

## **Informational Value of Peers' and Experts' Ratings on Perceived Quality: Stated and Revealed Preference of Wine Consumers in a Non-Hypothetical Home Use Test Setting**

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### *Abstract*

◦*Purpose* – This paper aims to examine the extent to which the perception, evaluation, and willingness to pay for wine of wine consumers are influenced by their exposition to wine quality information in a home use-test setting.

◦*Design/methodology/approach* – As an alternative to laboratory tests, we designed a remote sensory evaluation using a home-use-test (HUT) setting and an experimental online auction. We expose untrained regular consumers of red wine (n=300) from France and Spain to both positive and negative word-of-mouth (either peers' or experts' ratings) in a home-use test setting. To unveil the stated and revealed preferences of the participants, we combine the use of emotion monitoring with Facereader and the use of free comment for a word-based sensory description of four red wines (from Bordeaux and Rioja). To determine the impact of the information provided on their willingness to pay, we conduct online a non-hypothetical design, the Becker, De Groot, Marschak (BDM) experimental auction method. Thanks to the questionnaire we also reconstruct the purchasing and consumption patterns of the respondents.

◦*Findings* – Some results are yet to be developed to determine the informational value of peers' and experts' ratings to wine consumers.

*◦Practical implications – Our interdisciplinary study involving experimental economics, sensory sciences, and psychology contributes by presenting the first protocol for conducting a combined HUT, online auction as well as implicit and explicit measures of the sensory and hedonic analysis. It is also the first exploratory study developing a covid-proof experimental design for wine.*

*For the industry, it is valuable to know what source of quality information has more value for the consumers.*

Key words: Incentive compatible experiment, willingness to pay, stated and revealed preferences, positive and negative word of mouth, perceived quality

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