



Contents lists available at ScienceDirect

Food Quality and Preference

journal homepage: www.elsevier.com/locate/foodqual

Extrinsic attributes responsible for red wine quality perception: A cross-cultural study between France and Spain



María-Pilar Sáenz-Navajas^{a,b,*}, Jordi Ballester^{a,c}, Dominique Peyron^{a,c}, Dominique Valentin^{a,d}

^aCentre des Sciences du Goût et de l'Alimentation, UMR6265 CNRS – INRA-UB, 9E Boulevard Jeanne d'Arc, 21000 Dijon, France

^bLaboratory for Analysis and Enology, Department of Analytical Chemistry, Faculty of Sciences, University of Zaragoza, Zaragoza, Spain

^cIUVV Jules Guyot, Université de Bourgogne, 1 rue Claude Ladrey, 21078 Dijon, France

^dAGROSUP, Université de Bourgogne, 1 Esplanade Erasme, 21000 Dijon, France

ARTICLE INFO

Article history:

Received 15 July 2013

Received in revised form 10 February 2014

Accepted 10 February 2014

Available online 19 February 2014

Keywords:

Wine

Cross-cultural

Extrinsic quality

Categorization task

Consumer

ABSTRACT

Understanding quality perception requires focusing both on product proprieties and consumers' representations. The goal of this study was to access the representations of perceived extrinsic wine quality of consumers from two different wine regions in two European countries with an important wine tradition: La Rioja-RJ-(Spain) and Côtes du Rhône-CdR-(France).

Twenty commercial red wines (ten from RJ and ten from CdR) were evaluated in terms of quality by means of a categorization task. Ninety-five French and 93 Spanish consumers had to categorize the 20 wines according to four levels of quality going from very low to very high quality.

Three clusters of French and two of Spanish consumers have been identified. Country-of-origin of wine arises as the most important extrinsic cue for less-involved French and Spanish consumers, while more-involved consumers with higher knowledge in wine are able to interpret and use a wider range of cues. Consumers' knowledge, involvement and nationality appear to be good predictors of quality perception.

These results are relevant for the field of sensory analysis in that they help understanding the construction of quality perception. The wine industry can benefit also from these results, especially when exporting wines. This cross-cultural study may help them to develop marketing strategies able to enhance the quality perception of wines and to make use of different extrinsic factors.

© 2014 Elsevier Ltd. All rights reserved.

1. Introduction

It is of high interest for the food industry in general, and in particular, for the wine industry to understand the quality indicators of a product as well as the relative importance consumers attach to these indicators when inferring quality. This knowledge enables producers to improve the quality perception of their product in the market, which is a determining factor in final consumer's purchases.

Quality concept formation has been described to be dependent on the product, on the consumer, and on the context (Ophuis & Vanrijp, 1995). This means that understanding consumers' quality perception entails to disclose the quality cues linked to the product object of study, the consumers' variables affecting quality perception as well as the context of consumption. The later cannot be controlled by the producer once the consumer has bought a

product such as a bottle of wine. On the contrary, predicting quality perception based on the characteristics of the consumers susceptible to buy a product is an interesting tool for increasing the understanding of quality perception. The importance of both product and consumers' characteristics linked to quality perception is further reviewed taking wine as an example of complex product.

2. Literature review

2.1. Wine characteristics related to quality perception

Wine quality perception is a multidimensional concept and has been widely demonstrated to be based on both intrinsic and extrinsic cues of the product (Veale & Quester, 2009). Intrinsic cues are those related to the wine itself and cannot be modified once the product is bottled. These properties are linked to organoleptic properties such as flavor, color or mouthfeel. In general, wine quality judgments are traditionally developed by winemakers or wine experts based exclusively on intrinsic properties. However, perceived wine quality strongly depends not only on intrinsic

* Corresponding author at: Laboratory for Analysis and Enology, Department of Analytical Chemistry, Faculty of Sciences, University of Zaragoza, Zaragoza, Spain.
E-mail address: maria@saenz.info (M.-P. Sáenz-Navajas).

properties but also on its extrinsic properties or general image (Charters & Pettigrew, 2007; Jover, Montes, & Fuentes, 2004; Veale & Quester, 2009).

On the one hand, intrinsic cues have been reported to contribute positively to the quality perception of traditional food products such as wine (Almli, Verbeke, Vanhonacker, Naes, & Hersleth, 2011). For instance, the role of intrinsic quality is reported to be especially important when a brand or protected designation of origin (PDO) is trying to consolidate its position in a market. However, when the PDO is well recognized and consolidated, quality perception is not only focused on the product itself, but mainly on the extrinsic attributes of the product (Espejel, Fandos, & Flavián, 2007). On the other hand, wine quality has been shown to be dominated by the influence of extrinsic cues on both expected (before being consumed) and experienced (after being consumed) perception (Veale & Quester, 2009). Even experts heavily rely on extrinsic cues, based on their previous experience, whenever these cues are believed to be strongly predictive or interpretable (Heimbach, Johansson, & Maclachlan, 1989; Rao & Olson, 1990). The importance of extrinsic cues on the formation of quality concept mainly lies in the fact that in most wine purchases consumers cannot taste wine, what makes them rely on wine's extrinsic cues for inferring quality.

