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## Perceptions of canned wine drinkers in outdoor leisure settings: a vignette study with swiss residents

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**Abstract.** This study explores the prejudices of Swiss residents toward consumers of canned wine in the context of outdoor leisure activities. Despite the convenience and environmental benefits of canned wine, it faces resistance from wine consumers based on prejudices. We investigate whether holiday outdoor settings such as *beach resorts*, *ski stations*, *desert safaris*, and *outdoor parties* could mitigate these prejudices, as leisure contexts might reduce the ritualistic consumption patterns associated with wine drinking. Using a vignette study, Swiss residents evaluated the personality traits of canned wine consumers across different scenarios. Our findings reveal that, overall, canned wine drinkers are judged negatively, particularly in the *beach resort* scenario, where traits like “health consciousness” and “environmental friendliness” are rated lower. Demographic factors, including age, gender, and education, as well as cultural background, significantly influence these judgements. Younger respondents and expatriates showed less prejudice compared to older and more traditional Swiss residents, suggesting a generational and cultural divide in attitudes. These results underscore the need for targeted marketing strategies to address persistent stereotypes and foster a more positive image of canned wine among diverse consumer segments.

**Keywords:** consumer perceptions, wine packaging, outdoor leisure activities, sustainability.

### 1. INTRODUCTION

Whether emerging from a busy week at work or embarking on an annual holiday, outdoor spaces provide the perfect escape for individuals to refresh their minds and uplift their spirits [1, 2]. Traditionally, outdoor leisure encompasses stunning landscapes such as forests, coasts, lakes, and mountains [3]. From the paradisiacal islands of the Caribbean to the winter wonderlands of the Swiss Alps, these destinations offer diverse opportunities for relaxation and recreation [4, 5]. Whether enjoying a meal on a sun-drenched beach, savouring a drink after skiing, or camping under a starry sky, these experiences are integral to holidays, inviting individuals to connect with nature and indulge in specially chosen food and beverages [6, 7, 8]. Never-

theless, this interaction with the environment can lead to significant waste, particularly from beverage consumption. Millions of wine bottles are consumed annually during holidays, contributing to greenhouse gas emissions and a larger carbon footprint [9, 10]. An eco-friendly alternative, such as canned wine, could mitigate this impact, offering convenience and sustainability.

When compared to glass bottles, aluminium cans offer several advantages: they are infinitely recyclable, lightweight, and convenient to carry over long distances, which can influence consumption patterns [11, 12, 13]. While canned wine tins are typically smaller in size (ranging from 187ml to 375ml -approximately two glasses of wine) compared to a standard 750ml bottle, their portability can lead to a significantly higher number of cans being carried. Additionally, cans, particularly those used for beers and spirits, have been linked to an increase in binge drinking episodes, especially among young people [14, 15].

Despite these benefits, canned wine raises some quality concerns. Wines packaged in aluminium cans may accumulate higher levels of hydrogen sulphide ( $H_2S$ ), resulting in a “rotten egg” aroma, and are more susceptible to issues such as leakage and compromised seals compared to glass bottles [16, 17]. Additionally, aluminium’s high thermal conductivity makes cans more vulnerable to rapid temperature fluctuations during storage and transportation, potentially affecting the wine’s stability [18]. Consumer perceptions regarding the sustainability and quality of wine in cans can also influence acceptance [19]. While aluminium cans are often praised for their recyclability and lower carbon footprint, they still face resistance from consumers [20]. However, it is worth considering whether individuals might be more open to canned wines during holidays and outdoor leisure activities, where the convenience of cans may be more appealing.

This study aims to explore the potential for consumers to shift towards eco-friendly wine packaging alternatives during outdoor recreation. Specifically, it investigates whether biases associated with everyday wine consumption extend to perceptions of canned wine drinkers in outdoor holiday contexts. We employed various scenarios representing outdoor leisure destinations and surveyed a representative sample of Swiss residents.

### 1.1 Consumer attitudes towards wine packaging

The packaging of a product fulfils several functions, playing an essential role as a protective device as well as a bridge for the communication between the producer and the final consumer [21]. This often impacts their

purchase intentions and choices [22, 23]. In the case of wine, packaging is especially important as it acts as a first extrinsic cue influencing the quality evaluation of wines before the consumer tastes it [24]. In this case, the packaging works as a visual stimulus through its shape, colour, label design, and written information [25, 26]. Interestingly, as demonstrated by Piqueras-Fiszman and Spence [27], the wine packaging is also a tactile stimulus. These authors showed that only by holding the bottle in their hands consumers can gauge the price and assess the quality of the wines, deciding that better, or at least more expensive, wines come in heavier bottles. These results are important to keep in mind because if consumers associate wines in heavier bottles as being of higher sensory quality, this presents an environmental issue, as their positive attitude toward heavy bottles contributes to a larger carbon footprint [28] and perhaps diminishes their likelihood of positively evaluating alternative wine packaging options [29].

### 1.2 The prejudice towards canned wine consumption

Historically, canned food began to emerge in the 19th century, with the utilisation of tin cans developed to meet military needs during the Napoleonic Wars, which marked a significant milestone in food preservation [30, 31]. Although commercial applications were initially modest in the 1930s, canned wines have only recently made a substantial impact in the retail market. The global canned wine market generated \$235.7 million in revenue in 2021 and is projected to grow to \$571.8 million by 2028 [17, 32]. Despite its advantages and presence in the market, the consumption of canned wines faces significant challenges. In a recent study, Ruggeri et al. [15] investigated Italian wine consumers’ preferences and willingness to pay for canned wine through a survey and the contingent valuation method. The authors collected data from 551 consumers regarding attitudes and preferences about their wine consumption, alternative packaging acceptance, and motivations for accepting and refusing to purchase it. The results showed that only a minority of the respondents declared they would buy canned wine, while the majority would refuse for reasons related to low-quality perception and poor consideration of alternative wine packaging. Therefore, it seems stereotypes and prejudice linked to its consumption could be an important casual factor discouraging the consumption of canned wine.

