Wine on the Spot: Product Knowledge and Purchase-Venue Choice

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The study proposes and tests a model of the relationships between wine consumer characteristics and purchase-venue choice.

**Consumer characteristics**: product knowledge (both subjective and objective), product involvement, age

**Purchase-venue choice**: *physical* shopping venues (restaurants, bars, grocery or liquor stores) versus *virtual* shopping venues (mail order or Internet)
A Model of Wine Purchase Venue Choice

Customer Background
- Wine Involvement
- Age

Customer Knowledge
- Subjective Knowledge
- Objective Knowledge

Purchase Venue
- Physical
- Virtual

Notes:
1. $ spent are divided by income category, hence relative
2. All relationships are hypothesized to be positive
Relationships among the Model Constructs

1. Subjective knowledge is more likely to be positively related to the use of virtual shopping venues than to physical venues.

2. Objective knowledge is more likely to be positively related to the use of physical shopping venues than to virtual venues.

3. Product involvement has a positive relationship with both subjective and objective knowledge.

4. Age has a positive relationship with both subjective and objective knowledge.
Sample and Procedures

- Telephone survey of US households
- Qualified subjects were
  - 21 years of age and older
  - consumed wine
  - had consumed wine within the past 12 months
- 14,821 random telephone calls made
- 5,650 respondents reached
- 923 qualifying participants
- 54% agreed to participate
- The final sample consisted of 502 competed interviews
Measures

- **Shopping venues:**
  Expenditures through *virtual venues*: single question.
  Expenditures at *physical venues*: three separate questions (restaurants, bars, grocery stores) (CFA)

- Responses were divided by the reported income category (to make expenditure relative to the respondent’s income)
Measures (cont.)

- **Objective knowledge**: four questions involving factual information about wine.

- **Subjective knowledge**: respondents’ self-reported assessment of product knowledge. Park, Mothersbaugh, & Feick (1994)

- **Product Involvement** – modified version of Personal Involvement Inventory (Mittal, 1995)

- **Age**: number of years since the respondent was born
Results

A Model of Wine Purchase Venue Choice

Note: $ spent are divided by income category, hence relative
Discussion

- Relationship is more likely to occur between **subjective knowledge** and **virtual shopping** venues than with physical venues.

- The effect of self-confidence?
Discussion (cont.)

- **Objective knowledge** is likely to be positively related to the use of *physical shopping venues*.

- Objective knowledge is an indicator of information processing capacity - consumers with high levels of objective knowledge are likely to feel more comfortable in physical retail venues.

- Negative relationship between objective knowledge and the use of virtual shopping venues may reflect the net effect of the strength of the relationship between age and objective knowledge.
Product involvement is positively related to both subjective and objective knowledge.

Age is also positively related to objective and subjective knowledge.

Both age and involvement have indirect and positive relationships with venue choice.
Limitations

- Data collected in only one jurisdiction
- Relationships between wine consumer characteristics and venue choice may be moderated by variables not identified in current study