

WICKED WINES

Wine Buying Behaviour of US Consumers

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

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1 Data1: Consumer feelings toward wine

1.1 Missing values

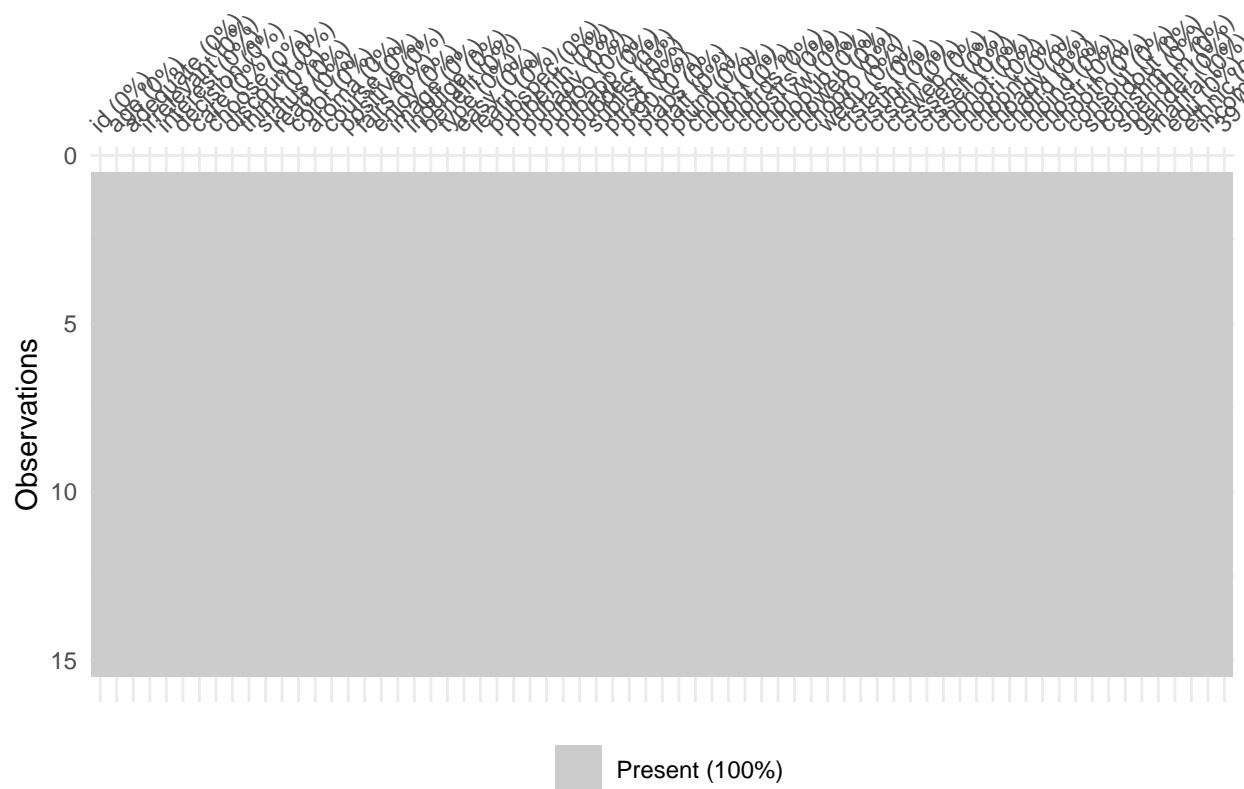