Stereotypes and prejudices are two concepts with old historical roots in the disciplines of anthropology and psychology. Lippmann [33] first conceptualised *stereotypes* as ‘pictures in our heads’ – later operational-

used as cognitive schemas employed by social perceivers to interpret information about others [34]. In contrast, *prejudices* encompass an affective or attitudinal dimension, defined as a predisposition to respond unfavourably to individuals or objects based on their membership in a particular class or category [35]. Beyond their cognitive functions of simplification and categorisation, these shaping elements of ‘bias’ also generate behavioural expectations and result in specific behavioural consequences [36], as it was recently demonstrated by Depetris-Chauvin et al. [37]. In this study, the authors sought to investigate whether the country of origin (COO) of wines induces implicit biases – shaped by the stereotypes and the prejudices attached to the COO – in the judgments of wine experts. Twenty-two wine traders from ten different countries were asked to evaluate their liking and provide sensory descriptions of eight Pinot Noir wines sourced from Argentina, Brazil, France, and Switzerland, under both blind and informed conditions. Their results reveal that COO bias significantly influences wine experts’ perceptions; once the COO was disclosed, the likeability ratings for wines from Argentina and Brazil decreased as well as the evaluative language used by assessors to describe the wines. Under informed conditions, Brazilian and Argentinean wines were frequently described using negative hedonic terms. Conversely, when participants were aware of the wines’ origins, French and Swiss wines were often described by positive sensory descriptors.

Following recent research by Trochtoová et al. [38], which indicates that outdoor leisure activities can transform an individual’s values, particularly in relation to their educational and personal development, one might consider whether these recreational occasions could contribute to a less stereotypical perception of canned beverages and could potentially foster a more positive image while reducing stereotypes and prejudices.

### 1.3 Problematic and research questions

There is a growing body of research [15, 39] that documents the existence of a negative connotation associated with the consumption of wine in cans. For that reason, in the present study we aim to examine whether outdoor scenarios could help to mitigate those prejudices. This could be the case because when enjoying outdoor recreation, people are usually more relaxed, experience less ritualistic consumption activities and are often more open to novelty than when indoors in their everyday life. Furthermore, outdoor leisure spaces are typically shared among individuals, and it is well established in the literature [40, 41] that individuals often engage in

social imitation. This tendency to align behaviours with those of their peers reinforces group cohesion and facilitates collective decision-making. If this is the case, it could potentially encourage others to adopt this specific drinking behaviour.

Therefore, the aim of this study is to evaluate whether different outdoor leisure scenarios would lead people to judge the canned wine drinker more positively. Concretely, this research asks the following two questions:

Question 1: How is the canned wine drinker judged in different outdoor leisure scenarios, and does the judgment vary depending on the specific scenario?

Question 2: Do the demographic characteristics of the respondents influence their judgements of canned wine drinkers?

## 2. STUDY DESIGN

The study explores Swiss residents’ judgements of individuals consuming canned wine using a vignette study methodology. Participants in an online questionnaire were randomly assigned to one of four outdoor recreational contexts (*beach resort*, *ski station*, *desert safari*, or *outdoor party*) and were asked to evaluate sixteen personality traits of an individual drinking canned wine on a seven-point Likert scale. The survey data are analysed through a multi-step approach, including t-tests, MANOVA, and OLS regressions, to assess potential prejudices in personality judgements based on context and demographic factors.

### 2.1 Respondents

A total of 795 Swiss residents participated in the study, with demographic information detailed in Table 1. Data collection occurred between October 2021 and January 2022. Invitations to complete the online questionnaire were sent via email to a nationally representative database of 15’000 Swiss adults. This database is maintained by the Haute Ecole de Gestion de Genève for different market studies, and it is updated periodically. The final sample excluded incomplete responses and participants who identified as foreign residents. The sample size used in the analysis is larger than those reported in comparable studies [42, 43]. Based on a medium effect size (Cohen’s  $f = 0.25$ ), an alpha of 0.05, and a desired power of 0.80, the required sample size per group for a study with four groups is approximately 179 respondents. This results in a total sample size of around 714 respondents. Given that our study includes 795 respond-

**Table 1.** Demographic information of the sample.

Variables	%
Scenarios	
Beach Resort	20.50
Desert Safari	36.73
Outdoor Party	20.63
Ski Station	22.14
Language of the respondents	
German	49.69
French	34.97
Italian	9.81
English	5.53
Female	52.45
Age cohort	
18 to 29 years old	12.70
30 to 39 years old	12.70
40 to 49 years old	18.11
50 to 59 years old	26.54
60 to 69 years old	17.23
70 years or more	12.70
Highest level of formal education achieved	
Primary school	0.38
High School	2.64
Tertiary education (technical, vocation)	33.46
University: Bachelor degree	29.69
University: Master/Doctorate degree	33.84
Wine consumption	
Never	8.18
Less than once a month	12.83
At least once a month	20.75
Around once a week	32.70
Several times a week	25.53
Have drunk canned wine	10.69
Number of Respondents	795

ents, this exceeds the required sample size, ensuring sufficient statistical power to detect meaningful effects.

The decision to focus on a sample of Swiss residents for this study is based on several compelling justifications that enhance its relevance and impact. Although canned wine has yet to achieve widespread popularity in Switzerland compared to Anglo-Saxon countries, it has the potential to occupy a unique position in a market where wine consumption ranks among the highest per capita globally [44]. This context provides a fertile ground for exploring emerging trends, particularly the introduction of innovative packaging such as canned wine, which may attract new consumers prioritizing convenience and sustainability [45]. Switzerland's diverse wine landscape, with several production regions, presents an opportunity to examine consumer judgements in a market character-

ised by openness and variety [46]. Notably, around two-thirds of the wine consumed in Switzerland is imported, making it one of the more accessible markets in Continental Europe for diverse wine offerings. This diversity allows for a more nuanced understanding of how different wine styles, including canned options, are perceived against a backdrop of traditional preferences. Additionally, the Swiss population's linguistic and cultural variety offers a rich tapestry for examining how demographic and cultural factors influence attitudes toward wine consumption. While this study focuses on Swiss residents, the diversity within the Swiss population may provide valuable insights to inform broader discussions on consumer behaviour in markets with high per capita wine consumption and openness to diverse wine offerings. However, we present this as a potential hypothesis, recognizing that the generalizability of these findings to other markets should be further explored in future research. The insights gained from this specific demographic are nonetheless valuable for advancing both academic understanding and industry practices in the evolving landscape of wine consumption.