Different extrinsic cues have been demonstrated to influence wine quality perception. Among them, country-of-origin of wine (Veale & Quester, 2008, 2009), bottle weight (Piqueras-Fiszman & Spence, 2012), bottling-estate bottled, bottled by merchant or by a cooperative (Sáenz-Navajas, Campo, Sutan, Ballester, & Valentin, 2013), type of wine or appellation (Martinez, Molla-Bauza, Gomis, & Poveda, 2006), back label information (Mueller, Lockshin, Saltman, & Blanford, 2010), label aesthetic (Chrea et al., 2011; Rocchi & Stefani, 2006) or the presence/absence of awards (Chrea et al., 2011; Lockshin, Wade, d'Hauteville, & Perrouty, 2006) have been demonstrated to play an important role in the construction of the quality concept of different consumers.

Extrinsic cues seem to be especially important for traditional food products, because their sensory quality is associated to a certain local area, region or country (Vanhonacker, Lengard, Hersleth, & Verbeke, 2010). Given the regional specificity of wine, it is expected to generate an important region-of-origin effect (Van Ittersum, Candel, & Meulenberg, 2003). This is because origin cues evoke beliefs about traditions, inhabitants, culture, etc..., what can lead to an important influence on quality perception through cognitive processes (Van Ittersum et al., 2003).

2.2. Consumer's characteristics related to quality perception

Quality perception was shown to vary among wine consumers and to be dependent on diverse factors such as their age and gender (Bruwer, Saliba, & Miller, 2011), wine involvement (Bruwer & Huang, 2012; Lesschaeve & Bruwer, 2010; Lockshin, Spawton, & Macintosh, 1997) or wine knowledge (Veale & Quester, 2009) among others. This is the reason why there is an increasing interest in carrying out consumer studies able to uncover wine preferences based on consumer's differences and hence gaining knowledge in market segmentation (Belvaux & Guibert, 2012; Bruwer & Buller, 2013; Carbonell, Izquierdo, Carbonell, & Costell, 2008).

According to Bruwer and Huang (2012) wine involvement reflects the extent of personal relevance of the wine-related decision to the individual in terms of one's basic values, goals, and self-concept. In other words, it reflects the interest or enthusiasm that the consumer feels for the product. Consumer's level of involvement has been shown to be a viable segmentation approach able to explain mainly wine choices (Lockshin, Wade, d'Hauteville, & Perrouy, 2006). Research carried out across two countries (France and Australia) has demonstrated that consumer's level of involvement

can be an even better predictor of wine choice behavior than nationality of consumers (Lockshin, Quester, & Spawton, 2001). High- and low-involved consumers were shown to use different extrinsic cues when choosing a wine bottle. Low-involved consumers tend to simplify their choice by using mainly extrinsic cues such as price or awards while more-involved consumers use more information and are interested in learning more (Lockshin, Wade, d'Hauteville, & Perrouy, 2006). Although wine involvement was demonstrated to be a viable segmentation strategy for predicting wine choice, little is reported about its relation to quality perception.

Another consumer-related characteristic important for understanding consumer's behavior is wine knowledge. This is a concept formed by two constructs: expertise and familiarity (Chocarro, Cortinas, & Elorz, 2009). The former can be evaluated by measuring either objective or subjective (or self-reported) knowledge, which have shown to be strongly correlated and enables to treat them as a unique construct (Mitchell & Dacin, 1996; Rao & Monroe, 1988). Thus, two dimensions of knowledge are identified: familiarity and expertise, being both interrelated since expertise is acquired through familiarity. Concerning familiarity, it can be distinguished between conceptual familiarity, which is related to the meaning of the extrinsic cues, and perceptive familiarity, linked to mere exposure. Exposure is the accumulated number of product-related experiences (Alba & Hutchinson, 1987) and encompasses consumer's frequency of purchase and consumption of a product (Chocarro et al., 2009; Fischer & Frewer, 2009). The relative importance given by consumers to extrinsic and intrinsic cues varies depending on wine familiarity of consumers with product's quality cues (Rao & Monroe, 1988; Rao & Olson, 1990). Thus, when there is an absence of wine familiarity, consumers base their quality evaluation on simplified heuristic cues as they do when they are confronted to both intrinsic and extrinsic factors (Banovic, Fontes, Barreira, & Grunert, 2012). Consumers moderately and highly familiar with a product tend to use intrinsic cues to a greater degree than consumers less familiar with the product who mainly use extrinsic cues (Rao & Olson, 1990). An increase in familiarity with the quality cues facilitates the access to product information stored in semantic memory, developing stronger perceived correlations between known cues and expected quality (Banovic et al., 2012). This familiarity effect has been reported to be product-specific (Park & Lessing, 1981). It was demonstrated to influence the extent to which consumers interpret information for developing quality judgments of food products such as asparagus (Chocarro et al., 2009) or beef (Banovic et al., 2012). However, little is known about the effect of familiarity on wine quality perception. More specifically, we are far from understanding how familiarity affects the concept of wine quality developed by consumers and how different extrinsic factors contribute to the construction of this concept. Furthermore, more research on consumer's familiarity with food is called for gaining knowledge in quality perception (Banovic et al., 2012).

2.3. Cross-cultural approach and wine familiarity for understanding consumers' quality perception

An interesting way to evaluate the effect of consumers' familiarity on quality perception is to use cross-cultural studies as domestic products are usually more familiar to consumers than foreign products. Cross-cultural studies generally converge in concluding that an increase in familiarity leads to an increase in preference and quality perception (Schnettler, Ruiz, Sepulveda, & Sepulveda, 2008) and gives rise to country-of-origin effects (i.e., the fact that consumers tend to like best products from their own country). This country-of-origin effect has been attributed to pronounced differences in diet habits and practices, even among culturally close

Download English Version:

<https://daneshyari.com/en/article/4317224>

Download Persian Version:

<https://daneshyari.com/article/4317224>

[Daneshyari.com](https://daneshyari.com)