

WICKED WINES

Wine Buying Behaviour of US Consumers

23 Oct 2020 (updated on 2020-10-28)

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1 Data1: Consumer feelings toward wine

1.1 Missing values

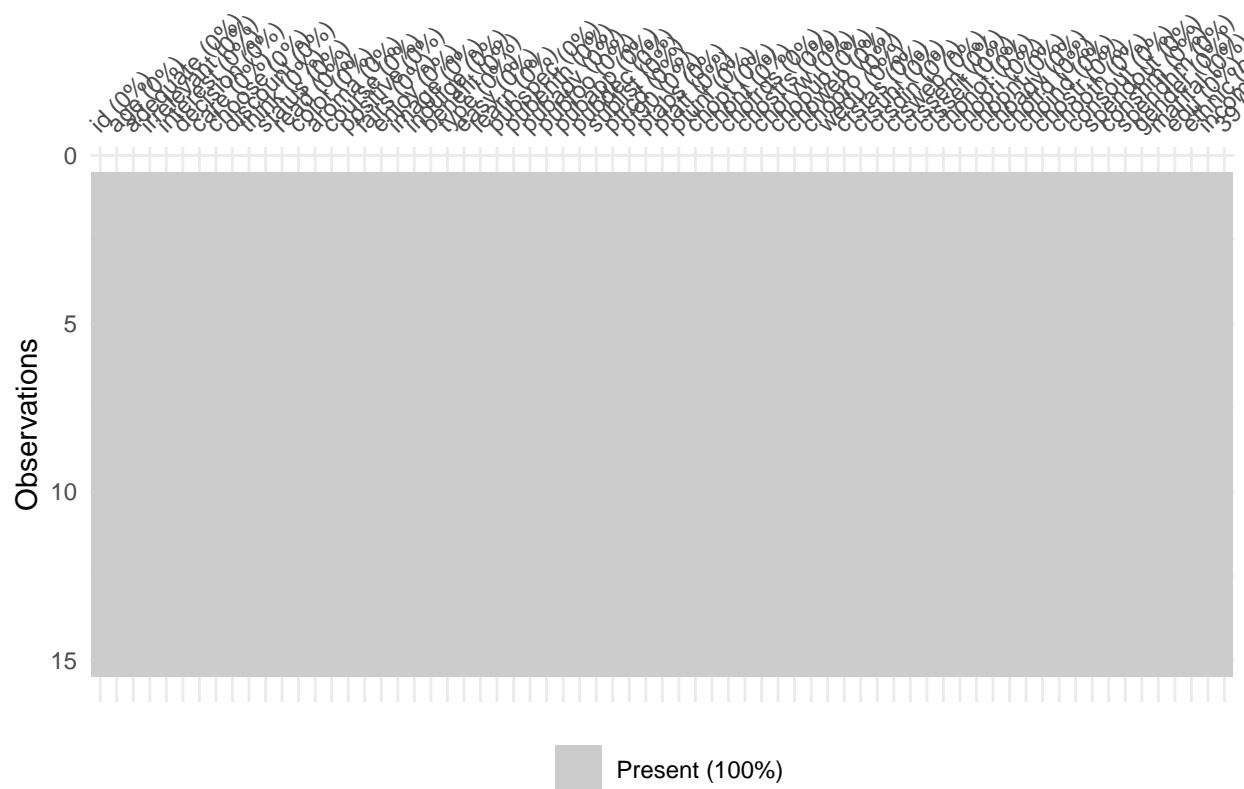


Figure 1: Pattern of missing values

1.2 Consumer feelings toward wine

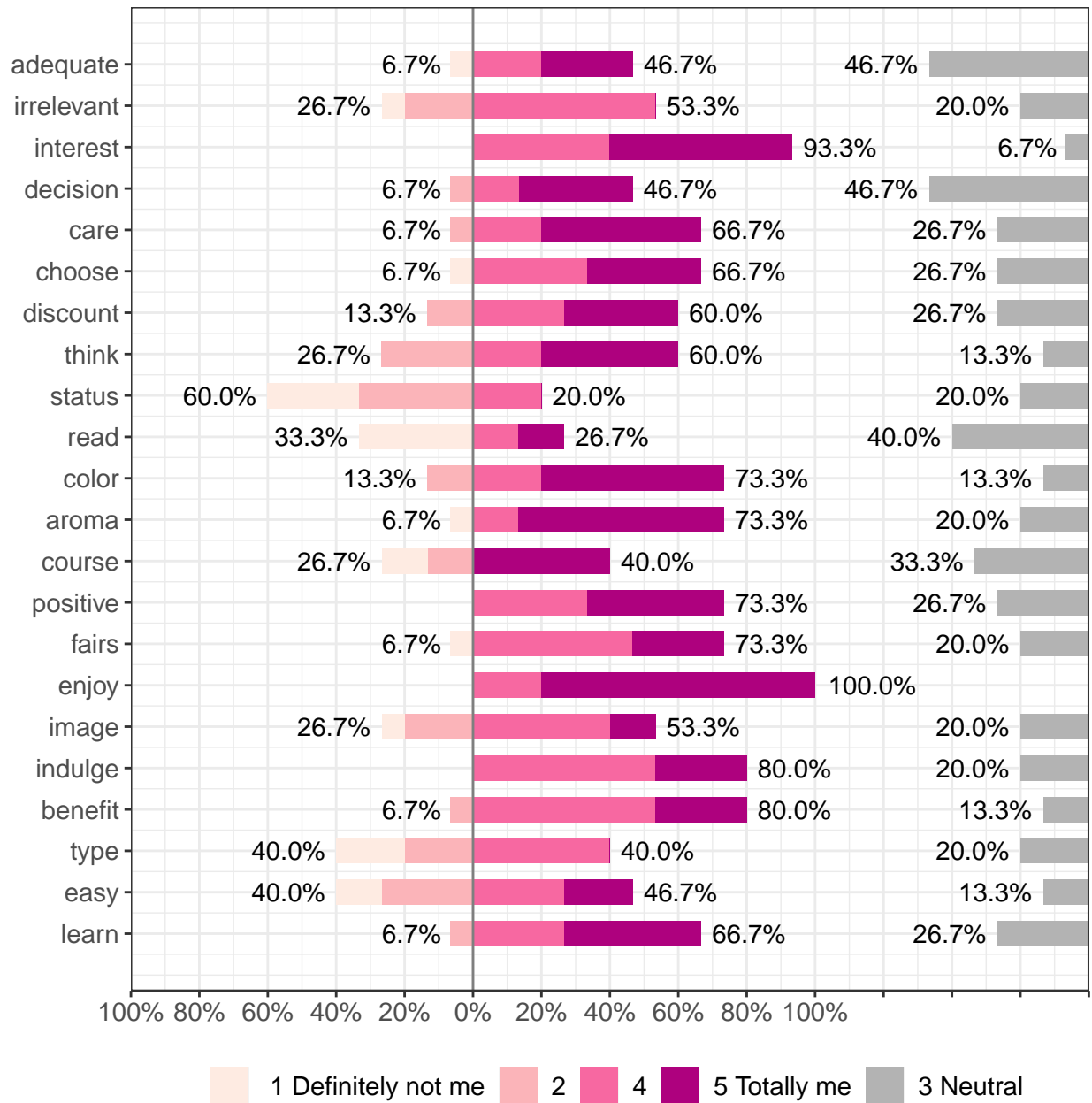


Figure 2: Consumer feelings toward wine and wine consumption

Table 1: Wine Tasting as per brands - Round 1

Wine Brand	Level of Enjoyment (Round 1)	Number of participlants (n = 15)
Scarecrow	1	2
Scarecrow	2	2
Scarecrow	3	4
Scarecrow	4	7
Hook or Crook	1	1
Hook or Crook	2	4
Hook or Crook	3	6
Hook or Crook	4	2
Hook or Crook	5	2
Materium	1	1
Materium	3	2
Materium	4	12
Precision	1	2
Precision	2	3
Precision	3	5
Precision	4	2
Precision	5	3
Kapscandy	1	2
Kapscandy	2	2
Kapscandy	3	6
Kapscandy	4	4
Kapscandy	5	1

Note:

Scarecrow (\$750, 100 points), Materium (\$450, 100 points), Kapscandy(\$450, 100 points) are costly and high rated wine brand; Hook or Crook (\$25) & Precision (\$25) are low cost and lower rating wine brands.

