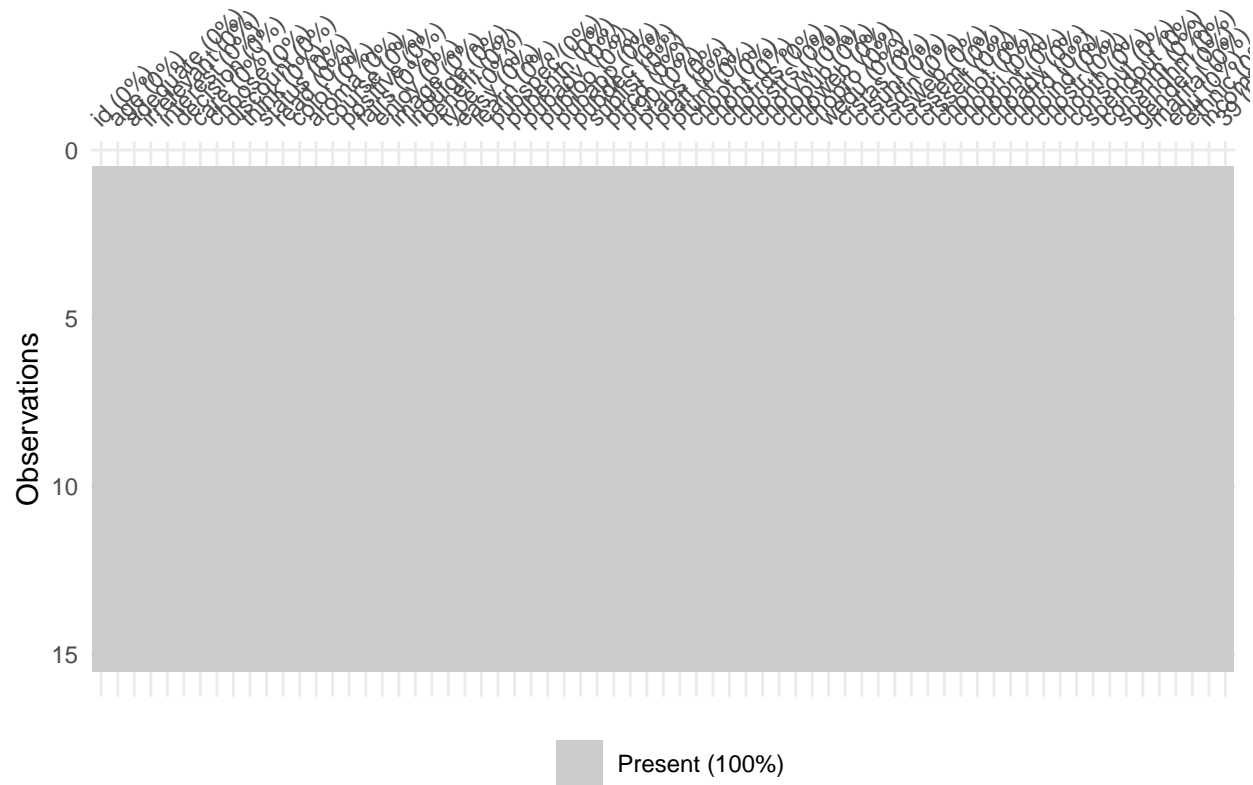


Figure 1: Pattern of missing values

## 1.4 Consumer feeling toward wine tasting