Figure 1: Pattern of missing values

1.2 Consumer feelings toward wine

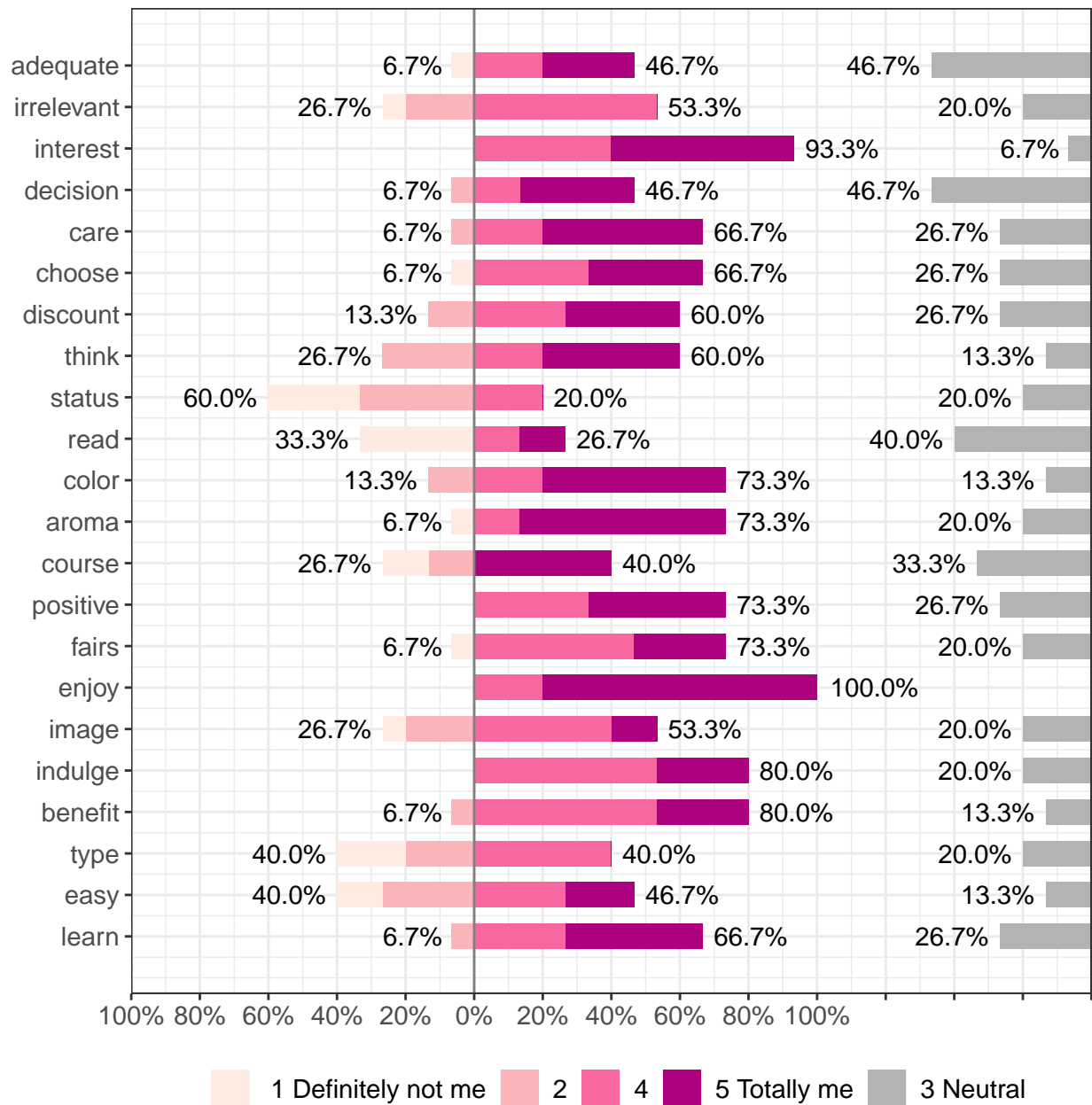
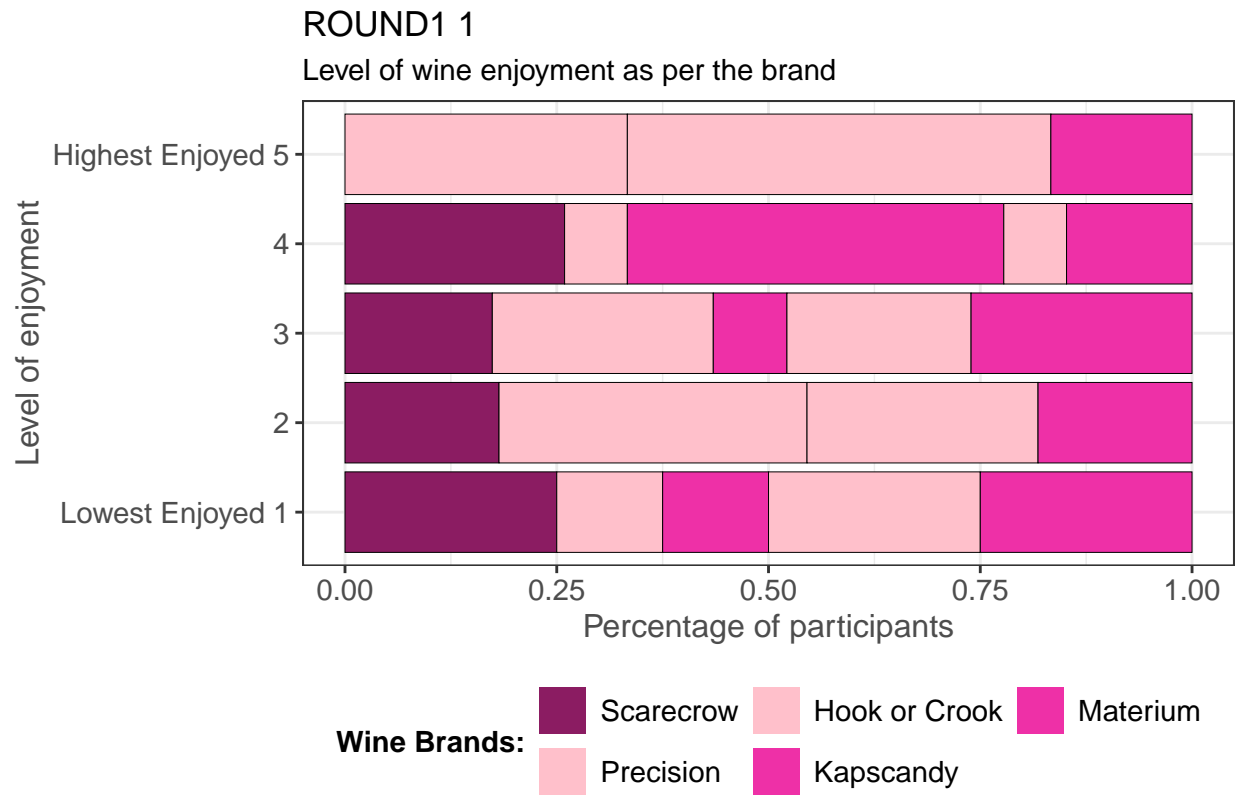