2 Influence of brand on wine enjoyment

2.1 Round 1

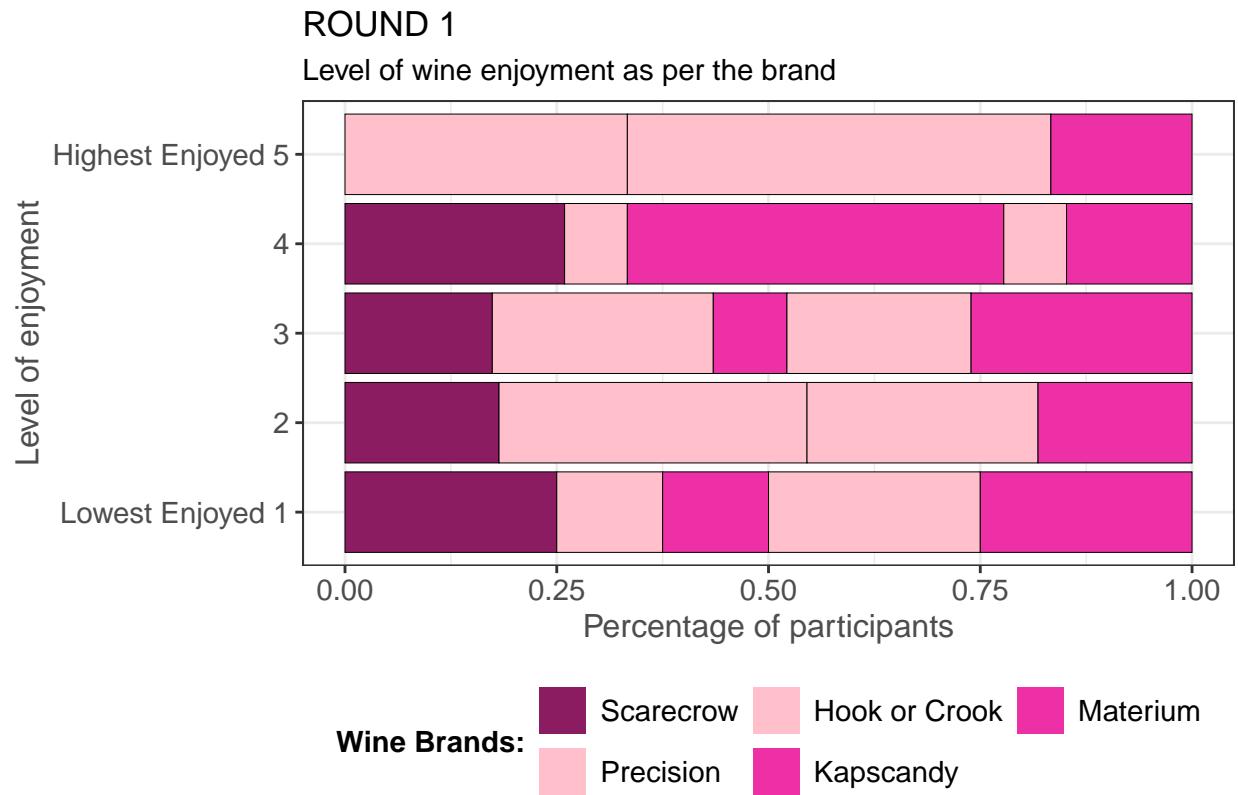


Table 2: Wine Tasting as per brands - Round 2

Wine Brand	Level of Enjoyment (Round 2)	Number of participlants (n = 15)
Scarecrow	1	1
Scarecrow	2	1
Scarecrow	3	6
Scarecrow	4	5
Scarecrow	5	2
Hook or Crook	1	1
Hook or Crook	2	2
Hook or Crook	3	6
Hook or Crook	4	6
Materium	3	3
Materium	4	6
Materium	5	6
Precision	2	4
Precision	3	4
Precision	4	6
Precision	5	1
Kapscandy	1	1
Kapscandy	2	1
Kapscandy	3	4
Kapscandy	4	7
Kapscandy	5	2

Note:

Scarecrow (\$750, 100 points), Materium (\$450, 100 points), Kapscandy(\$450, 100 points) are costly and high rated wine brand; Hook or Crook (\$25) & Precision (\$25) are low cost and lower rating wine brands.

