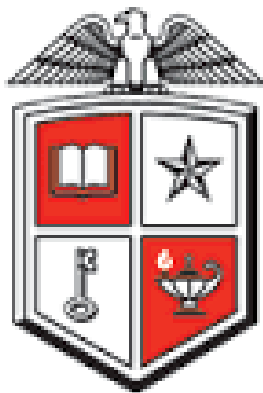
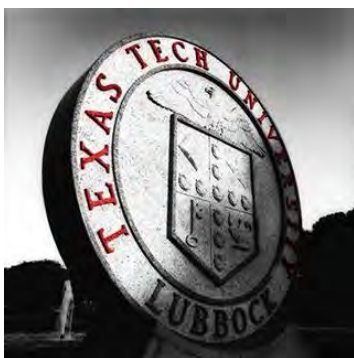


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Consumer Attitudes Towards Texas Wine: 2006-2016

Author:
Kimberly
Mathe
Soulek, PhD



Drawing insights

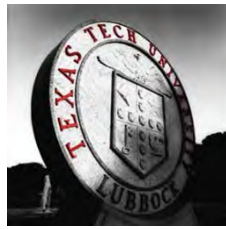


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Consumers and Wine



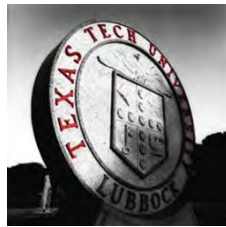
- Consumer preferences vary
- Wine holds the highest geographic association of any agricultural product (Thode & Maskulka, 1998; Bruwer & Johnson, 2010; Yasin, Noor, & Mohamad, 2007)
 - Extrinsic Cues



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Consumers and Wine



- France





Texas Wine

- Currently, according to the latest statistic, Texas is ranked 5th highest in number of wineries and in wine production (winesandvines.com).

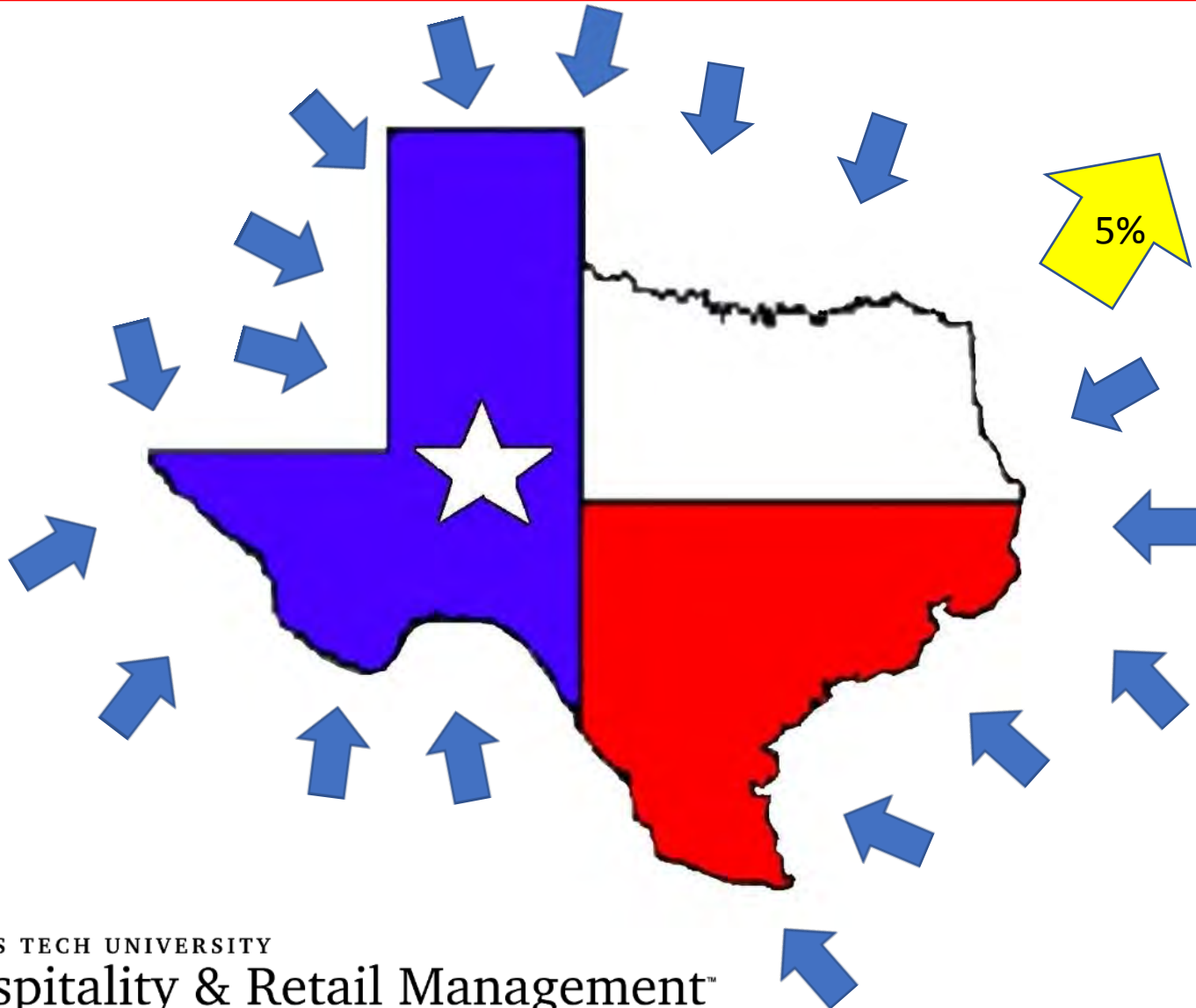
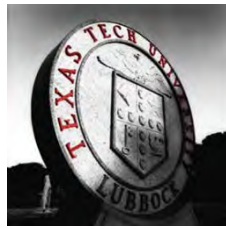


