

New survey helps consumers choose the right wine

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A new survey by University of Adelaide researchers is looking at the reasons behind wine consumers' choices.

If you're buying wine this festive season, spare a thought for the things about wine that attract you to one bottle over another.

A new [national study](#) is being conducted by researchers from the University of Adelaide to learn more about what consumers believe are the most important factors in their choice of [wine](#).

The study gives consumers the chance to nominate a range of different influencing factors - such as the type of wine, the wine-making process, the packaging, cost and brand loyalty - that affect their purchasing decision.

Wine lovers will also be asked about how they respond to the various sensory characteristics of wine, such as smell and flavor.

The online study is being conducted by PhD student Anna Crump under the supervision of Dr. Kerry Wilkinson, Lecturer in the School of Agriculture, Food & Wine at the University's Waite Campus.

"There are so many different aspects of wine that consumers can either take into consideration or choose to ignore, depending on their level of interest and their knowledge," Dr. Wilkinson says.

"Our research is aimed at all different types of wine lovers - from the casual, once-a-month wine drinkers to the connoisseurs with well-stocked cellars. No matter what your past experience or understanding of wine, all input into this study is equally valid," she says.

"The sensory characteristics of wine are extremely important to the wine-makers, but we also want to know how important they are to the [consumers](#)."

Dr. Wilkinson says Australia's wine industry has a reputation for being innovative and at the cutting edge. "Any information and advice we can provide will benefit our industry's competitiveness, and maintain the level of quality for which our industry is renowned," she says.

The online survey should take only 10 minutes to complete and responses are anonymous. Those who choose to provide their contact details will go into the draw to win a case of premium Australian wines.

More information: The survey can be found at: bit.ly/wine2010 .

Provided by University of Adelaide

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