2.2 Round 2

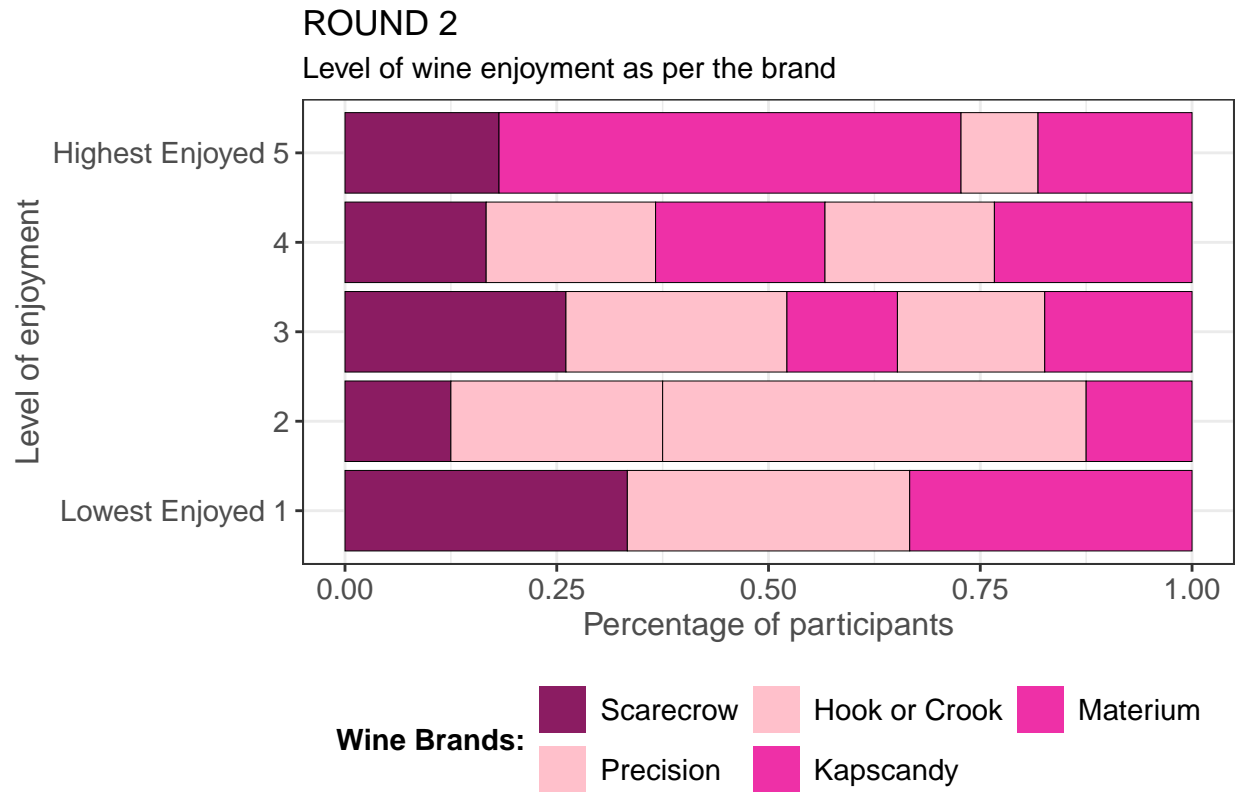


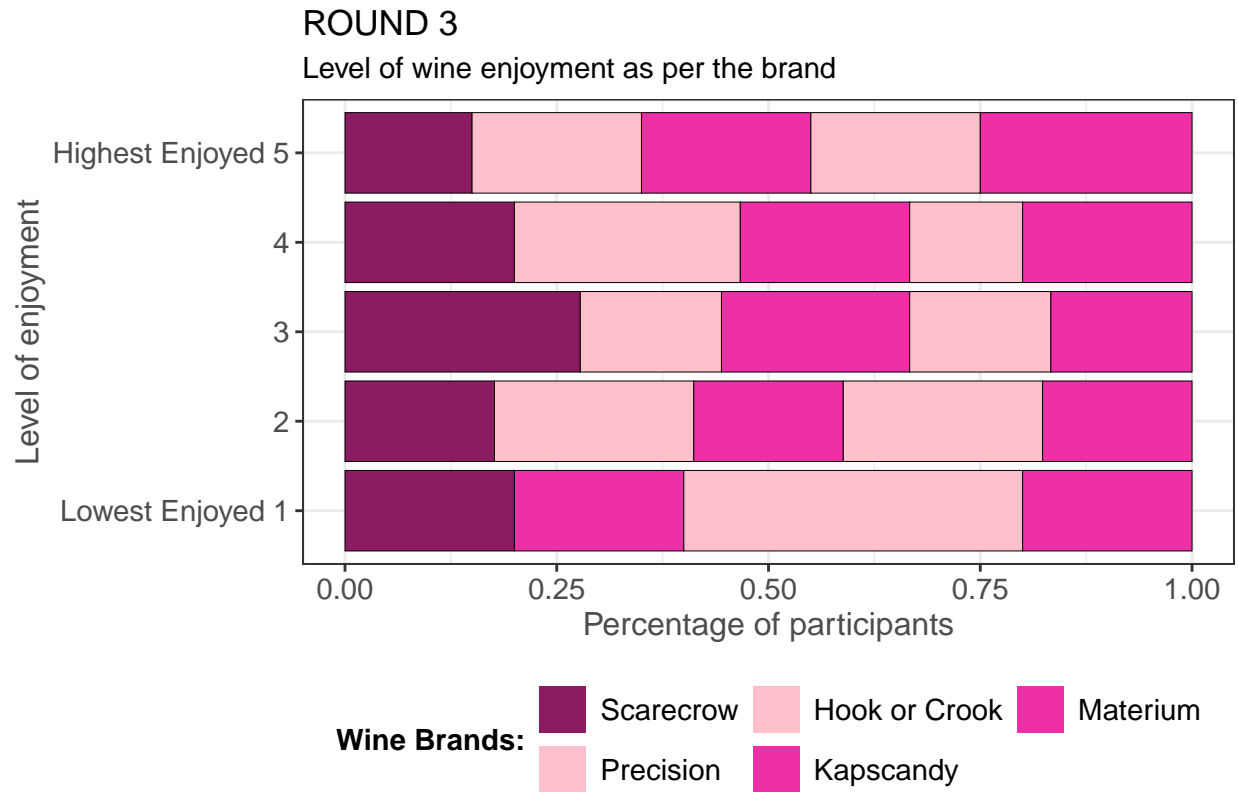
Table 3: Wine Tasting as per brands - Round 3