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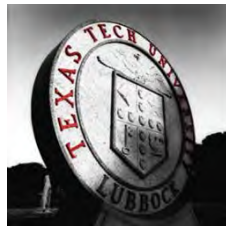
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1.5 Million Gallons

Texas Wine



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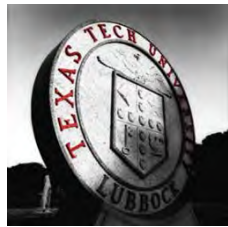
Texas Wine

- Texas wine producers rely heavily on the local market for purchase of wine.
 - In large part this is due to consumer ethnocentrism and identification (Johnston, 2016).
 - Local identity



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Texas Wine

Texas Wine
Vintage Texas

CONTACT US

WINE FACTS | WINE TRAILS | GO TEXAN WINERIES | MEDIA CENTER | FLOWER & WINE PAIRINGS | EVENT CALENDAR | YOUR WINE PERSONALITY?

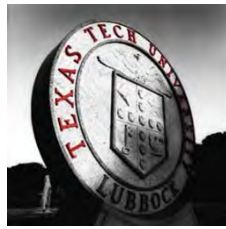
GO LOCAL.
GO TEXAN.
gotexan.org

GO TEXAN
—ON THE GO—
DOWNLOAD OUR
FREE MOBILE APP



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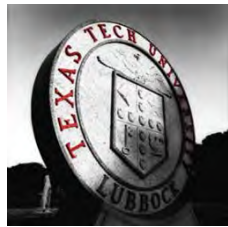
Texas wine

