

## Wine and Value: An Extended Abstract

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### 1. INTRODUCTION

Neil Diamond wrote *Red, Red Wine* in 1968, later covered and popularized by UB40. The song's lyrical theme depicts wine as a prescription for romance and disappointment, indicating that wine provides value as a coping mechanism. Wine's value extends far beyond coping and perhaps no consumer product is more widely depicted as celebratory depicted well in the Veronese painting of *The Wedding Feast at Cana*, residing in Paris conspicuously opposite the Mona Lisa. Wine satisfies more mundane purposes as well as a digestive aid when matched with food. The appropriate use of wine, like with many other products, can enhance or become deleterious to quality of life. The research program described here aims at developing a psychometric device for assessing the general value appeal of wine as a human individual difference.

### 2. PRELIMINARY LITERATURE REVIEW

Early archaeological evidence found in the South Caucasus suggests that people have used wine as a social lubricant, for medicinal purposes, and for its mind-altering properties (McGovern et al. 2017). In such cases, the pleasure associated with the consumption of wine can be considered visceral. Cambridge Dictionary (2019) defines the term *visceral* as a pleasure "based on deep feeling(s) and emotional reactions rather than on reason or thought." However, not all reasons for consuming wine are that intangible. Literature also describes lubrication (thirst satiation) as a primary purpose of wine consumption (Charters & Pettigrew, 2008). A separate category of motivation concerns pairing wine with food, socialization, and intoxicating properties. Social pressure also plays a role in wine consumption and can manifest itself in threats to self-identity (Charters & Pettigrew, 2008).

The visceral perspective can be contrasted with an epicurean dimension. Cambridge dictionary (2019) defines epicurean as “getting pleasure from food and drink of high quality.” Unlike hedonic pleasure, epicurean pleasure is distinctively associated with wine (Merriam-Webster, 2019). Furthermore, the term *Epicurean* avoids moral judgments associated with other terms and can be associated with drinking in moderation (Cornil & Chandon, 2016). Cognitive concepts such as intellectual challenge, diversity, and exploration of, for instance, grape variety have also been shown to be motivators of wine consumption (Charters & Pettigrew, 2008). Epicurean pleasure places wine within the realm of art (Charters & Pettigrew, 2005). Further, an epicurean view holds that drinking pleasure goes hand in hand with moderation and wellbeing. In the discord between indulgence and restraint, this epicurean view is illustrated by the “gastronome” or “philosopher-diner,” who does not consider food and drink as intake, but much more importantly as a full sensorial and emotional experience (De Kerviler 2019). Gastronomes have acquired a sense of taste, gained through the development of a large repertoire of culinary options, allowing them to develop abilities to be discerning and discriminating vis-à-vis a variety of consumption experiences. In his book, the physiology of taste (1825), Brillat-Savarin intellectualizes and rationalizes gastronomy by dissecting the entire gustatory experience and by comparing it to an art. Taste is an instrument of aesthetic sensitivity and intellectual discernment between the laudable and the pedestrian (Ferguson, 2011).

The value pursued and derived from consumption experience as been captured parsimoniously in a small number of dimensions. Babin, Darden, & Griffin (1994) present the PSV scale capturing shopping value in two, non-mutually exclusive dimensions: utilitarian and hedonic value. Cornil & Chandon (2016), in much the same spirit, present a vehicle for assessing eating pleasure along visceral and epicurean dimensions. Consistently, other research identifies consumer wine personality as an important trait and distinguished a social dimension from a philosophical dimension of wine personality (Spielmann, Babin, & Verghote, 2016). Still, other research suggests that men consumer wine in an epicurean manner relative to women, who appear to value more the social aspects of wine (Thach, 2012).

### **3. RESEARCH PROBLEM INVESTIGATED**

The research presents the initial development of a scale representing wine consumers’ orientations for, and value pursuit, of drinking wine. Understanding the motivation drivers of different psychographic segments becomes essential for developing effective global marketing strategies (Spawton & Lockshin, 2004).

### **4. RESEARCH METHODOLOGY**

The initial stages of research rely heavily on content analysis of qualitative interviews in which consumers and service providers describe reasons for the consumption of wine. The content reveals the potential content for psychometric scale development. Expert judges then assess the content and attempt to classify meaningful statements into meaningful categories. Later stages of the process involve statistical analyses employing multivariate procedures including

confirmatory factor analysis. In general, the scale development methodology that is followed is well-documented in many sources (see Hair, Babin, and Krey, 2017 – for a review).

## **5. CONCLUSIONS**

The eventual goal is to provide a tool for wine researchers and practitioners to use in assessing how value is achieved from the consumption of wine, in general, and in specific contexts. As a consequence, recommendations can be made toward encouraging a consumption of wine more promotive of high quality of life. In addition, for wine marketing, the scale may provide an essential vehicle in understanding the positioning of wine and wine brands relative to other food and beverage offerings.

## **REFERENCES**

Available upon request.