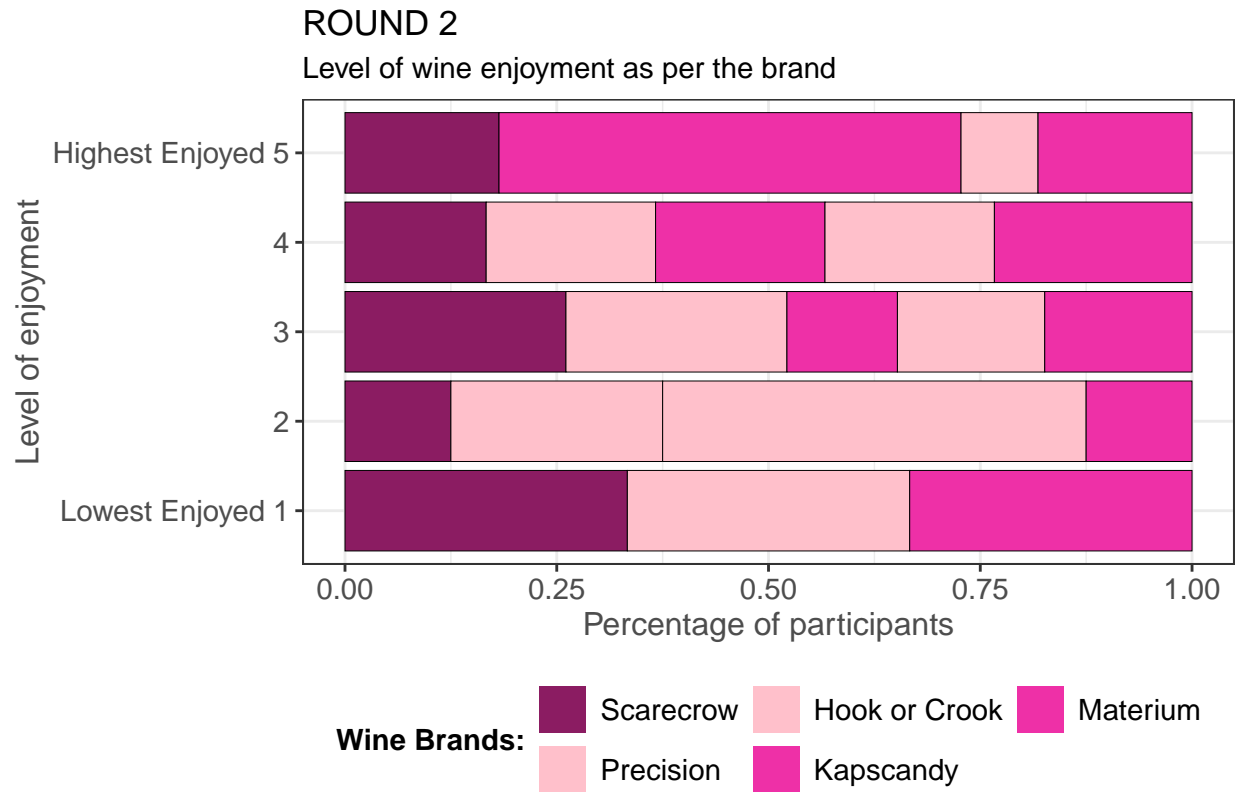
Figure 2: Consumer feelings toward wine and wine consumption