Ethnocentrism



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Texas Wine



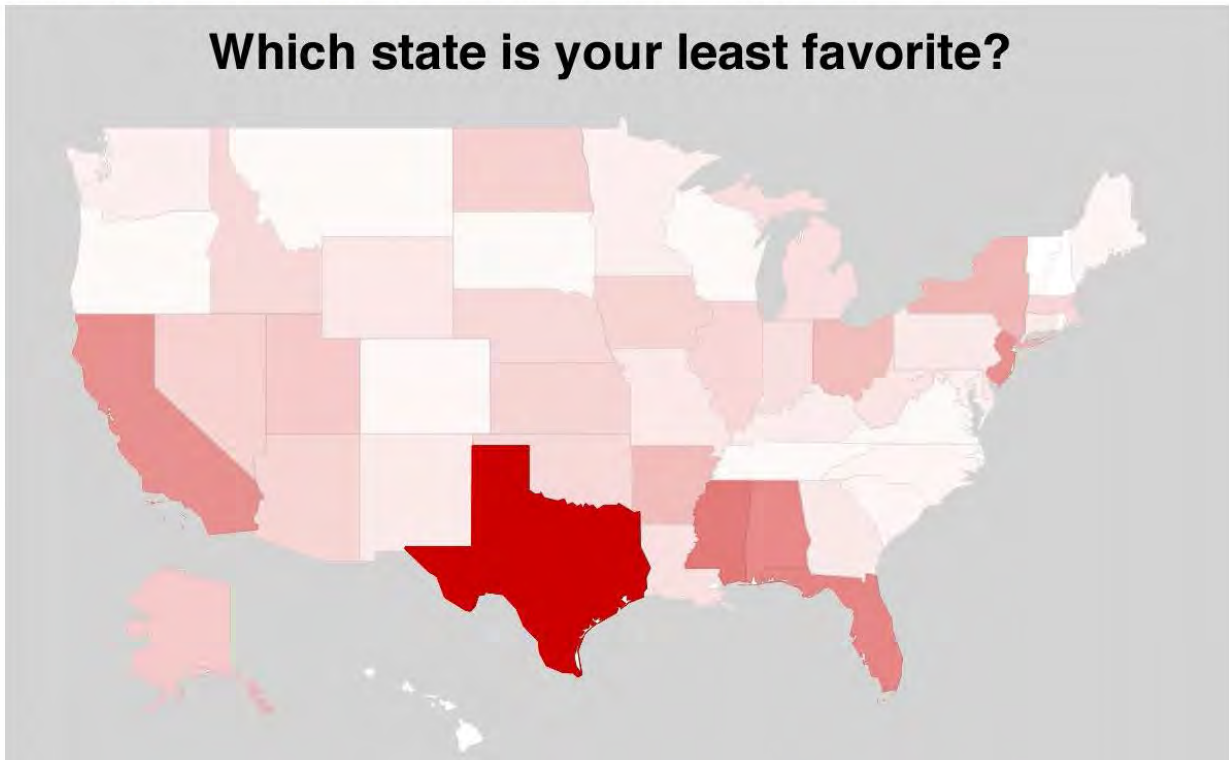
BUSINESS INSIDER

POLITICS



That's what you get, Texas, for always pulling the "We can leave America whenever we feel like it" card.

Which state is your least favorite?



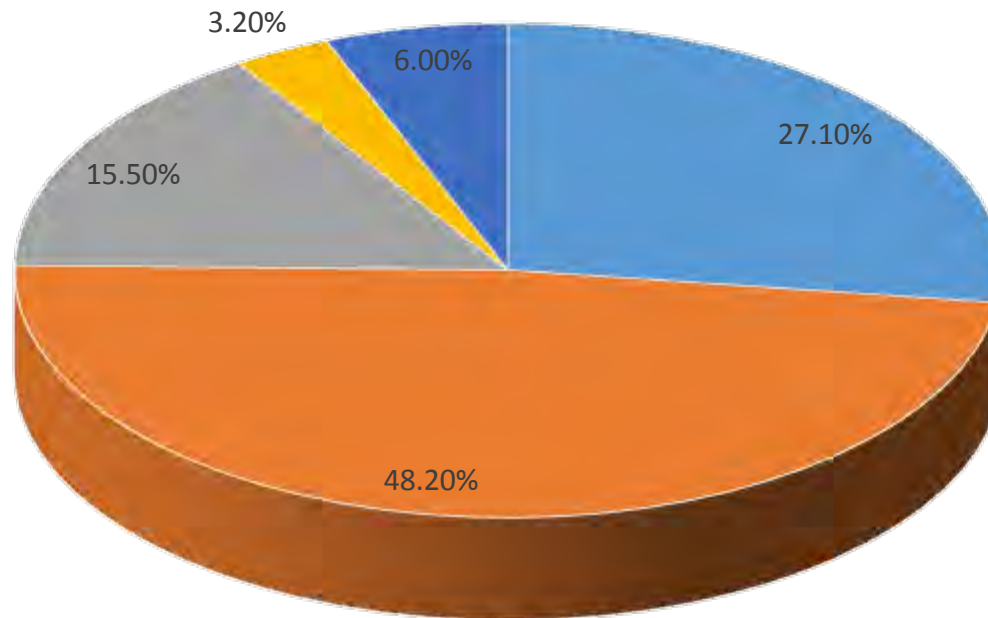
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Texans' preference for wine 2006