In our sample, 8.18% of respondents identified as non-wine drinkers. Their inclusion is essential for capturing a broader perspective on societal perceptions of eco-friendly wine packaging, particularly canned wine in outdoor recreational settings. The acceptance of wine in cans may be influenced not only by individual preferences but also by the attitudes and biases of others, including non-wine drinkers, who help shape social norms and purchasing decisions. Understanding these external perceptions is crucial, as they can impact the broader acceptance and integration of alternative packaging formats. By incorporating both wine consumers and non-consumers, we aim to provide a more comprehensive analysis of societal attitudes, offering deeper insights into the potential shift toward sustainable packaging solutions.

## 2.2 Methodology

In this study, we employ a vignette study methodology, a common and effective approach for examining people's social perceptions and attitudes in various contexts (see Atzmüller & Steiner [47] for a literature review). Vignette studies allow researchers to present participants with controlled hypothetical scenarios, enabling them to assess judgments and impressions based on limited information. This method is particularly well-suited for our objective of exploring judgements of individuals consuming canned wine, as it facilitates the examination of how context influences personality attributions, prejudices, and



stereotypes. Vignette studies have been widely used in similar contexts, particularly in the field of consumer behaviour, to investigate the social implications of food and beverage consumption. For instance, studies have demonstrated how judgements of individuals based on their food choices can significantly impact perceptions and attitudes [48–50]. These studies highlight that the context in which food or beverages are consumed often shapes the social judgments that individuals make about others.

In our study, participants were informed that they were being tested on how well they could assess an individual's personality based on very little information. They were randomly assigned to one of four conditions that differed in terms of the context presented. They read the description: “*Imagine you are on holidays. You are at a beach resort /or/ ski station /or/ desert safari /or/ outdoor party, and you see a person drinking wine from a can.*” After the description of the context, participants were asked to project themselves into the scenario until they could describe the person consuming the wine in a can. They were invited to rate their impression of the drinker according to 16 personality attributes on a scale from 1 to 7 (see the personality traits in Table 2). Additionally, participants indicated whether they thought the person was a man, a woman, or either of the two, and how old they perceived the person to be. The instructions and scenarios were presented in the native language of the subjects.

While vignette studies provide valuable insights, we acknowledge the limitations regarding ecological validity, particularly the extent to which hypothetical scenarios reflect real-world contexts. To address this, we carefully selected contexts familiar to the Swiss population, ensuring a reasonable degree of relatability. Additionally, we conducted a pre-test with a smaller sample to ensure the clarity and realism of the scenarios. This process helped refine the scenarios, providing greater methodological transparency.

Given the familiarity of the Swiss population with the *beach resort*, *outdoor party*, and *ski station* contexts and the potential unfamiliarity with the *desert safari* context, the randomization consisted of a 20% chance of receiving one of the familiar contexts and a 40% chance of receiving the unfamiliar *desert safari* context. In our final sample, 21% of respondents were presented with the *beach resort* context, 21% with the *outdoor party*, 22% with the *ski station*, and 36% with the *desert safari*. This strategic design enables us to explore the interplay between context, beverage choice, and perceived personality traits, contributing valuable insights into consumer behaviour and the social dynamics surrounding food and drink consumption.

We conducted preliminary checks on the distribution of key variables across contexts and found that while most variables met strict homogeneity criteria, some deviations were present. Recognizing the importance of addressing potential discrepancies, our primary approach involves controlling for demographic factors such as language, gender, age, education, and wine consumption within our regression models. By integrating these sociodemographic controls, we ensure that any observed effects are adjusted accordingly, minimizing potential biases arising from differences in sample composition, which remain marginal.

To minimize social desirability bias, we ensured the anonymity of responses and maintained confidentiality throughout the data collection process. The use of randomization and multiple context scenarios further reduced the likelihood of socially desirable responses. Nevertheless, we acknowledge that social desirability bias remains a potential limitation of self-reported data, and we will address this limitation in the discussion section.

### 2.3 Data analysis

The analysis aims to assess whether the perceived personality traits of canned wine drinkers are subject to prejudice and stereotype, particularly negative ones, and whether these judgements vary across different recreational contexts and are influenced by demographic and cultural factors. To achieve this, a multi-step methodological approach is employed, encompassing t-tests, Multivariate Analysis of Variance (MANOVA), and regression analysis.

The initial step involves conducting a series of one-sample t-tests to evaluate whether the judgement of each personality trait significantly deviates from neutrality. Specifically, each trait is tested against a neutral value of 4 (on a Likert scale ranging from 1 to 7) to determine if there are any significant biases -positive or negative- in the judgement of canned wine drinkers. This step is crucial for identifying any overarching prejudice and stereotype in how canned wine consumers are judged. The results of these t-tests provide an initial understanding of whether general stereotypes or preconceived notions about canned wine drinkers exist.

Building on this, MANOVA is employed to assess whether these judgements, once identified, differ across various recreational contexts, such as *beach*, *desert*, *party*, or *ski*. MANOVA is chosen for its capability to simultaneously test for differences across multiple dependent variables (in this case, the sixteen personality traits), providing a comprehensive view of how context-driven variations might alter these pre-existing prejudices and

stereotypes. Four common test statistics -Wilks' Lambda, Pillai's Trace, Lawley-Hotelling Trace, and Roy's Largest Root- are applied to evaluate the overall significance of the contextual effect, determining whether the leisure scenarios significantly influence the combined judgments of traits.