Wine Brand	Level of Enjoyment (Round 3)	Number of participlants (n = 15)
Scarecrow	1	1
Scarecrow	2	3
Scarecrow	3	5
Scarecrow	4	3
Scarecrow	5	3
Hook or Crook	2	4
Hook or Crook	3	3
Hook or Crook	4	4
Hook or Crook	5	4
Materium	1	1
Materium	2	3
Materium	3	4
Materium	4	3
Materium	5	4
Precision	1	2
Precision	2	4
Precision	3	3
Precision	4	2
Precision	5	4
Kapscandy	1	1
Kapscandy	2	3
Kapscandy	3	3
Kapscandy	4	3
Kapscandy	5	5

Note:

Scarecrow (\$750, 100 points), Materium (\$450, 100 points), Kapscandy(\$450, 100 points) are costly and high rated wine brand; Hook or Crook (\$25) & Precision (\$25) are low cost and lower rating wine brands.

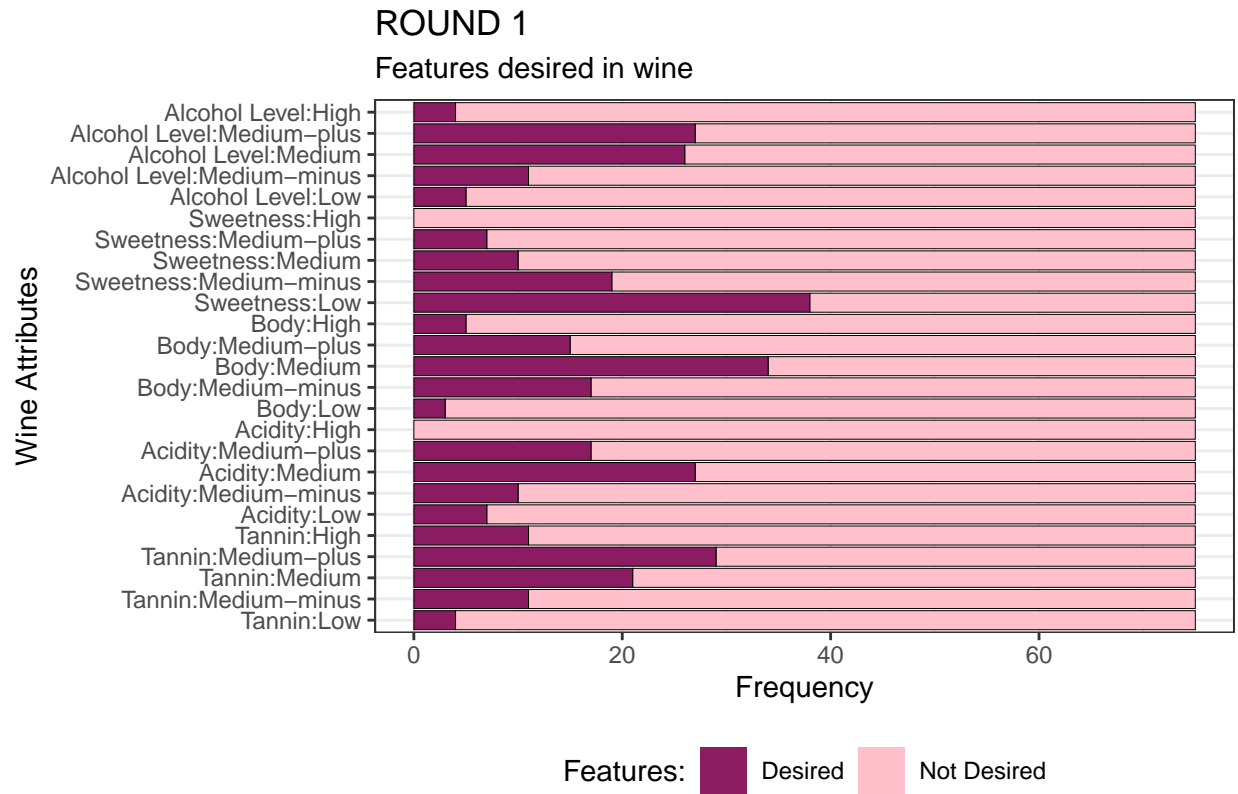
2.3 Round 3



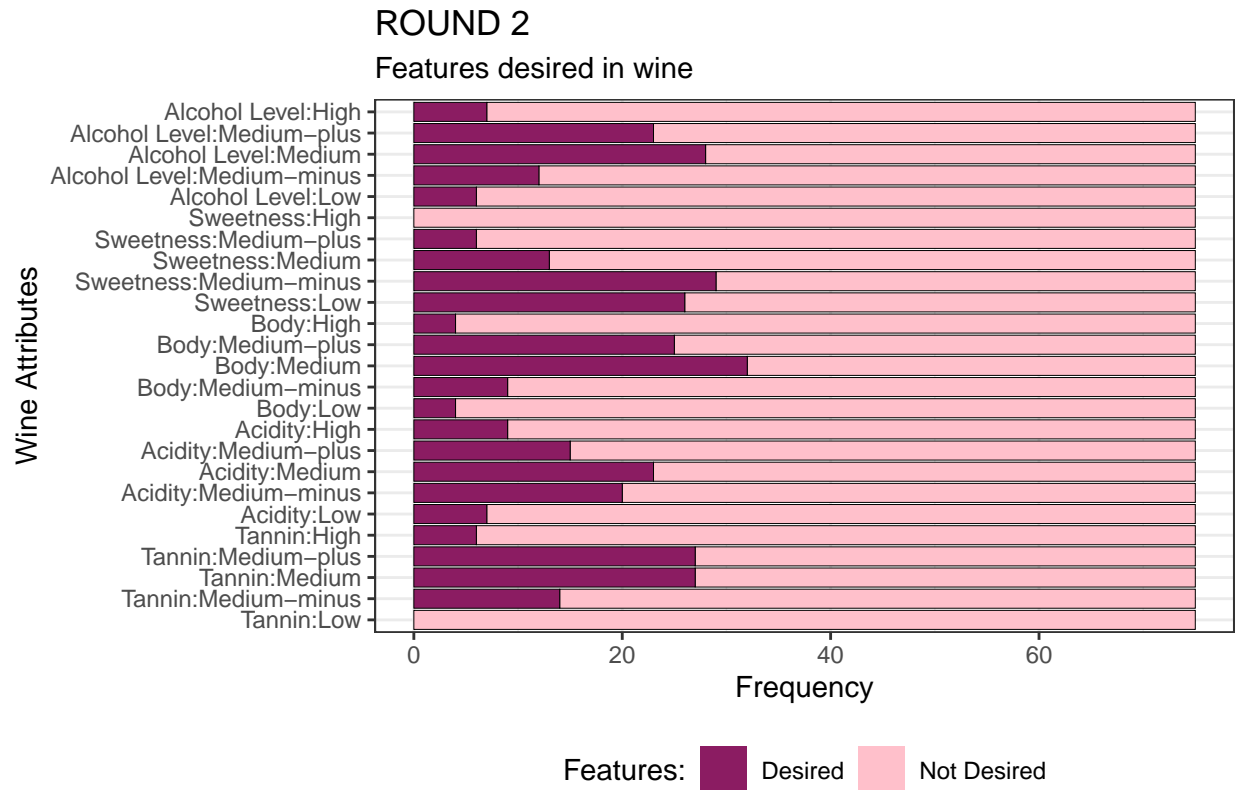
3 Desired wine feature

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.

