Effect of personality in the emotional response evoked by wine samples

Maria Mora¹, Elena Urdaneta³, Carolina Chaya¹*

¹Department of Agricultural Economics, Statistics and Business Management. Universidad Politécnica de Madrid, Escuela Técnica Superior de Ingeniería Agronómica, Alimentaria y de Biosistemas, Madrid, Spain. ²BCCInnovation. Technological Center on Gastronomy. Donostia-San Sebastián, Spain. ³Euskampus Fundazioa, UPV/EHU, Bizkaia, Spain.
*Corresponding author: carolina.chaya@upm.es

INTRODUCTION

Emotions elicited by food products play an important role in the decision-making process. The expression of the emotions could be affected by a wide variety of individual factors such as age, education, culture, socio-economic status and personality. Therefore, the emotions elicited by a food product and the personality of the consumer could be related. The aim of this work is to find out the relationship between personality traits and emotional response elicited by different wines.

EXPERIMENTAL

Hedonic and emotional response evoked by six wine products were assessed by 175 consumers. A Spanish version of the EsSense25 questionnaire (Nestrud, Meiselman, King, Lesher, & Cardello, 2016) was used to analyze the emotional response. To establish a relationship between emotions and personality, consumers were segmented using the Big Five Inventory questionnaire (BFI) (John & Srivastava, 1999). Participants were asked to rate 44 statements of the BFI on a 5-point scale (1 = strongly disagree to 5 = strongly agree). Individual consumer ratings on the aggregated BFI dimensions were input to Hierarchical Cluster Analysis (HCA), based on the Euclidean distance and Ward agglomerative algorithm to determine personality consumers segments. To compare the effect of personality on the evoked emotions, 2-way ANOVAs were used.

RESULTS AND DISCUSSION

BFI results indicated that consumers could be segmented into 4 clusters: 1 (n=20), 2 (n=70), 3 (n=46), and 4 (n=37). The main differences on personality were found in two segments: 1, with higher scores in the neuroticism dimension and lower on extraversion and agreeableness, and 4, with higher scores on the extraversion, agreeableness, and consciousness dimensions (Figure 1).

When studying the relationship between personality and emotions elicited by wine, a strong effect was found on 14 emotions: active, adventurous, bored, disgusted, enthusiastic, free, happy, joyful, loving, pleasant, satisfied, tame, warm and worried.

Personality groups 1 and 4 showed opposite behavior: positive emotions received higher scores by cluster 4 (e.g.: enthusiastic), whereas cluster 1 gave higher scores to negative emotions (e.g: bored) (Figure 2).

No statistically significant interactions between wine and personality segments were found. However, if compared with a previous work (Mora, Urdaneta, & Chaya, 2018) results from the present study provided a more detailed description of the emotional response elicited by wine.

CONCLUSION

Personality traits have an additive effect on the emotional response and provide supplementary information. Clustering consumers with the proposed procedure improved discrimination power on the analysis of the emotional response evoked by wines. The personality effect should be considered in future studies to get a more accurate overview of the emotional response elicited by wine.

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Authors & affiliations: Mora, M.a,b; Urdaneta, E.c; Chaya, C.a (*)

\( a \) Department of Agricultural Economics, Statistics and Business Management. Universidad Politécnica de Madrid, Escuela Técnica Superior de Ingeniería Agronómica, Alimentaria y de Biosistemas, Ciudad Universitaria s/n, 28040 Madrid, Spain.

\( b \) BCCInnovation. Technological Center on Gastronomy. 20009 Donostia-San Sebastián.

\( c \) Euskampus Fundazioa, UPV/EHU, Edificio Rectorado, Barrio Sarriena Auzoa, 48940 Leioa, Bizkaia, Spain.

carolina.chaya@upm.es

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Emotional response studies deserve nowadays much research attention. However, few works have reported the influence of individual differences. The purpose of this research is to find out the relationship between personality traits and the emotional response of consumers.

Six wines were assessed in terms of hedonic and emotional response (modified EsSense25 (1)) by 175 consumers. Consumers were clustered into four consumers’ segments according to their personality traits measured by Big Five Inventory method (2).

A strong effect of personality on emotional response elicited by the wine samples was found on 14 emotions. In addition, a significant effect of wine was found for six emotions. The main differences on personality were due to two consumers’ segments: Group 4, with higher scores on dimensions of extraversion, agreeableness and consciousness and Group 1 being higher in the neuroticism dimension and lower on extraversion and agreeableness. In terms of emotional response both groups showed opposite behaviour: Positive emotions such as active, adventurous, enthusiastic, happy, joyful, loving, satisfied and warm received higher scores by Group 4 as compared to Group 1. The opposite happened with negative emotions such as bored, worried and disgusted, which were significantly higher in consumers Group 1, biased on the neuroticism dimension (Figure 1). No significant interactions (wine x personality) were found. However, as compared to a previous work (3) a better description of emotional response differences by wine was found. Splitting the consumers’ panel by their personality profile provided more evidence on the differences among wine evoked emotions (Figure 2).

To conclude, personality traits have an additive effect on the emotional response. This effect should be taken into account in future studies in order to get a more realistic overview of the differences among products in terms of emotional response.

Figure 1. Effect of personality group on emotions “enthusiastic” and “bored”
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Figure 2. Effect of personality group on “loving” emotion evoked by the different wines