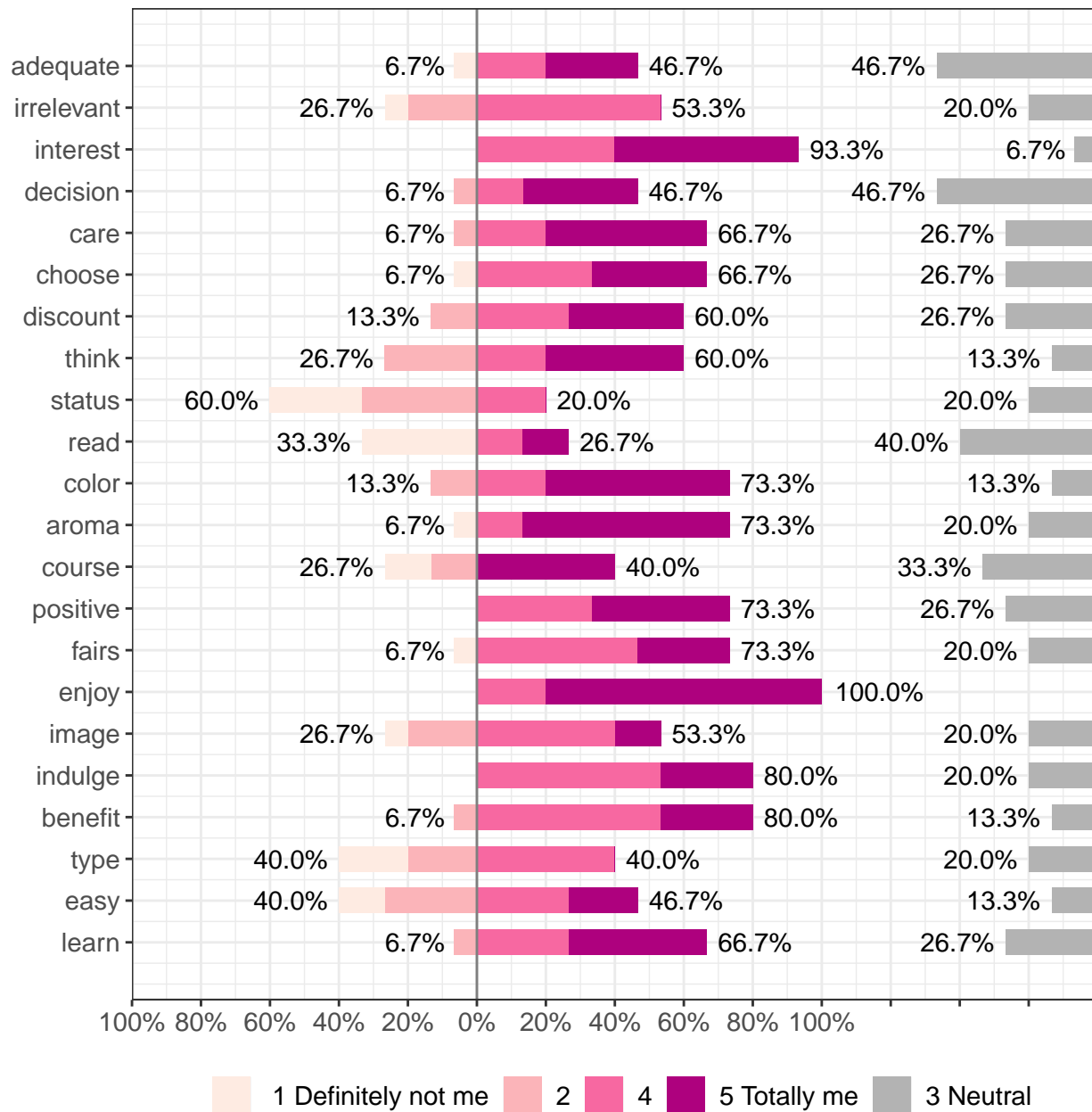
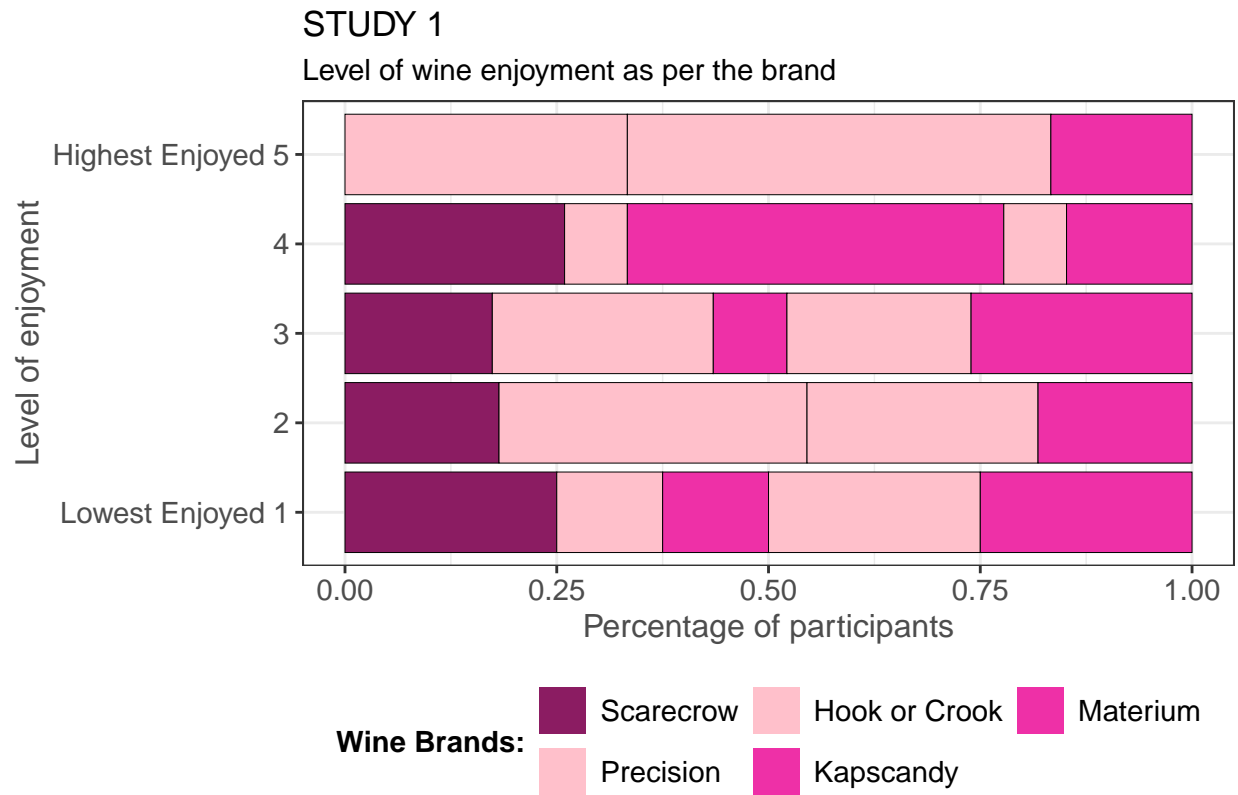
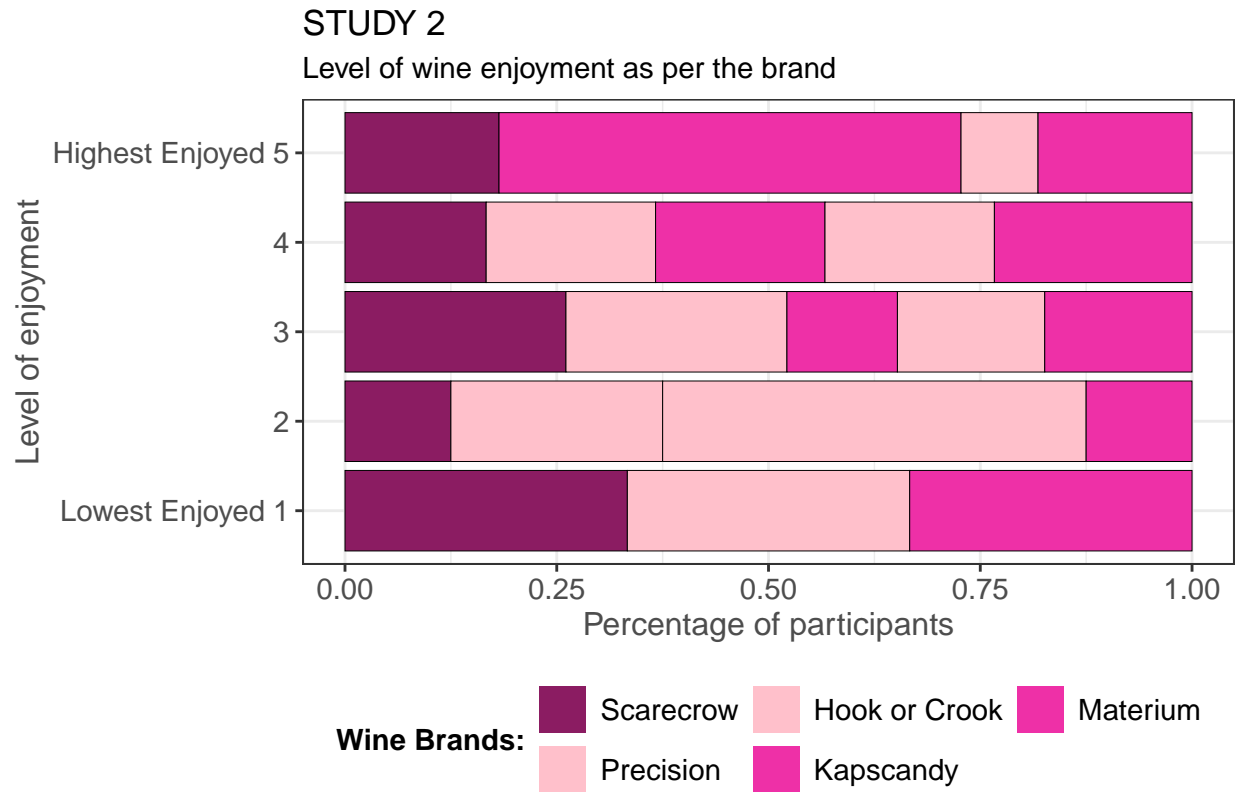


Figure 2: Consumer feelings toward wine and wine consumption

## 2 Level of enjoyment as per the wine brand



## 2.1 Round 2



## 2.2 Round 3