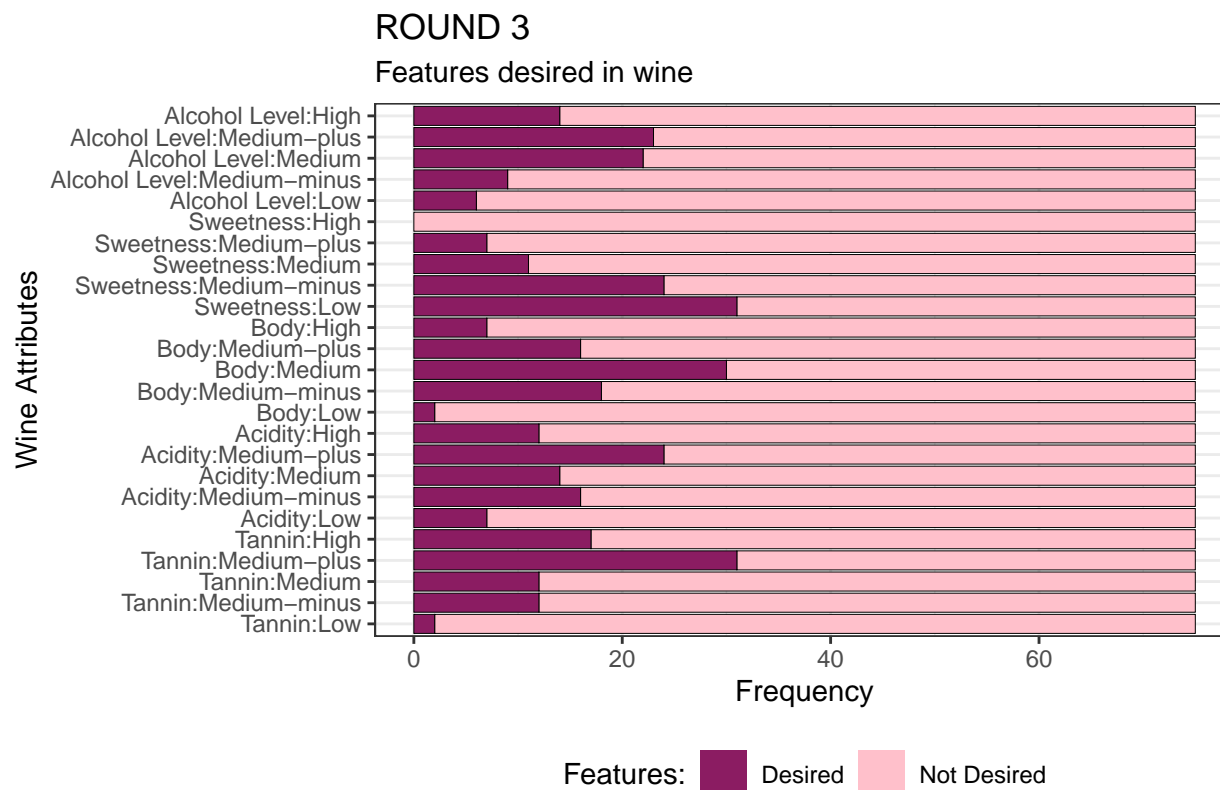
3.1 Round 1



3.2 Round 2



3.3 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
```

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
```

5 Correlation Matrix

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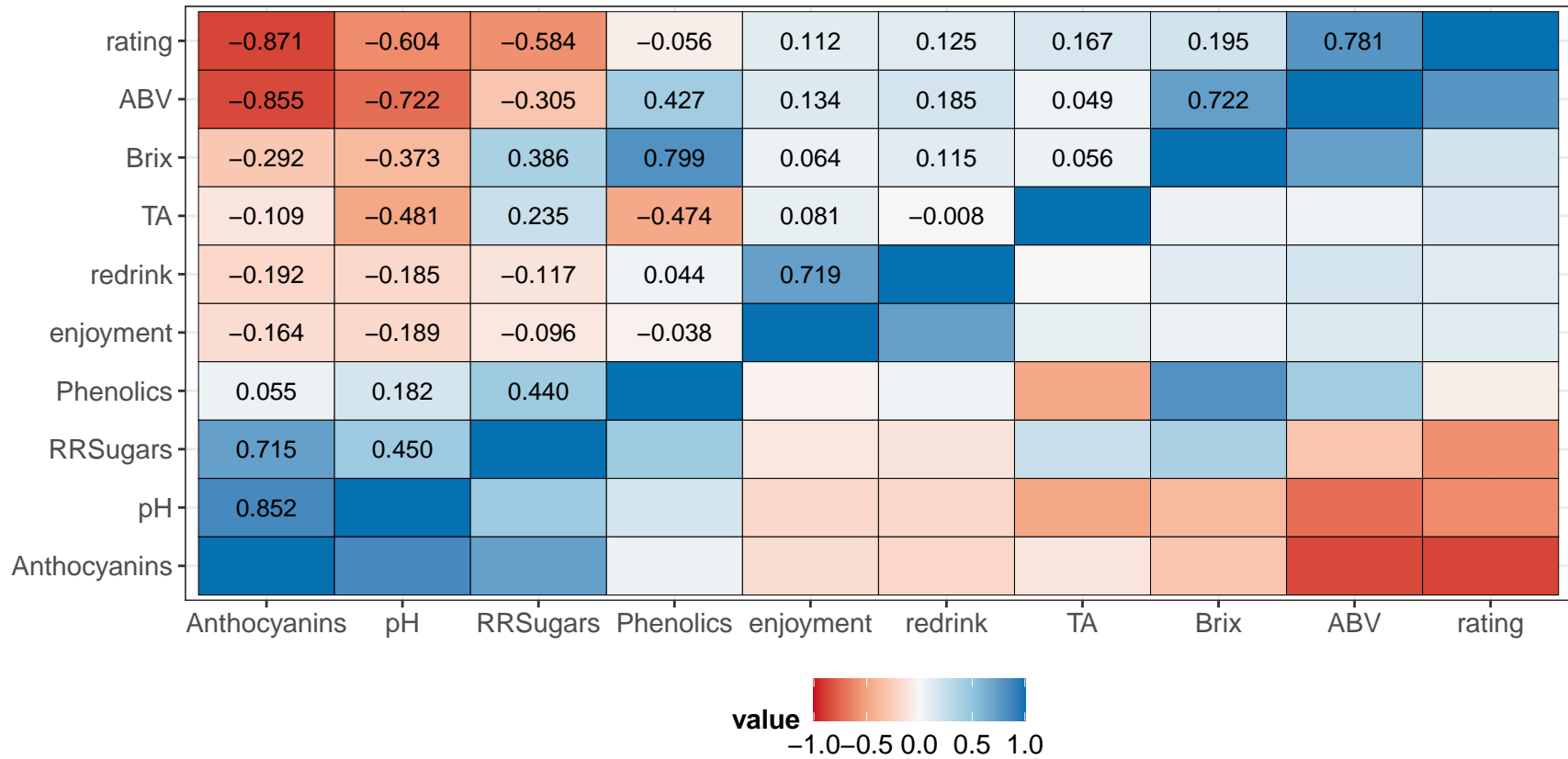


