

The Influence of Country of Origin and Wine Expertise on Consumer Perceptions in Pinot Noir Wines

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Abstract : Australia and New Zealand are neighboring countries in the New World wine industry, and their Pinot Noir wines have gained both production and reputation in recent years, competing in the international market. Consumer perception is heavily influenced by wine expertise, which plays a significant role in shaping their perceptions. This study aims to investigate the effects of country of origin and wine expertise on consumer perceptions. The results indicate that consumers' perceptions of Pinot Noir wines' astringency, sourness, sweetness, clarity, and bitterness are impacted by both country of origin and wine expertise. Of the five sensory attributes, sourness was found to have a more significant influence on consumer perceptions, while clarity had a minimal impact. Additionally, the study found that the country of origin had a greater impact on consumer perceptions than wine expertise.

Keywords : Australia, country of origin, consumer perception, New Zealand, wine expertise

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