Wine origin preference



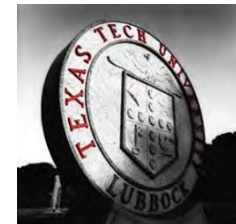
■ Other ■ California ■ Texas ■ France ■ Italy



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Purpose of the Study



- Examine how consumers have evolved since 2006
- Examine how consumer perceptions of Texas wine has evolved since 2006
- Examine preferences and other wine trends since 2006



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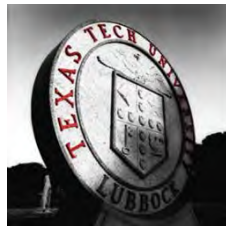
Methodology

- The survey instrument in 2016 was based on the prior data collection in 2006 (see Barber et al., 2007).
- Each of the data collections had 31 common questions that were administered in each time period. The questions were divided into sections including:
 - consumer consumption,
 - knowledge,
 - preferences for Texas wine,
 - and demographics.



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Methodology

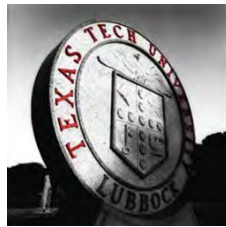
- 2006
 - Participants for the survey were recruited and contacted by a third party contractor. The survey was conducted over the phone with an interviewer reading the questions and recording the answers.
 - 502 responses from Texans
- 2016
 - Survey was conducted via online recruitment and survey format. The change in sampling method was needed as today, few households are available by telephone (Christian, Keeter, Purcell, & Smith, 2010).
 - 1263 responses from Texans



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Demographics



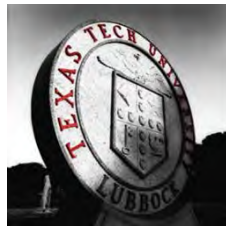
		2006	2016
Gender	Male	33.7%	37.6%
	Female	66.3%	62.4%
Education	Some high school or less	2.2%	.8%
	High school graduate	10.8%	7.3%
	Vocational/technical	2.6%	3.2%
	Some college	22.8%	26.8%
	Undergraduate degree	34.5%	32.0%
	Graduate or professional degree	27.1%	29.8%
Income	Under \$20,000	4.4%	5.0%
	\$20,001 - \$39,999	10.7%	13.4%
	\$40,000 - \$59,999	20.6%	17.7%
	\$60,000 - \$79,999	16.5%	17.6%
	\$80,000 - \$99,999	16.0%	15.1%
	\$100,000 - \$119,999	9.2%	11.0%
	\$120,000 - \$139,999	6.3%	6.2%
	\$140,000 or more	16.3%	14.1%



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Demographics



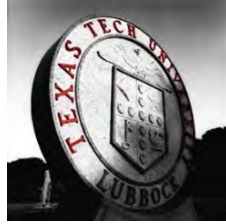
		2006	2016
Ethnicity	White, non-Hispanic	83.8%	74.7%
	African American	2.1%	8.3%
	Hispanic/Latino	7.6%	9.6%
	Asian or Pacific Islander	1.6%	5.3%
	American Indian	.2%	.9%
	Other	4.7%	1.2%
	Prefer not to answer	0.0%	4.8%
Age	21-31	2.0%	18.6%
	32-41	9.2%	28.7%
	42-51	16.1%	13.3%
	52-61	24.5%	17.2%
	62-71	22.0%	16.6%
	72-81	17.1%	5.0%
	82+	9.0%	0.7%
Years in Texas	<5 years	9.2%	14.1%
	6-10 years	6.0%	10.6%
	11-15 years	6.4%	6.3%
	16-20 years	8.2%	7.2%
	21 or more years	70.3%	61.8%