Figure 3: Correlation Matrix

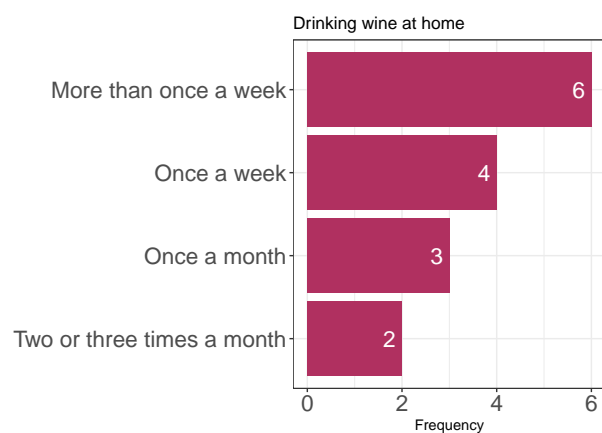
6 Regression Model

6.1 Influence of wine chemical on wine enjoyment

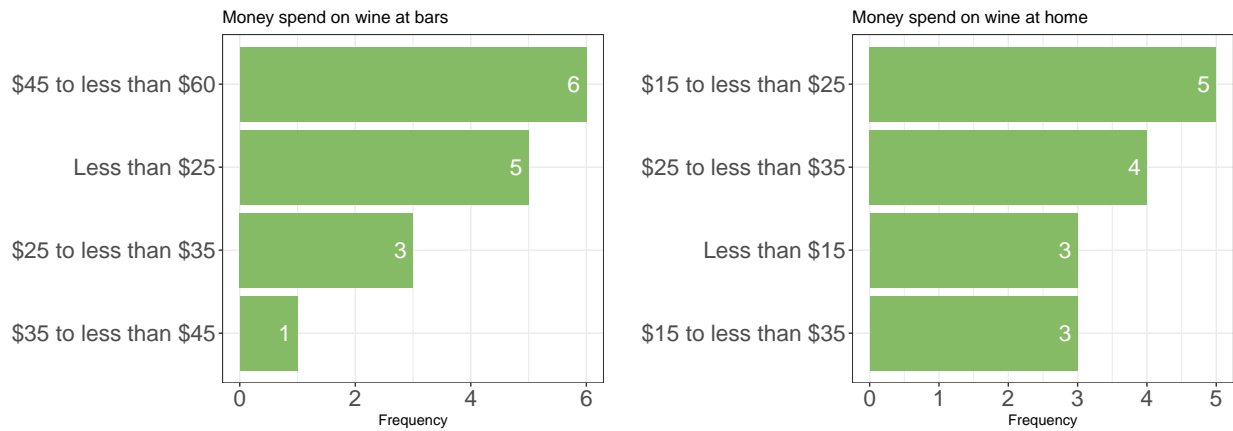
<i>Predictors</i>	enjoyment			enjoyment		
	<i>Estimates</i>	<i>CI</i>	<i>p</i>	<i>Estimates</i>	<i>CI</i>	<i>p</i>
(Intercept)	17.80	-9.16 – 44.76	0.195	5.02	1.84 – 8.20	0.002
Brix	-0.01	-0.42 – 0.41	0.971			
ABV	-0.01	-0.38 – 0.35	0.939			
TA	-0.14	-1.57 – 1.28	0.842			
pH	-3.66	-8.46 – 1.14	0.135			
RRSugars				0.05	-0.06 – 0.17	0.386
Anthocyanins				-0.00	-0.00 – -0.00	0.027
Phenolics				-0.03	-0.09 – 0.04	0.394
Observations	225			225		
R ² / R ² adjusted	0.036 / 0.018			0.031 / 0.018		

7 Profile descriptives

7.1 Wine drinking frequency



7.2 Money spend on wine



7.3 Socio-economic profile