2 Influence of brand on wine enjoyment

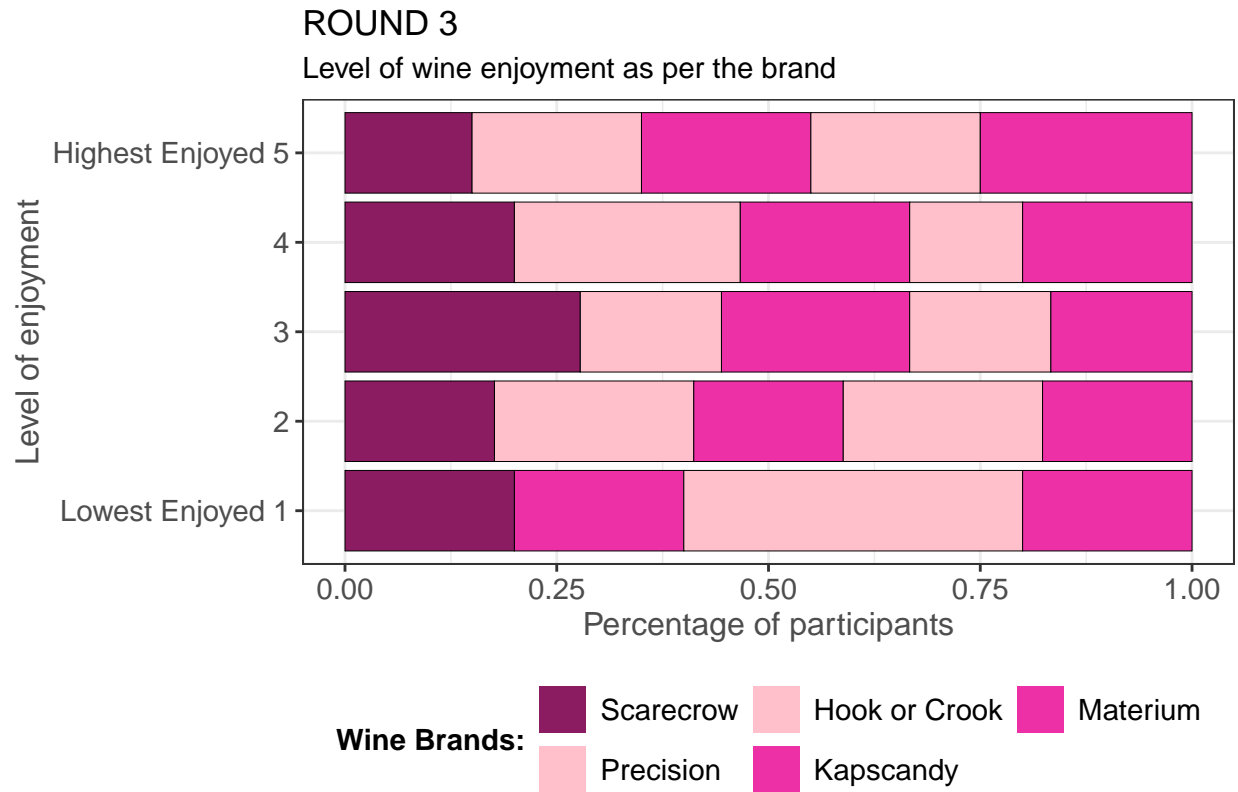
2.1 Round 1



2.2 Round 2



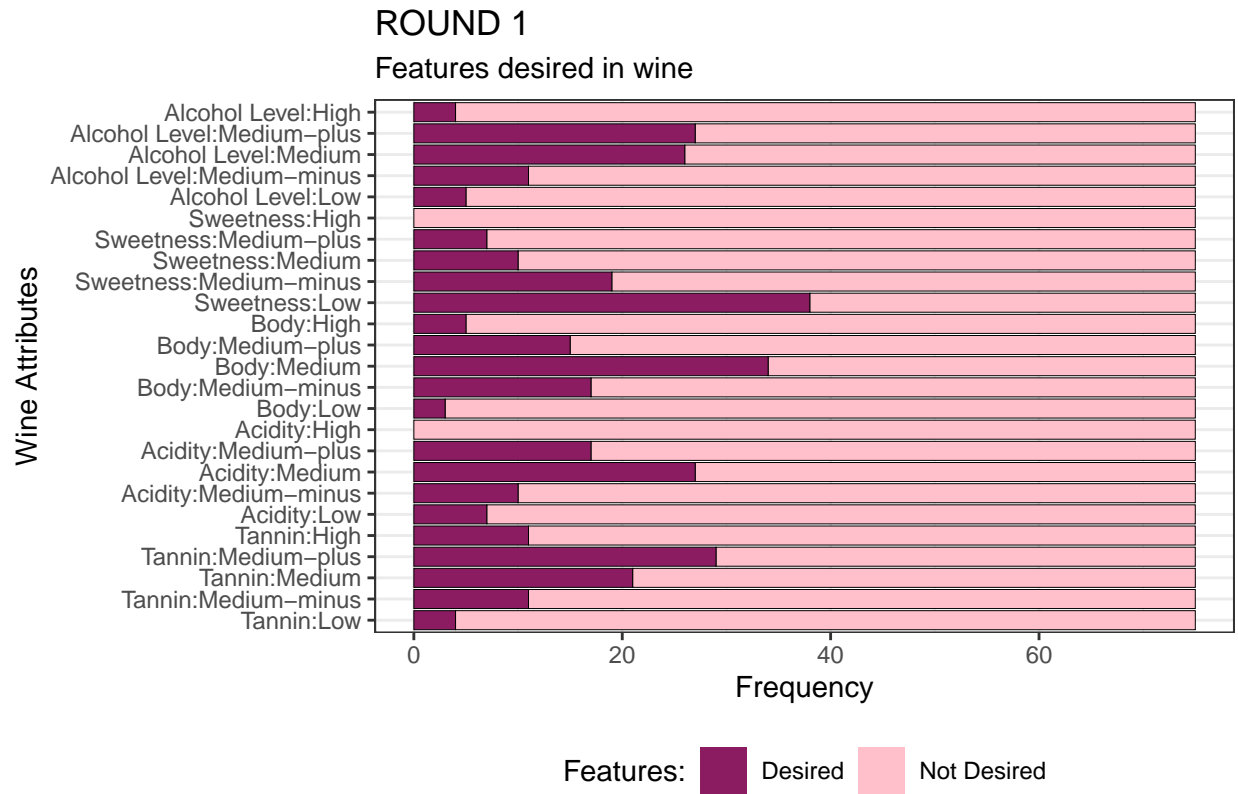