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Wine consumption



		2006	2016
Wine Consumption	Daily	8.8%	10.5%
	Several times per week	23.7%	37.0%
	Once a week	28.1%	30.2%
	Once a month	18.9%	15.1%
	Less than once a month	20.5%	3.7%
	Very Seldom	0.0%	2.8%



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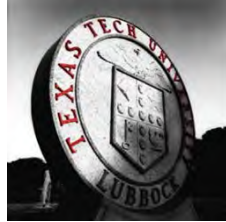
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Wine Preference

	2006	2016
Sweet	44.3%	28.2%
Dry	45.7%	31.2%
No preference	10.1%	40.6%





Wine Preference

	2006	2016
Red	51.5%	55.2%
White	30.6%	30.1%
Blush	17.8%	14.8%



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Wine Preference

		2006	2016
Sweet	Red	37.9%	74.2%
	White	32.0%	22.2%
	Blush	30.1%	3.7%
Dry	Red	65.0%	57.9%
	White	29.6%	29.2%
	Blush	5.4%	12.9%
No preference	Red	53.2%	39.9%
	White	27.7%	36.3%
	Blush	19.1%	23.8%



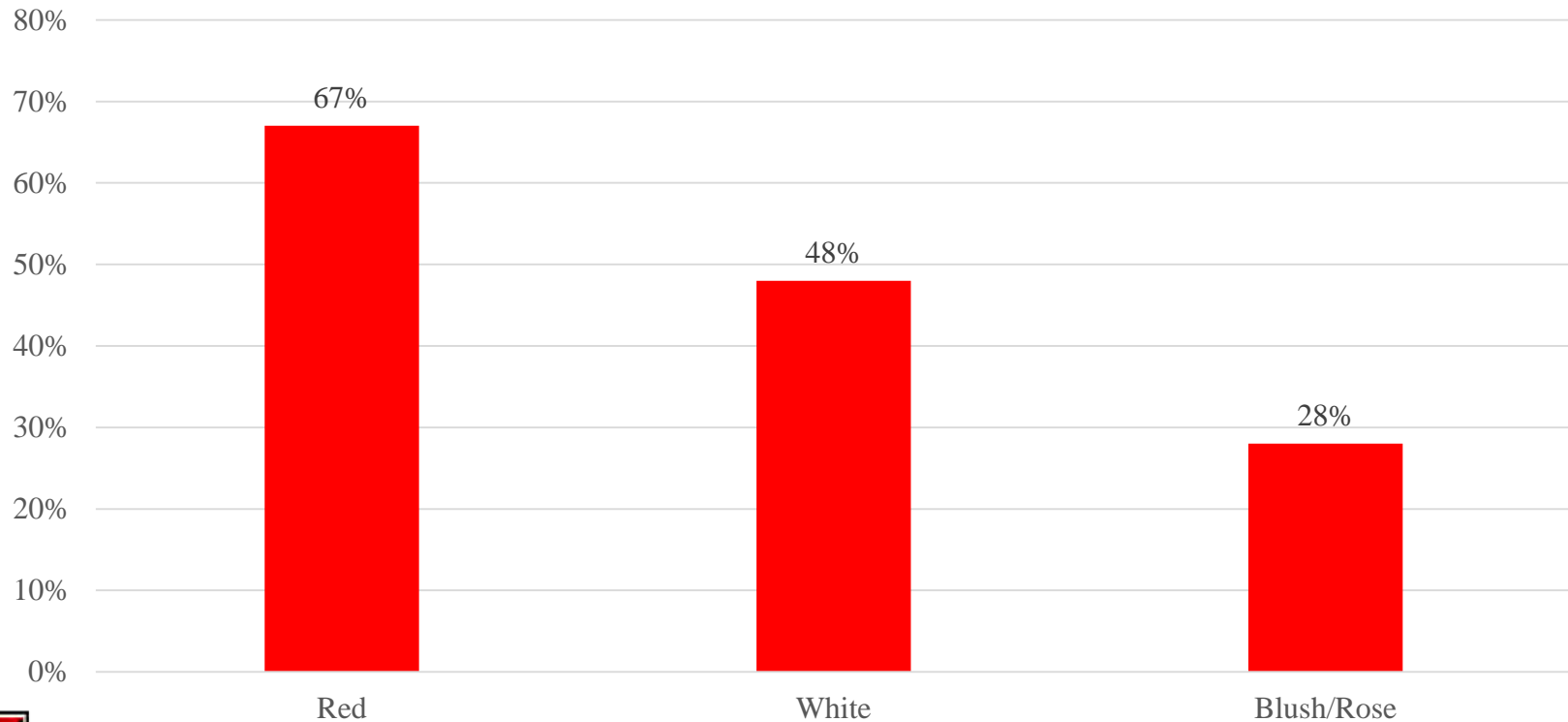
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Wine Consumption/Preference-Texas