Following the MANOVA, a series of ordinary least squares (OLS) regression analyses are conducted to further investigate the role of individual characteristics and contextual factors in shaping judgements. Sixteen separate regressions, one for each personality trait, are performed to disentangle the specific effects of contextual variables and demographic covariates -such as age, gender, education level, and cultural background- on perceived traits. Dummy variables represent each leisure scenario, with the beach scenario serving as the baseline for comparison. Additional predictors include self-reported familiarity with wine to control for experience-based biases. This approach allows for a detailed exploration of how judgements of canned wine consumers vary not only by context but also by individual respondent characteristics, providing insights into the nuanced ways these factors interact.

Through this multi-step methodology, the study systematically tests the hypotheses that there may be prejudices and stereotypes in the perceived personality traits of canned wine drinkers and that these prejudices and stereotypes are context-dependent and influenced by demographic factors, offering a comprehensive understanding of the drivers behind these judgements.

### 3. FINDINGS

Our first objective is to establish which personality traits are perceived for a person that consumes wine in cans in different outdoor recreational activities and to test if those traits are context dependent. The results of the analysis are shown in Table 2. The table displays the average judgements of a canned wine consumer's personality traits across our four leisure scenarios. The scale proposed to the participants ranged from 1 to 7, with a midpoint of 4 representing a neutral assessment. Values above or below this midpoint indicate a positive or negative skew in perception, respectively, and asterisks denote the statistical significance of the difference from the neutral point.

In the *beach resort* scenario, the personality traits associated with canned wine consumers are generally judged negatively (13 out of the 16 traits). For example, traits such as "Health Conscious" (3.13), "Environmentally Friendly" (2.96), and "Vulgar" (2.99) are sig-

nificantly below the neutral point, suggesting that these consumers are not particularly health-conscious or environmentally friendly and are perceived as less elegant. Traits like "Disciplined" (3.60) and "Popular" (3.52), though still below the neutral point, suggest that while these consumers are not perceived as highly disciplined or popular, they are not judged extremely negatively in these areas. The strongest positive trait is "Extroverted" (4.49), showing these consumers as more extroverted compared to the neutral assessment.

For the *desert safari* scenario, similar patterns emerge. Consumers are judged as less "Health Conscious" (2.91) and less "Environmentally Friendly" (2.79), both significantly below the midpoint. In total, eleven traits are considered negative, four are neutral, and only one is positive. The perception of being "Imaginative" (3.84) or "Rich" (3.89) is slightly more favourable compared to the *beach resort* scenario. Overall, the traits remain below or near neutral, with "Extroverted" (4.53) standing out as a distinctly positive attribute.

In the *outdoor party* scenario, there are slightly more favourable judgements. There are nine negative personality traits, five neutrals and two positives. The "Extroverted" trait scores the highest (4.54), followed by "Satisfied" (4.26). Traits like "Gracious" (3.94), "Interesting" (3.92), and "Emotional" (3.90), which, while not statistically different from the neutral point, suggest a somewhat less negative image of canned wine consumers in this context. Despite this, negative judgements persist for traits like "Environmentally Friendly" (3.00), "Vulgar" (3.05) and "Education Level" (3.30).

In the *ski station* scenario, consumers are again perceived similarly to other scenarios, with "Health Conscious" (3.11) and "Vulgar" (2.85) being notably negative traits. However, traits like "Beautiful" (3.91) and "Conscious" (3.92) are perceived less negatively, though not statistically different from the neutral. "Extroverted" (4.47) continues to be the most positively skewed trait, suggesting a consistently extroverted image across scenarios.

Overall, the results in the table reveal that consumers of wine in cans are generally perceived as more extroverted across all scenarios but are seen less favourably in terms of most other personality traits, including "Health Consciousness", "Environmental Friendliness", and "Elegance". The *outdoor party* scenario seems to offer slightly more positive judgements compared to the *ski station* and *desert safari* contexts, and the *beach resort* scenario seems to generate the worst judgement.

Our previous analysis suggested some differences across scenarios, and we used Multivariate Analysis of Variance (MANOVA) to explore this further. MANOVA is a statistical technique used to examine the differences

**Table 2.** Personality traits of canned wine drinkers across outdoor leisure scenarios.

Personality traits	Scenarios			
	Beach Resort	Desert Safari	Outdoor Party	Ski Station
Undisciplined - Disciplined	3.60***	3.28***	3.68***	3.60***
Not health Conscious - Health Conscious	3.13***	2.91***	3.29***	3.11***
Not Environmentally Friendly - Environmentally Friendly	2.96***	2.79***	3.00***	3.14***
Unimaginative - Imaginative	3.76**	3.84*	3.77*	3.66***
Unpopular - Popular	3.52***	3.50***	3.52***	3.67***
Boring - Interesting	3.65***	3.80**	3.92	3.72***
Unemotional - Emotional	3.82*	3.96	3.90	3.84
Vulgar- Elegant	2.99***	2.98***	3.05***	2.85***
Ungracious - Gracious	3.84*	3.69***	3.94	3.81**
Dissatisfied - Satisfied	4.17*	4.14	4.26**	4.05
Introverted - Extroverted	4.49***	4.53***	4.54***	4.47***
Unconscious - Conscious	4.07	3.87	3.91	3.92
Low Education Level - High Education Level	3.33***	3.42***	3.30***	3.41***
Poor - Rich	3.59***	3.89	3.22***	3.60***
Ugly - Beautiful	3.85*	3.74***	3.80**	3.91
Bad - Good	3.85*	3.73***	3.92	3.81**
Number of respondents	163	292	164	176

\*  $p < 0.10$ ; \*\*  $p < 0.05$ ; \*\*\*  $P < 0.01$ .

between groups on multiple dependent variables simultaneously. In our case, it helps determine whether different consumption contexts (*beach resort*, *ski station*, *desert safari*, and *outdoor party*) significantly influence the combined set of dependent variables (the sixteen personality traits).

