

Look at Me and My Glass of Wine! A Moderated Mediation Analysis of the Effect of Narcissism on (Over)Consumption of Wine

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Abstract

Is wine consumption a beautiful experience? This answer seems to be affirmative because wine consumption is an aesthetic and social experience and takes on hedonic dimensions. This research investigates the effect of narcissism (i.e. love of one's self-image) on wine intoxication experience. Specifically, this effect is moderated by subjective knowledge and mediated by social attractiveness associated with wine. We conducted an online field study (final $N = 654$). The results confirm our hypotheses and first show that narcissism enhances social attractiveness associated with wine, which in turn increases wine intoxication experience (mediation analysis, Model 4). Results of a moderated mediation analysis (subjective wine knowledge as the moderator, Model 7) further show that the indirect effect was stronger for people high in subjective wine knowledge. This research sheds on when and why narcissism influences wine consumption and has strong implications for managers involved in the wine business industry and policy makers.

Keywords: wine, sensory experience, personality, self-image, responsible drinking