Which types of Texas wine have you consumed in the past 12 months?



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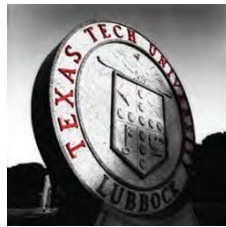
Wine Region Preference

	2006	2016
France	3.5%	6.7%
Italy	6.5%	11.2%
California	52.4%	40.8%
Australia	8.9%	3.6%
Texas	16.9%	24.2%
Other	11.9%	5.6%

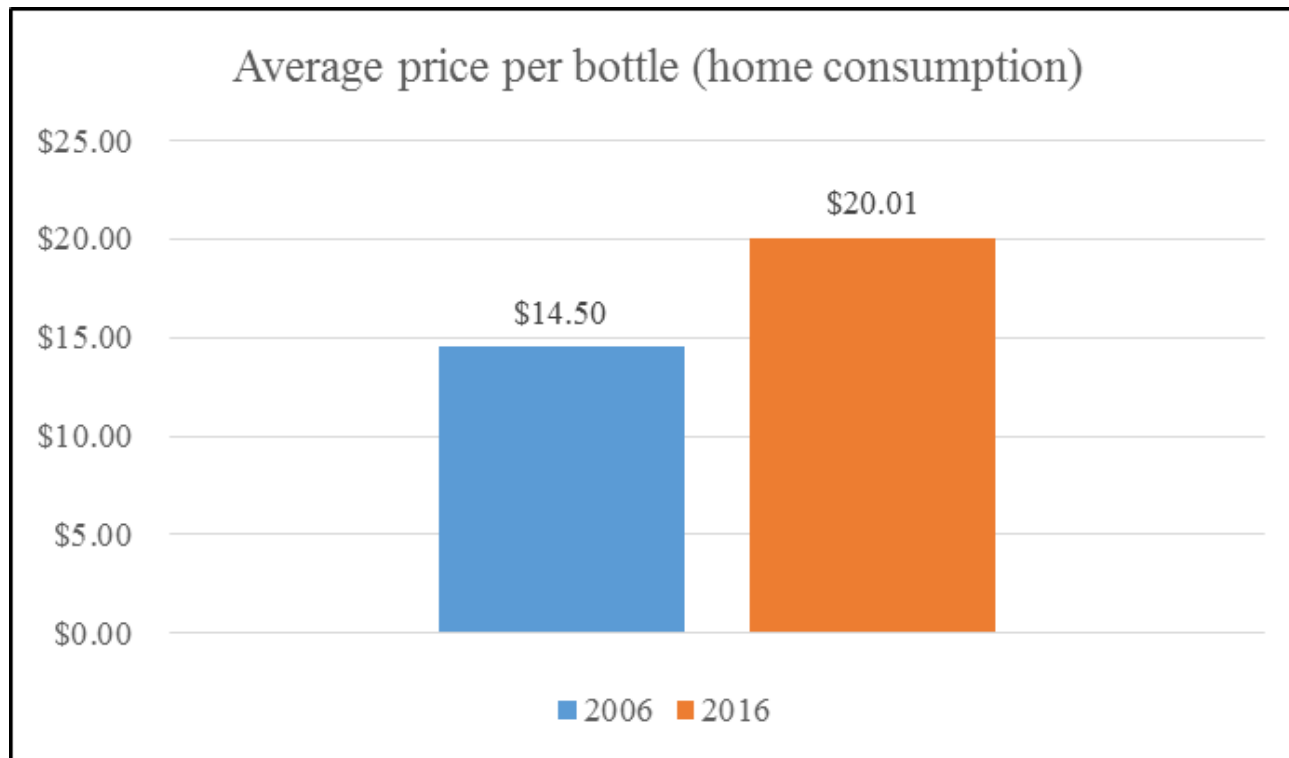


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Willingness to Pay

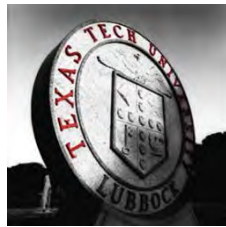


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Consumer attitudes and beliefs (general)