2.3 Round 3



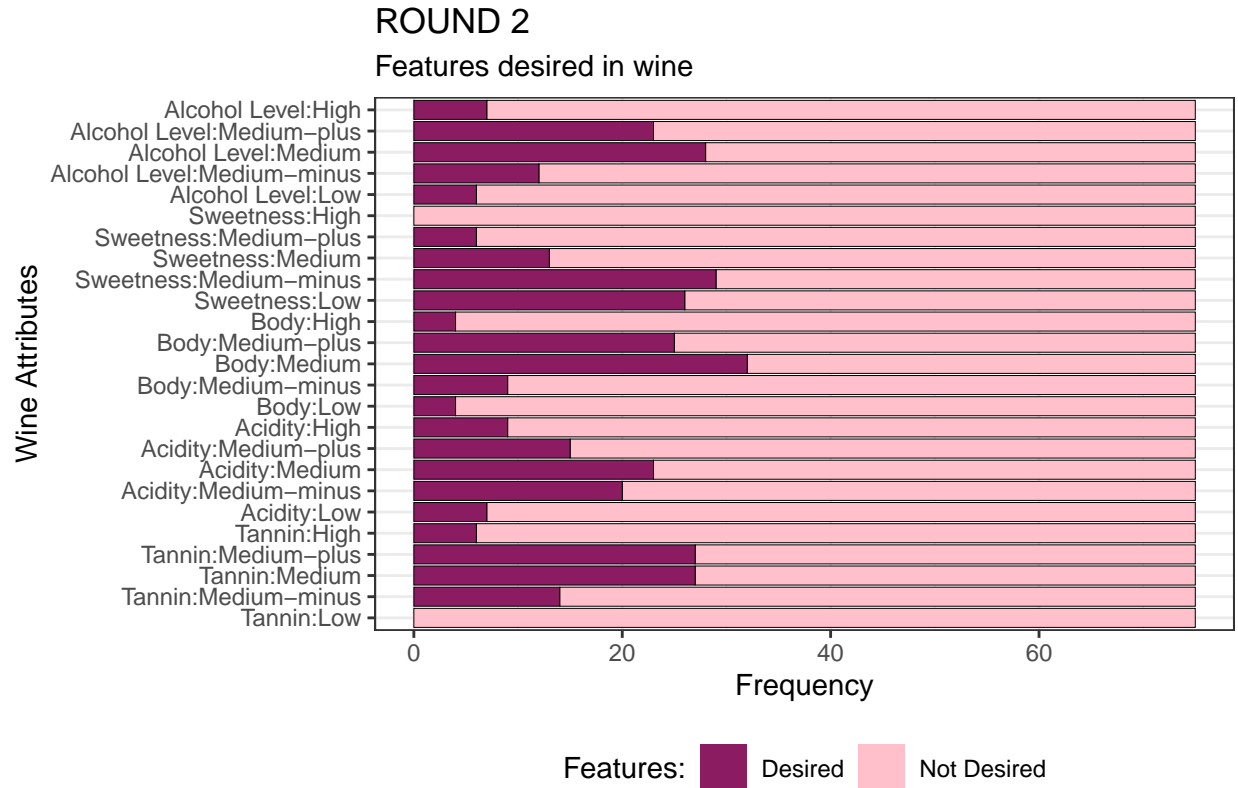
3 Desired wine feature

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