

A PROFILE OF ROSÉ CONSUMERS FUELING ITS GROWTH: PINK IS NOT JUST FOR FEMALES!

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A successful winery marketing strategy requires creating value for the consumer by providing them products that they desire (Armstrong and Kotler, 2017). While wine is a traditional product that has been traded and consumed for thousands of years, wine consumers and their needs have changed. According to Euromonitor, still Rosé dollar and volume sales grew faster than still red and white wines between 2016 and 2017 (Global Market Information Database, 2018). The value of Rosé wines grew faster than the volume, indicating that both the price and the volume of Rosé has increased. Nielsen data from 2016 showed a 54% increase in dollar volume for blended table wine blush compared to the previous year, while total table wine grew just 4.8% during the same period (Perdue, 2017). Wine consumption is often segmented by generation and research suggests that there is an opportunity for wineries to attract consumers to purchase their brands by offering Rosé (Wolf et. al., 2018);. This research will provide wineries with valuable information for product creation, positioning, and targeting to capitalize on the increased interest in Rosé wines.

The objective of this research is to generate a profile of Rosé consumers to identify the target market for Rosé. A survey was designed to collect information related to demographics, drinking behavior, wine purchasing behavior (including country of origin and varietal), the wine information search process, and wine characteristics that are desirable in the purchase decision. The survey instrument was completed using a mall intercept personal survey approach in California and is a convenience sample of 1070 wine purchasers collected in February and October 2017. Statistical differences in the means for ratio data and interval data are evaluated using independent sample t-tests. Statistical differences in nominal and ordinal variables are identified using a chi-square test.

Rosé consumers are more likely to be Millennials. Over half of Millennials (59%) indicated that they purchase Rosé, while 44% of Generation X and 35% of Baby Boomers purchase Rosé. Rosé consumers are more likely to be females with 56% of female respondents indicating that they purchase Rosé (only 33% of male respondents indicated that they purchase Rosé wines). However, 70% of female Millennials and 44% of male Millennials purchase Rosé suggesting that the Rosé target consumer is no longer only females. Rosé consumers are more likely to be single and have a college degree.

Rosé purchasers spend more on wine in a typical month, \$97, compared to \$86 for non-rosé purchasers. They purchase wine in more locations and 35% are likely to plan to trade up to higher priced wine in the future compared to non-rosé purchasers, 24%. More Rosé purchasers have bought wine from Italy or France than non-purchasers. Rosé purchasers buy more varietals and blends. Rosé purchasers are more likely to go wine tasting (75%), attend an event at a winery (46%), and take a photo of wine and upload it to social media (22%). Rosé purchasers are more likely to consider themselves a foodie and a wine enthusiast, and enjoy trying new wines and new restaurants.

When making a decision to purchase wine, very desirable attributes to Rosé purchasers are *good value for the money, varietal I like, high quality product, a brand I know, a brand recommended by friends, and a good drink for socializing*. Since they buy wines from many countries, it follows that Rosé purchasers rate the desirability of wine produced in California lower, but rate *produced in Europe and southern regions* higher than non-purchasers. They also rate the characteristics *fun to drink* and *great for photos on social media* higher than non-purchasers. Rosé purchasers use more sources of information in their wine purchases. The internet is used by 46% of Rosé consumers with Facebook, winery websites, and Instagram used by 30%, 25%, and 20% of Rosé consumers, respectively.

The Rosé wine consumer is young, active, engaged in the wine world, and willing to try new wines. This research suggests the potential for wine producers that offer a Rosé wine under their brand to attract consumers that spend more, plan to trade up to higher priced wines in the future, enjoy trying new wines, and enjoy uploading photos of wine on their social media pages. Attracting these consumers could have a beneficial impact on brand sales, and possibly awareness, if they also share the wine on their social media.

References

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