

Considering the effects of perceived website personality on wine purchases in m-commerce and why gender matters

Jean-Eric Pelet ESCE Paris, France

je.pelet@gmail.com

Purpose: Wine growers, wine merchants, oenologists and wine lovers who sell wine from their cellars, in supermarkets, or on their websites or apps personalize their product for promotional reasons. Webpages or apps sometimes offer themes to provide the system with a particular personality. Unfortunately, even if differences of perception exist among consumers, the question of website personality does not seem to have been investigated in a mobile commerce (m-commerce) context.

Design/methodology/approach: This study examines the effects of the personality of mobile-phone websites and apps promoting or selling wine, and the perception and attitude of the consumer, on his/her online purchase intention. The moderating effects of age and gender are also analyzed. The research was conducted on French consumers. Through online and personal survey questionnaires, 275 responses were collected. Data was interpreted using SPSS 20.

Findings: The results show significant effects of website personality on attitude towards the wine website and purchase intentions. The moderating effects of gender and age have been examined. The results indicate that the impact of wine website personality on consumer attitudes is stronger for women than men; however this relationship does not vary according to age.

Practical implications: Wine producers and retailers should consider gender to enhance sales and loyalty to m-commerce websites. Managerial implications are discussed.

Originality/value: Wine m-commerce studies are limited.

Keywords: *mobile commerce, wine purchase, attitude, website personality, gender*