The results of the four common MANOVA test statistics are as follows:

- Wilks' Lambda (W), which tests whether the consumption context accounts for a significant portion of the variance in the personality traits, yielded a value of 0.9160. This value is close to 1, indicating a moderate effect. However, the F-statistic ( $F(42, 2308.7) = 1.65$ ) with a p-value of 0.0056 ( $p < 0.05$ ) suggests a statistically significant difference across scenarios.
- Pillai's Trace (P), a robust measure that sums the contribution of each canonical dimension, was 0.0858 ( $F(42, 2340.0) = 1.64$ ,  $p = 0.0060$ ;  $p < 0.01$ ). While the value suggests a modest effect, the significant result confirms that the context has an influence on judgments.
- Lawley-Hotelling Trace (L), sensitive to smaller samples, showed a value of 0.0897 ( $F(42, 2330.0) = 1.66$ ,  $p = 0.0051$ ;  $p < 0.05$ ). This significant result supports the finding that the perception of personality traits varies across different contexts, though the effect size remains moderate.

- Roy's Largest Root (R), which focuses on the largest canonical correlation, was 0.0574 ( $F(14, 780.0) = 3.20$ ,  $p = 0.0001$ ;  $p < 0.01$ ). This indicates a strong effect of context, particularly on the dominant dimension.

Overall, these results suggest that the context of consumption significantly influences judgements of personality traits associated with canned wine consumers (our first research question), although the magnitude of this effect is generally moderate. This nuanced finding highlights the importance of context in shaping judgements, while acknowledging that other factors may also play a role.

Building on these findings, we further explore the role of additional factors that may influence judgements of canned wine drinkers, as articulated in our second research question. We propose that demographic factors -specifically age, gender, and social status (proxied by education level)- and the respondent's culture (proxied by language) significantly affect participants' judgements of individuals consuming wine from cans. A previous study [15] suggests that younger participants and those with lower educational attainment are more likely to ascribe positive, casual, and trendy characteristics to the canned wine drinker. In contrast, older participants and those with higher education levels tend to attribute more negative or neutral traits. The study did not find any difference across gender groups. Additionally, the cultural background of respondents may also play a crucial role in shaping these judgements [51]. To test the effects of

these factors, we conduct a regression analysis in which age, gender, education level, and culture of origin serve as predictors in addition to the context of consumption, and the sixteen personality traits are the outcome variables. Furthermore, we include self-reported familiarity with wine in our model to account for any experience-based biases that could influence judgements.

The results of our regression analysis are presented in Table 3. We run sixteen regressions using ordinary least square, one for each personality trait. The analysis is based on our sample of 795 respondents in all cases. The F-statistic indicates that the regression models are significant for 15 out of the 16 traits, except for “Beautiful”, where the model does not fit well. While context, demographics, culture, and wine knowledge account for some of the variation in the perceived traits of canned wine drinkers, much of the variation remains unexplained by these factors, suggesting that additional influences are at play.

We first analyse the influence of consumption context on the judgments of the personality traits. We use dummy variables to capture the effect of each scenario. *Beach resort*, the scenario for which we found more negative prejudices and stereotypes, is the benchmark against which we compare the other three scenarios. When we compare the *desert safari* versus *beach resort*, those drinking canned wine in the desert are judged as less “Disciplined”, less “Health Conscious”, and less “Conscious” but “Richer”. In the comparison between the *outdoor party* and *beach resort*, there is only one significance difference, the canned wine drinker in the party is judged “Poorer”. Interestingly, there are no significant differences in trait judgement between canned wine drinker in *ski station* and *beach resort*. These results put our previous findings in a better perspective, once we have controlled for several relevant covariates, the judgements of the personality traits do not vary significantly across scenarios. On average, there seems to be a negative bias among Swiss resident against those consuming canned wines across several outdoor leisure activities.

Our dataset consists only of Swiss residents so we cannot extend our findings to other cultural contexts. However, our survey was offered in four different languages, three of the four national languages: German, French and Italian (Romansh, a language spoken by less than 1% of the Swiss population, was not included) and English as lingua franca for the many foreigners living and working in Switzerland. Our regression analysis allows us to compare Swiss respondents from the French, German, and Italian speaking subpopulation *vis-à-vis* expats living in Switzerland (those who responded in English). Here we found significant differ-

ences. In nine of the sixteen traits the French speakers showed a significantly more negative judgement of the canned drinker versus those answering in English. The same is the case for seven traits both among the German and Italian speaking Swiss residents. The speakers of the three national languages agree in four traits, they consider the canned wine drinker as less “Health Conscious”, less “Environmentally Friendly”, less “Imaginative”, and less “Interesting” than those who answered the questionnaire in English. It is worth noticing that our results also show two cases where the estimated coefficients are positive. Swiss German speakers judged canned wine drinkers more “Gracious” and “Extroverted” than the English speakers living in Switzerland.

Our estimations reveal a significant influence of age on the judgement of canned wine drinkers’ personality traits. For all traits except “Rich”, the estimated coefficients are negative, indicating that younger respondents tend to have a less negative view of these consumers. Although only nine out of these fifteen negative coefficients are statistically significant, the overall pattern suggests a notable generational divide: younger respondents exhibit a markedly lower negative prejudices towards canned wine consumers.

We also examine the influence of respondents’ gender and educational level. Our findings indicate that female participants tend to perceive canned wine consumers as less “Health Conscious” and less “Environmentally Friendly” but judge them as more socially “Popular” compared to men. Additionally, higher educational levels are associated with more negative judgements of canned wine consumers regarding traits such as “Elegance”, “Conscientiousness”, “Education”, and moral character (“Good”). However, respondents with higher educational levels are more likely to judge these consumers as “Extroverted”.

