

Winery experiences affected by more than what is in your glass

July 19 2023



UBC Okanagan research has determined there is a lot more to a tasting at a local winery than what is being poured into the glass. Credit: UBC Okanagan

New research from the University of British Columbia's Okanagan campus has determined that enjoying a tasting at a winery goes well

beyond the sip.

Professor Annamma Joy, with UBCO's Faculty of Management, conducts research in the area of consumer behavior and branding with a special focus on [luxury brands](#), fashion brand [experiences](#), wineries and wine tourism.

Dr. Joy, along with her collaborators and students, studied several Okanagan wineries over a three-year period to comprehensively document the experiences of visitors. Each year, BC's wineries welcome more than one million people, and Dr. Joy's latest research—published this month in the *Journal of Retailing*—confirms that people are judging more than what is in the glass.

For the study, the researchers detailed a number of items including the material features of the winery and the sensorial theme, such as music and lighting. They took note of everything including the landscape, architecture, views from the windows, layout of the store and the physical space of the tastings. Even the [social interaction](#) between staff and customers was considered.

Each of these elements are subjectively perceived and work together in the co-creation of "affective atmospheres" that are central to the success of a winery, she explains.

"We confirmed that a winery consumer's experience is individual and shaped, in part, by their knowledge of wine and understanding of preference," says Dr. Joy. "Not only is the experience influenced by the aesthetics of the winery, the service received and the wine itself, but also by differences between novices, experts and enthusiasts."

Dr. Joy explains that the research findings have implications for winery operators when they consider the desired consumer experience. For

instance, visitors with a high level of expertise may view sensory stimulation and social interactions with other experts as more important to the visit.

"Wineries that consider the dynamic interaction between customer's orientation and their level of expertise may create more positive experiences," says Dr. Joy. "Overall, it is clear that staff being themselves and being sensitive to specific visitor needs and making them feel welcome, is crucial for visitor appreciation of the winery."

She suggests the findings highlight the importance of a holistic approach to achieving consistency across material features, sensorial modalities and social interactions of a winery.

"By recognizing the interplay of these elements, [retailers](#) can strategically design their spaces and interactions to cultivate specific emotional experiences for their customers."

The findings have implications for retailers outside of the [wine industry](#), she adds.

"Experience-driven and knowledge-based industries where there are discernable differences between novices, experts and enthusiasts may consider how to—through their retail atmospherics—respond according to these needs and expectations."

So, what does it take for a first-time [customer](#) to experience a sense of belonging at a winery?

"The answer is quite simply connection," she adds. "People desire connection to enhance their experience, and wineries need staff members who are prepared to respond and improvise as needed to strengthen that connection between the customers."

More information: Annamma Joy et al, Co-creating affective atmospheres in retail experience, *Journal of Retailing* (2023). [DOI: 10.1016/j.jretai.2023.05.002](https://doi.org/10.1016/j.jretai.2023.05.002)

Provided by University of British Columbia

Citation: Winery experiences affected by more than what is in your glass (2023, July 19)
retrieved 29 April 2024 from <https://phys.org/news/2023-07-winery-affected-glass.html>

This document is subject to copyright. Apart from any fair dealing for the purpose of private study or research, no part may be reproduced without the written permission. The content is provided for information purposes only.