	2006	2016
Wine Importance	2.69	3.48
Wine Significance	2.72	3.52
Wine Knowledge	2.72	3.52
Wine Knowledge (compared to friends)	2.69	3.18
Wine Knowledge (compared to expert)	1.42	2.32

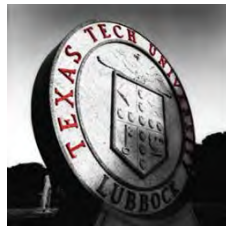


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Consumer attitude and beliefs (general)



Questions intended to determine respondents knowledge	Percentage of Correct Answers (2006)	Percentage of Correct Answers (2012)	Difference between 2016 and 2006
Which wine should be served at room temperature?	77.5%	70.9%	-6.6%
Chardonnay is what type of wine?	73.7%	72.1%	-1.6%
Port is usually served with what type of food?	48.2%	55.3%	7.1%
Table wines have an alcohol content of?	42.6%	50.2%	7.6%

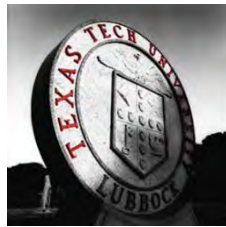


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Consumer Perceptions of Texas Wine



	2006		2016
Texas Wine Value	3.84		4.27
Texas Wine Quality	3.66		4.24
Texas Wine Recognition	2.54		3.38
Texas Wine Price	3.80		4.08
Texas Wine, Exceeds Expectations	3.72		4.13
Texas Wine Availability	3.55		3.71
Texas Wine Likelihood to Recommend	3.18		4.14
Texas Wine Future Purchase	3.56		4.30