Finally, we use an ordinal categorical variable representing self-reported familiarity with wine to account for experience-based biases in judgements. This variable has five levels, ranging from “Never” to “Several times a week,” reflecting increasing frequency of wine consumption. In our sample, this variable shows a positive and statistically significant association with three attributes: “Health Consciousness”, “Environmentally Friendly”, and “Gracious”. However, this construction may obscure the fact that both non-drinkers and very frequent wine drinkers might judge canned wine drinkers negatively, albeit for different reasons. Indeed, when we replace the ordinal categorical variable with dummy variables for each frequency category, we observe more nuanced results. Those who never drink wine perceive canned wine drinkers as less “Health-Conscious” and less



**Table 3a.** Determinants of perceived personality traits (OLS regression results).

	(1) disciplined	(2) health conscious	(3) environmentally friendly	(4) imaginative	(5) popular	(6) interesting	(7) emotional	(8) elegant
Desert Safari	-0.320*** (-2.76)	-0.254** (-2.13)	-0.174 (-1.26)	0.010 (0.07)	-0.0716 (-0.54)	0.0809 (0.59)	0.0678 (0.51)	0.0150 (0.12)
Outdoor Party	0.058 (0.44)	0.082 (0.61)	-0.032 (-0.21)	-0.038 (-0.23)	-0.016 (-0.11)	0.253 (1.64)	0.088 (0.58)	0.0212 (0.15)
Ski Resort	0.001 (0.01)	-0.056 (-0.42)	0.167 (1.10)	-0.081 (-0.50)	0.145 (0.99)	0.077 (0.50)	0.030 (0.20)	-0.124 (-0.87)
Swiss French	-0.391** (-2.00)	-0.662*** (-3.29)	-0.835*** (-3.59)	-0.832*** (-3.40)	-0.356 (-1.59)	-0.738*** (-3.18)	-0.249 (-1.10)	-0.403* (-1.85)
Swiss German	-0.302 (-1.54)	-0.568*** (-2.82)	-0.921*** (-3.96)	-0.950*** (-3.89)	-0.508** (-2.27)	-0.480** (-2.07)	-0.181 (-0.80)	-0.739*** (-3.40)
Swiss Italian	-0.278 (-1.23)	-0.629*** (-2.72)	-0.531** (-1.98)	-0.690** (-2.45)	-0.601** (-2.34)	-0.557** (-2.09)	-0.295 (-1.14)	-0.217 (-0.86)
Age	-0.033 (-1.11)	-0.082*** (-2.70)	-0.135*** (-3.83)	-0.184*** (-4.96)	-0.050 (-1.48)	-0.177*** (-5.04)	-0.169*** (-4.93)	-0.056* (-1.68)
Female	0.066 (0.76)	-0.243*** (-2.71)	-0.330*** (-3.19)	0.045 (0.41)	0.204** (2.05)	0.042 (0.41)	0.096 (0.96)	0.021 (0.21)
Education level	-0.075 (-1.53)	-0.055 (-1.10)	-0.091 (-1.57)	0.00003 (0.00)	-0.024 (-0.43)	-0.047 (-0.81)	0.031 (0.56)	-0.157*** (-2.89)
Wine experience level	0.021 (0.58)	0.091** (2.49)	0.075* (1.78)	0.072 (1.62)	0.035 (0.86)	0.026 (0.62)	0.016 (0.38)	-0.004 (-0.10)
Constant	4.226*** (12.63)	4.064*** (11.84)	4.539*** (11.43)	5.011*** (12.01)	4.024*** (10.55)	4.939*** (12.49)	4.429*** (11.50)	4.337*** (11.67)
N	795	795	795	795	795	795	795	795
Prob > F	0.0105	0.0000	0.008	0.0000	0.0244	0.0000	0.0001	0.0001
R-s quare	0.032	0.044	0.059	0.065	0.025	0.053	0.0	0.050

t statistics parentheses. \*p<0.10; \*\*p< 0.05; \*\*\*p<0.01.

“Beautiful”, while those who consume wine several times a week judge them as less “Elegant” and less “Beautiful”.

#### 4. DISCUSSION

The present experiment, which examined how consumers of canned wine are judged across different outdoor leisure scenarios and considered the potential for greater acceptance of this alternative packaging, yielded several noteworthy findings. We discuss these below considering our research questions.

##### 4.1 How is the canned wine drinker judged in different outdoor leisure scenarios, and does the judgment vary depending on the specific scenario?

Our first finding regarding the research question indicates that consumers of canned wine are generally judged negatively by respondents across all scenarios. Even in

relaxed holiday settings, this context does not appear to consistently transform the act of drinking canned wine into a positive experience. The results indicate that, while the personality trait being “Extroverted” is consistently judged positively across all scenarios, many other traits are negative and context dependent. Negative judgements are especially pronounced in the *beach resort* setting, where consumers are seen as less “Health-Conscious”, less “Environmentally Friendly”, and more “Vulgar”. This considerably negative judgement associated with the *beach resort* scenario may be influenced by historical representation of beach parties, along with the conflict between tourists’ desires to consume an untouched, pristine natural environment and the remnants of beach parties, such as beer cans, as described by the concept of the ‘tourist gaze’ [52, 53]. In contrast, the *outdoor party* scenario elicited comparatively more favourable judgments, though negative prejudices and stereotypes persisted.