.

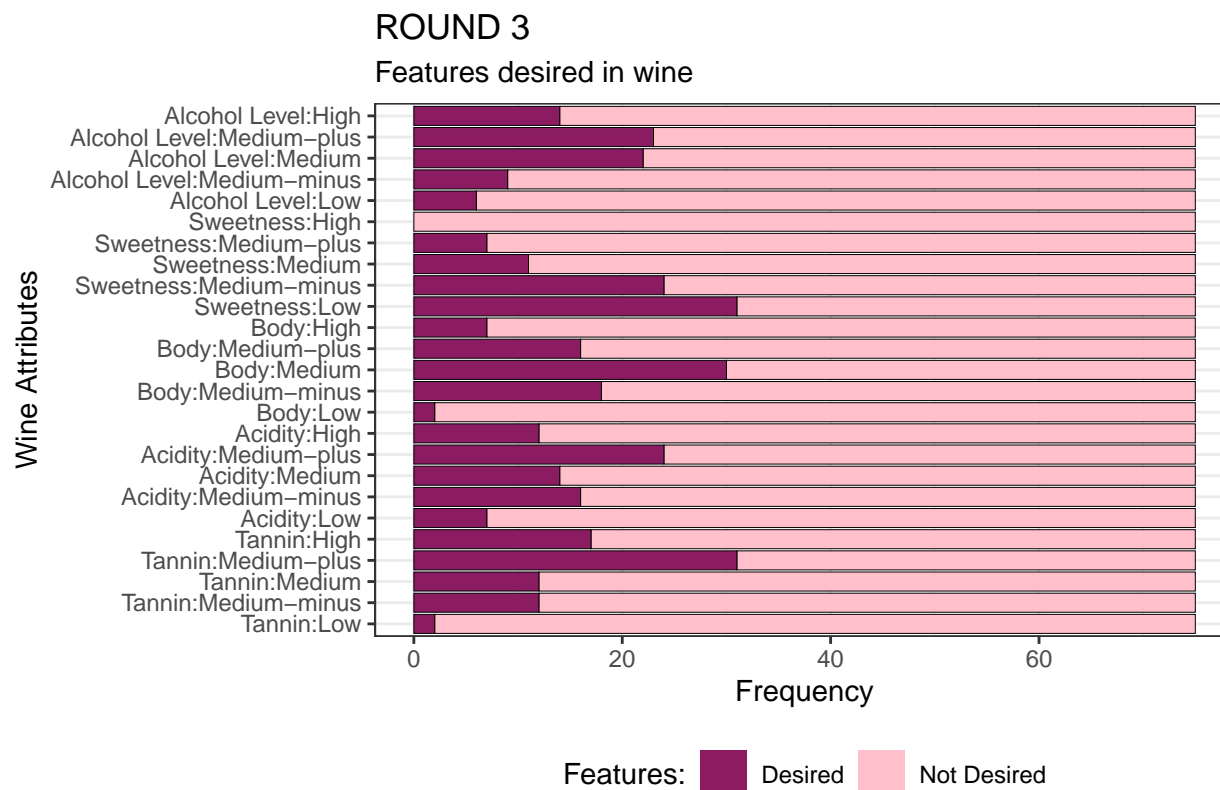
3.1 Round 1



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
```