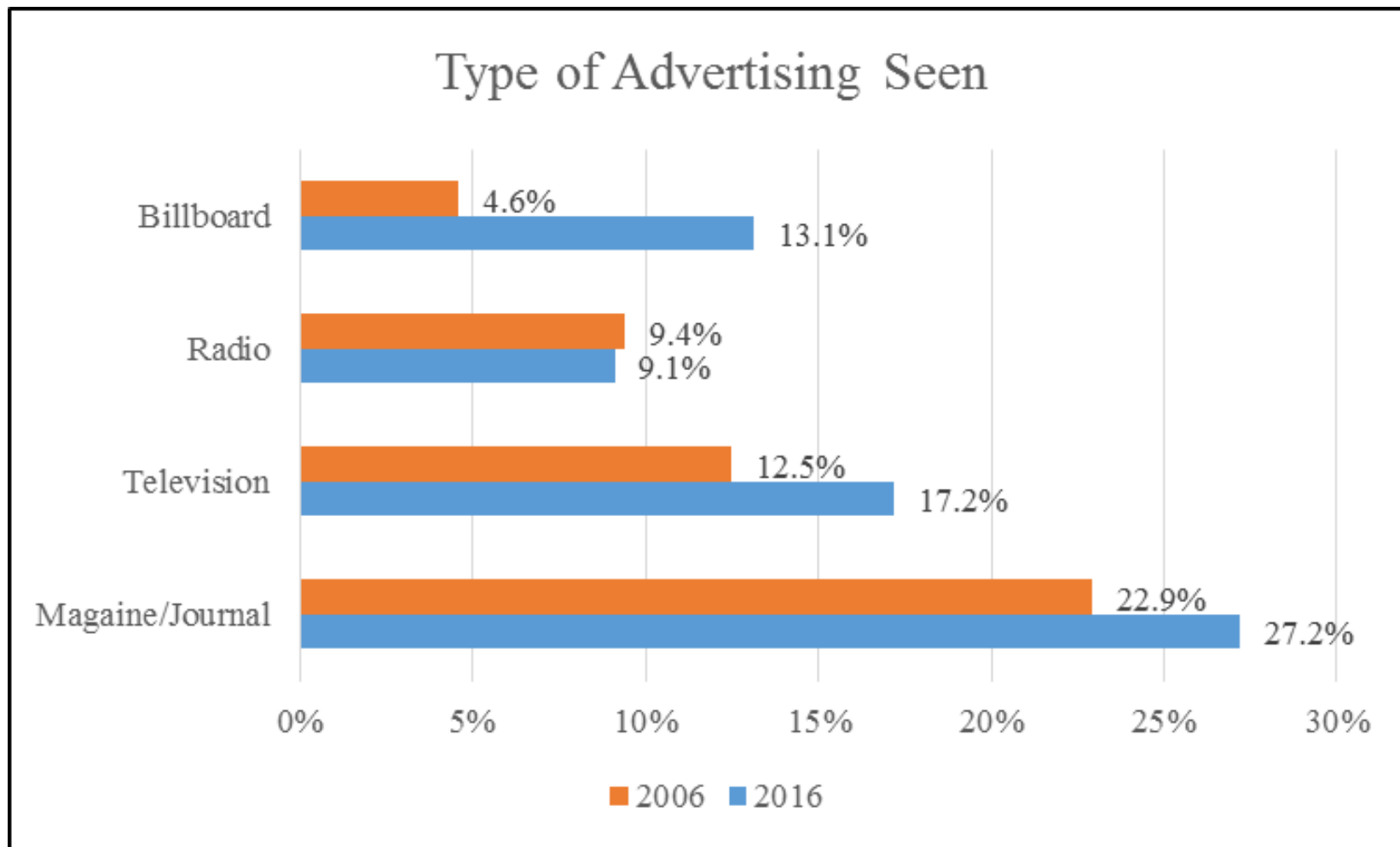


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Texas Wine Advertising

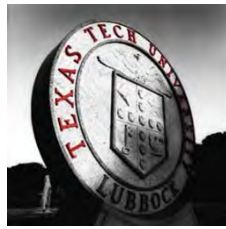


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Summary / Conclusion



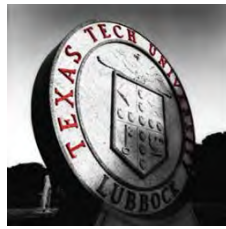
- Evolutionary and dynamic
- Most consumers started to drink wine several times a week, compared to once a week in 2006.
- Consumers began to place a greater value in terms of importance and significance of wine in their lives
- Subjective knowledge increased with 2016 having a greater tendency for consumers to know “much” about wine whereas in 2006 consumers were more prone to know “a little” about wine.



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Summary / Conclusion

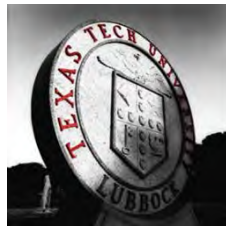


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Summary / Conclusion

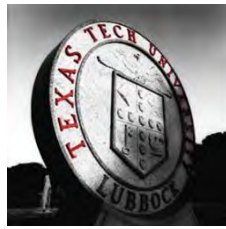
- Results also showed that overtime consumers showed less preference towards one wine specifically, and are more open to both sweet and dry wine.
- Overall, from 2006 to 2016 the preference for white, red and blush remained relatively stable. When considering the preferences for sweet vs. dry wine (or those with no preference) those who preferred sweet wine, have drastically increased in their preference for sweet red wine, whereas a dramatic drop in the preference for sweet blush wine was apparent.



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Summary / Conclusion



- The strongest region preference remains with California
 - Largest increase was that nearly $\frac{1}{4}$ of consumers now prefer the Texas wine region, compared to approximately 17% in 2006.
- Likelihood to recommend has doubled
 - 40% of consumers suggested they would either likely or highly likely recommend Texas wine to others and 50% were likely or very likely to purchase Texas wine over the next year. In 2016 almost 85% are likely or very likely to purchase Texas wine within the next year and almost 80% are likely to recommend Texas wine.



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Questions

