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Management Summary

Does personality influence the preference for a certain wine label?

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Management summary

Introduction and motivation

As a marketeer, I am interested in how to seduce people to buy a certain product or service, and become a fan of the brand. I find it particularly interesting how our brain works, and how to influence our thought processes. Repetition and recognition are important; telling the same story repeatedly has proven to work in the long run. But how does it actually work? How do we make decisions?

Neuroscience has proven that our subconscious mind does most of the work in our brains. The subconscious is a very interesting and intriguing part of us as human beings, and influenced not only by sight, but by all our senses: vision, hearing, touch, smell *and* taste. Imagine the possibilities for multisensory marketing!

Besides marketeer, I am also an introverted person finding her way in an extraverted oriented world. That made me think; would this type of personality influence our preference for a certain wine label design?

Objective and research question

Research has shown that packaging plays an important role in buying preference. It is even extremely important in case of wine: there is a lot of information available with different brands, price levels, grape varieties, regions, and sweetness levels. We buy wines based on the information on the label and assess the quality and expected taste. We only find out at home whether that was a correct judgment or a waste of money. This goes for buying wine in stores as well as online.

Human behaviour and thinking are linked to what people look at, so being able to measure eye gaze adds value to behavioural research and analysis. Eye tracking research is widely used to measure the effectiveness of marketing communication. It shows what is seen, and how long it takes before subjects see the main message.

Knowing the interesting and intriguing way our brain works, I was curious whether the choice of a wine was dependent on our personality. Therefore the research question was stated:

> *Does personality influence the preference for a certain wine label?*

The goal of the research is to explore whether there is a significant relationship between the two variables: personality and label choice.

Methodology

To research the given topic, eye tracking research was conducted. Due to limited time and resources, a limited number of people could be invited for this eye tracking research. Therefore, a specific sample of the research population - wine drinkers in the Netherlands - was selected by conducting an online questionnaire first. In this questionnaire, people were asked to answer general questions related to wine drinking, gender, age and whether they would score themselves as introverted or extraverted people.

For the eye tracking research, two different wine labels were chosen that are totally different in design, but contained similar content. Theory and research on wine label design and eye tracking gave pointers on what the label designs should contain. Moreover, in order to make any useful conclusions, it was important that the two designs were distinctive, but contained the same content. One wine label that was used, is an existing champagne label in neutral colours, a drawn image of a vineyard, and classical typography. This is seen as the introverted label design. The extraverted label design used modern typography, and an art visual in bright colours. A sample size of 23 people took part in the eye tracking research; 12 males, split equally between introverted and extraverted people, and 11 females of which 6 were extraverted and 5 were introverted.

All subjects were shown the two label designs on screen, and then were asked what wine they would buy, and why. The data was then transferred into SPSS to analyse the data and test the research question.

Content

The research paper is built up around five major chapters. First, an introduction into neuromarketing is given with an explanation why it is important for the wine industry. Eye-tracking research as part of neuroscience is also further explained. The second chapter focuses on the theory of wine label designs, and personality traits of introverted and extraverted people. Thirdly, the methodology is explained, giving an insight in how the research is conducted and how the data was gathered. The fourth chapter analyses all the data, with the final chapter giving a conclusion, recommendations and limitations of the research.

Conclusion

The research population consisted of an approximately equal number of extraverts and introverts, and label preferences were also equally divided between the two different label designs. One could assume there was a relationship between the two. However, as analysis proved, there was no significant relationship between personality (being introvert or extravert), and the preference for a specific wine label.

Because data was available in what people looked at first, and what they looked at longest, I tested if there was a significant relationship between first look and label choice, and longest look and label choice. Again, no significant relationship was found between these variables.

The research did underline the importance of using a visual in the wine label design. Moreover, the bottom of the label is hardly looked at, indicating that no important messages should be put here. This is in line with conclusions from other research. Due to limited time and budget, the sample size of this research is limited and with that generalizations need to be made cautiously. A follow up research could be interesting, in order to test for a specific correlation between what wine people buy, and their gaze time and fixation. Moreover the label designs could be shown in a random order, to test if the extraverted label design attracts most attention, or whether this was because we are used to read from left to right.