A second interesting outlet is that the MANOVA results further suggest that the outdoor scenario appears

**Table 3b.** Determinants of perceived personality traits (OLS regression results).

	(9) gracious	(10) satisfied	(11) extroverted	(12) conscious	(13) high education level	(14) rich	(15) beautiful	(16) good
Desert Safari	-0.133 (-1.20)	-0.106 (-0.76)	-0.0618 (-0.46)	-0.236* (-1.70)	0.152 (1.24)	0.332*** (2.72)	-0.110 (-1.09)	-0.102 (-0.96)
Outdoor Party	0.104 (0.84)	0.068 (0.44)	0.084 (0.56)	-0.198 (-1.26)	-0.037 (-0.27)	-0.371*** (-2.70)	-0.053 (-0.47)	0.064 (0.54)
Ski Resort	-0.031 (-0.26)	-0.142 (-0.92)	-0.049 (-0.33)	-0.170 (-1.10)	0.147 (1.08)	0.011 (0.08)	0.067 (0.59)	-0.007 (-0.06)
Swiss French	0.153 (0.82)	-0.534** (-2.28)	0.320 (1.41)	-0.738*** (-3.14)	-0.579*** (-2.80)	0.017 (0.08)	-0.175 (-1.03)	-0.266 (-1.48)
Swiss German	0.344* (1.84)	-0.079 (-0.34)	0.596*** (2.62)	-0.349 (-1.49)	-0.529** (-2.56)	0.050 (0.24)	-0.031 (-0.18)	-0.274 (-1.52)
Swiss Italian	0.340 (1.58)	-0.677** (-2.51)	-0.053 (-0.20)	-0.7()*** (-2.59)	0.047 (0.20)	0.030 (0.13)	-0.129 (-0.66)	0.096 (0.46)
Age	-0.009 (-0.34)	-0.()74** (-2.08)	-0.127*** (-3.67)	-().092** (-2.56)	-0.008 (-0.25)	0.060* (1.93)	-0.0003 (-0.01)	-0.041 (-1.50)
Female	0.029 (0.34)	0.052 (0.49)	-0.040 (-0.40)	-0.091 (-0.87)	0.055 (0.59)	-0.034 (-0.37)	0.029 (0.38)	0.076 (0.95)
Education level	-0.073 (-1.55)	0.042 (0.72)	0.159*** (2.80)	-0.113* (-1.92)	-0.128** (-2.47)	-0.036 (-0.70)	-0.048 (-1.12)	-0.090** (-2.00)
Wine experience level	0.056* (1.65)	0.069 (1.63)	0.0005 (0.01)	0.052 (1.22)	-0.022 (-0.59)	-0.034 (-0.93)	0.008 (0.26)	0.014 (0.43)
Constant	3.684*** (11.56)	4.332*** (10.84)	3.974*** (10.24)	5.237*** (13.07)	4.336*** (12.27)	3.609* ** (10.27)	4.083*** (14.03)	4.469*** (14.56)
N	795	795	795	795	795	795	795	795
Prob> F	0.0450	0.0007	0.0002	0.0015	0.0022	0.0000	0.5664	0.0275
R-square	0.021	0.037	0.042	0.033	0.034	0.046	0.018	0.026

t statistics parentheses. \*p<0.10; \*\*p< 0.05; \*\*\*p<0.01.

to play a role in shaping the respondents' prejudice, albeit with a moderate effect size. This suggests that while the context influences these judgements it does not completely reshape them. The nuanced results, with varying degrees of negative and positive traits across outdoor scenarios, go in the same direction of the results of Ruggeri et al. [15], when studying the perception of Italians towards alternative packaging consumption acceptance, underscore the complexity of consumer perceptions and indicate that factors beyond context, such as underlying stereotypes or broader societal rules toward canned wine, might be at play. Even though this was not tested in the experiment, these negative judgements may arise from a general disapproval of the 'drinking' aspect within the scenario, rather than specifically targeting canned wine. Several studies [54, 55, 56, 57, 58] have shown that outdoor drinking is not always viewed positively by the public. Social drinking in public (i.e., in public outdoor spaces) is not universally accepted [59], often restricted for religious reasons in countries such as those with

Muslim majorities, as well as for behavioural and political reasons in various Western nations. For example, in Chile, consuming alcohol in outdoor public spaces, such as by the beach, is prohibited, except on New Year's Eve when it is permitted. Similar restrictions are observed in other Western societies, including Norway, Poland, and certain states in the US, where drinking in outdoor public areas is frequently viewed as unacceptable or even outlawed.

#### 4.2 Do the demographic characteristics of the respondents influence their judgements of the canned wine drinker?

Our regression analysis provided deeper insights into the role of demographic factors, cultural background, and wine familiarity in influencing these judgements. The generational divide in attitudes is particularly noteworthy. Younger respondents consistently displayed a lower negative prejudice towards canned wine consumers, suggesting a shift in attitudes that could be

leveraged by marketers targeting younger demographics. This generational gap may reflect broader changes in social norms and the growing acceptance of non-traditional wine formats among younger people.

Gender and education level also emerged as significant factors, though not always aligning with our initial expected results. Findings from previous studies suggest that we might expect female participants to associate more positive, casual, and trendy characteristics with canned wine drinkers [60, 61]. Contrary to expectations, female participants judged canned wine drinkers as less “Health-Conscious” and less “Environmentally Friendly”, despite being more likely to attribute traits like “Popularity” to them. Similarly, previous studies suggest that participants with lower levels of formal education would probably judge canned wine drinkers more favourably than those with higher education. Our results partially support this. Education level had a dual effect: while respondents with lower educational attainment judged canned wine drinkers as less “Vulgar” and more “Conscious”, those with higher education associated them with “Extroversion” but not with any other positive personality trait. These findings suggest that demographic variables interact in complex ways with consumer judgements, reflecting both individual experiences and broader societal values.

Cultural background, proxied by the language of response [62, 63], further complicates the picture. The significant differences observed between Swiss respondents of different linguistic backgrounds and expatriates suggest the role of cultural norms and regional identities in shaping attitudes, a well-known factor in cross cultural literature [64, 65, 66]. French, German, and Italian-speaking Swiss respondents generally held more negative views of canned wine drinkers than expatriates, particularly regarding traits like “Health Consciousness” and “Environmental Friendliness”. This finding indicates that judgements are not only context-specific but also culturally contingent, shaped by regional values and social norms.

