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Context and wine quality effects on consumers' mood, emotions, liking and willingness to pay for Australian Shiraz wines

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Abstract

This study investigated the effect of different contexts on consumers' mood, product-evoked emotions, liking and willingness to pay for wine. Three consumer trials (n = 114, 115, and 120) examined 12 Australian commercial Shiraz wines, with a sample set each comprising one of each of high, medium-high, medium-low and low quality wines as designated by an expert panel. Wine consumers evaluated the same set of wines in the three different contexts, ranging from a highly-controlled laboratory setting to more realistic restaurant and at-home settings. Results showed that high quality wines were liked more and elicited more intense emotions of positive valence compared to wines of lower quality. Context effects were observed on emotions, but not on liking, indicating that although emotions and liking are correlated, the measurement of emotions can deliver additional information over liking. Tasting wine in the restaurant context evoked more intense positive emotions compared to the home and laboratory contexts. Participants' mood before tasting

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