Our analysis of self-reported wine familiarity adds another layer of complexity to these judgements. Regular wine consumers displayed more nuanced views, associating canned wine drinkers with lower “Elegance” and “Beauty” but not necessarily other negative traits. This suggests that experience with wine might mitigate certain prejudices and stereotypes, though it does not eliminate them entirely. These results indicate that familiarity with traditional wine consumption may influence judgements of alternative formats in both positive and negative directions, depending on the attribute in question. These results are consistent with previous findings in the literature [15, 29, 39].

Overall, our findings suggest that while context and demographics are significant, they do not fully explain the variation in judgements. The persistence of negative prejudices and stereotypes across different scenarios and demographic groups indicates that canned wine still carries a stigma, despite its growing popularity.

## 5. CONCLUSIONS

Our study offers valuable insights into the complex, context-dependent perceptions of canned wine consumers. The data reveals a consistent pattern of negative prejudices, particularly in relation to “Health Consciousness,” “Environmental Friendliness,” and “Elegance,” with variations across different leisure scenarios. While outdoor party settings generated slightly more favourable judgments, the overall outlook remains skewed toward the negative. This suggests that despite the rising popularity of canned wine, there may still be significant barriers to altering public perception, even in more informal or unconventional contexts.

Demographic factors further complicate these judgements. Younger respondents are generally less critical, indicating a potential generational shift in consumer attitudes. This could signal the emergence of a more favourable market for canned wine among younger consumers, who may be more open to innovative packaging. Gender and education also play important roles, though not always in predictable ways. These insights suggest that marketers could benefit from adopting more nuanced strategies, targeting specific demographic groups in ways that address the varied and often unexpected nature of consumer biases.

Cultural factors are equally influential. The observed differences in perception among Swiss linguistic groups highlight the importance of aligning marketing strategies with regional cultural norms. Swiss respondents were generally more negative in their assessments compared to expatriates, suggesting that local cultural dynamics may either hinder or facilitate the acceptance of canned wine. These findings underscore the importance of developing marketing approaches that not only appeal to younger, more open-minded consumers but also address entrenched prejudices among more traditional segments of the population. Tailoring strategies to these varying cultural contexts will be critical in reshaping consumer perceptions.

To mitigate negative biases and capitalize on the growing consumer interest in sustainability, wine marketers should emphasize the environmental benefits of canned wine, such as recyclability, reduced carbon foot-

prints, and the convenience of lightweight packaging. Campaigns that highlight these environmental advantages are likely to resonate with an increasingly eco-conscious consumer base. Moreover, incorporating sustainability labels or certifications could play a significant role in shifting perceptions, as they have been effective in positively influencing consumer attitudes toward other eco-friendly products.

Promotional strategies will be key in overcoming stereotypes and encouraging trial purchases within the wine sector. Tasting events could provide consumers the opportunity to challenge their preconceived notions about canned wine, while eco-labelling would reinforce the sustainability message. Given the evident generational divide in perceptions, focusing on younger consumers, who are more open to innovative packaging could serve as a crucial entry point into the market. Producers might also benefit from positioning canned wine at the centre of sustainability-focused campaigns, particularly in contexts where convenience and environmental impact are paramount, such as outdoor leisure activities or travel.

Beyond the immediate marketing strategies for canned wine, it is essential to consider broader societal shifts, including changing attitudes toward convenience, health, and environmental concerns, all of which significantly influence wine consumption trends. As consumer preferences increasingly prioritize convenience and sustainability, the demand for innovative packaging such as canned wine may grow. Canned wine offers a convenient, portable, and easy-to-store option, appealing to consumers seeking practicality, especially in outdoor settings or on-the-go lifestyles. Additionally, the shift toward healthier consumption patterns may contribute to a broader acceptance of alternatives to traditional wine bottles, as consumers may perceive canned wine as a lighter, more manageable option. With its recyclable packaging and reduced carbon footprint, canned wine aligns with the growing eco-consciousness of today's consumers. By highlighting the intersection of convenience, health, and sustainability, marketers can tap into evolving consumer priorities and strengthen the appeal of canned wine.

This study also offers important insights for industry stakeholders and policymakers, underscoring the role of public policy in supporting sustainable innovation within the wine sector. As consumer attitudes shift towards convenience and health-conscious choices, it becomes vital for policies to encourage eco-friendly packaging and sustainable production practices. Industry players can benefit from policies that incentivize the development of convenient and sustainable packaging solutions, while governments can help educate the public on the health and environmental benefits of alternatives

like canned wine. By aligning marketing strategies with these broader societal shifts, the wine industry can better meet consumer demand for convenience, health, and sustainability, positioning itself as a progressive sector that meets the needs of modern consumers while contributing to environmental and societal goals.

While our study illuminates the complexities of consumer perceptions, it also highlights areas for further research. Understanding the underlying reasons for these prejudices and stereotypes will be critical for future marketing efforts. Social identity, media portrayal, and the role of tradition may all play a part in shaping these judgments, and further investigation into these factors could provide deeper insights. Additionally, exploring consumer attitudes beyond Switzerland would offer a more global perspective on the market potential for canned wine. We acknowledge the limitations inherent in our study, particularly the low  $R^2$  values in our regression models and the reliance on self-reported data, which may be influenced by social desirability bias. Despite these limitations, the statistically significant findings and model validity underscore the broader patterns identified. Future research could refine our understanding of these consumer attitudes and address the challenges associated with measuring perceptions and prejudices.

In conclusion, while there is clear potential for expanding the market for canned wine - especially among younger, more open-minded consumers - significant challenges may remain. Overcoming the negative associations tied to health consciousness, environmental impact, and elegance will be crucial for gaining broader acceptance. To this end, producers and marketers should develop targeted messaging that highlights the practical advantages of canned wine, such as its convenience and sustainability, while also addressing the deep-rooted stereotypes that persist, particularly among older and more traditional consumer segments. By doing so, they can help reshape consumer perceptions and position canned wine as a viable and responsible choice for modern, eco-conscious consumers.

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