



## Influence of Coherent Context for Positioning Distinctive and Iconic Sicilian Sparkling Wines: Effect of a Sensorial Experience on a Gulet

Marzia Ingrassia, Luca Altamore, Simona Bacarella, Claudio Bellia, Pietro Columba & Stefania Chironi

To cite this article: Marzia Ingrassia, Luca Altamore, Simona Bacarella, Claudio Bellia, Pietro Columba & Stefania Chironi (2022): Influence of Coherent Context for Positioning Distinctive and Iconic Sicilian Sparkling Wines: Effect of a Sensorial Experience on a Gulet, Journal of International Food & Agribusiness Marketing, DOI: [10.1080/08974438.2022.2064386](https://doi.org/10.1080/08974438.2022.2064386)

To link to this article: <https://doi.org/10.1080/08974438.2022.2064386>



© 2022 The Author(s). Published with license by Taylor & Francis Group, LLC



Published online: 26 Apr 2022.



Submit your article to this journal [↗](#)



Article views: 63





View related articles [↗](#)



View Crossmark data [↗](#)

# Influence of Coherent Context for Positioning Distinctive and Iconic Sicilian Sparkling Wines: Effect of a Sensorial Experience on a Gulet

Marzia Ingrassia<sup>a</sup> , Luca Altamore<sup>a</sup>, Simona Bacarella<sup>a</sup> , Claudio Bellia<sup>b</sup>, Pietro Columba<sup>a,c</sup>, and Stefania Chironi<sup>a</sup>

<sup>a</sup>Università degli Studi di Palermo, Palermo, Italy; <sup>b</sup>Università degli Studi di Catania, Catania, Italy; <sup>c</sup>Consorzio Regionale per la Ricerca Applicata e la Sperimentazione (CO.RE.R.A.S.)

## ABSTRACT

Spumante wines produced in Sicily region (southern Italy) have sensorial characteristics significantly different from those produced in other Italian regions, because of the great differences of terroir. Offering a product included in a coherent and consistent context allows consumers to differentiate in the marketplace. The aim of this study is to propose solutions for Sicilian wineries for positioning Sicilian Spumante in the market, based on empirical data. Moreover, it was investigated whether a positive experience in a context consistent with the Sicilian sparkling wines could influence consumers' consumption intentions. A blind sensory test was performed by 146 expert wine tasters. Opinions regarding sensorial quality, value, and suitable selling place for all wines tasted were investigated. Out-of-context and in-context preferences were analyzed. Development of the unipolar model to describe the stimulus-organism-response (SOR) process was attempted. Findings contribute to experiential marketing actions for other iconic wines and wine regions.

## KEYWORDS

Buying behavior;  
experiential marketing;  
Focus Group; Italian wine;  
perceived congruence

## 1. Introduction

In 2020, the Italian wine production increased by 3% compared to the previous year with 49.1 million hectoliters (OIV, 2021). Also, domestic purchase and consumption of wine increased in 2020 (maybe also due to the lockdowns for the COVID-19 pandemic), respectively by 7 and 8%, and specifically sparkling wines increased by 4% (NOMISMA, 2022). The international market of sparkling wines is characterized by three appellations, Champagne, Cava, and Prosecco. During the last decade, the consumption of Italian sparkling wines has increased. Also in 2020, the Italian production of sparkling

**CONTACT** Luca Altamore  [luca.altamore@unipa.it](mailto:luca.altamore@unipa.it) 

© 2022 The Author(s). Published with license by Taylor & Francis Group, LLC

This is an Open Access article distributed under the terms of the Creative Commons Attribution-NonCommercial-NoDerivatives License (<http://creativecommons.org/licenses/by-nc-nd/4.0/>), which permits non-commercial re-use, distribution, and reproduction in any medium, provided the original work is properly cited, and is not altered, transformed, or built upon in any way.

wines was about 750 million bottles (winenews.it), of which more than half is the prosecco sparkling wine. Sparkling wine can be produced in any wine region, with any grape variety (also with Designation of Origin and Designation of Controlled Origin appellations). Prosecco wine progressively become the “Italian sparkling wine *par excellence*” and the consumption of this wine in many countries of the world is now higher than that of Champagne (winenews.it). This wine is an exclusively Denomination of Origin (DOC) or Controlled and Guaranteed Denomination of Origin (DOCG) wine which can be produced only in some areas of two Italian regions (Veneto and Friuli Venezia Giulia), from Glera, Verdiso, Pinot Bianco, Pinot Grigio or Pinot Nero grapes, and using only the Charmat production method. The strong fragmentation of the Italian offer of sparkling wines confuses the consumer, this may be another reason for the Prosecco to be considered the typical Italian sparkling wine.

Sicily (Southern Italy) is a region of Italy having the largest vine cultivation. The characteristics of Sicilian terroir (the pedoclimatic characteristics of this region favor the cultivation of both autochthonous and allochthonous cultivars with excellent results) and the expertise of producers have contributed to make many quality wines (some of which have received international awards) including sparkling wines (Spumante). Although sparkling wines were produced in Sicily since the last century, only in the last decade Sicilian wine makers developed sparkling wines of higher quality, thanks to research and experimentation. Today many Sicilian wineries have among their products one Spumante. To make Sicilian Spumante there are used autochthonous grapes, such as Zibibbo, Catarratto, Carricante, and Grillo, also in blends. The production method *Charmat* (or Martinotti method, it is the process used to produce sparkling wine by re-fermentation in a large closed container called autoclave) is the most used because it requires a shorter time contrarily to the so-called *Classic* method or *méthode champenoise* (it takes its name from the French region of Champagne and consists in inducing the re-fermentation of wines in a bottle by adding sugar and selected yeasts).

Despite the last year’s Sicilian Spumante quality increased, its competitors (the sparkling wines produced in the North of Italy, such as Prosecco in the Valdobbiadene territory in the Veneto region, Asti in the Piedmont region, and Franciacorta in the Lombardy region) maintain a leadership position in the market. These wines have enological and sensorial characteristics appreciated and recognized by consumers all over the world and are certainly more renowned. Due to the different grape varieties used in Sicily and the very different terroir, the sensorial characteristics of Sicilian Spumante are strongly different from those produced in the North, particularly flavors and smells. However, these strong elements of distinction should not be considered as wine’s faults but as particularities to be

appreciated by consumers. Instead, until now, sensorial characteristics of Sicilian sparkling wines are recognized and appreciated predominantly by experts. Rather it is believed that these characteristics should be known by consumers as distinctive elements of Sicilian sparkling wines and exploited by wine makers for positioning this wine in a different market segment. Actually, the different sensorial characteristics of Sicilian sparkling wines would allow different food matchings compared to the ones of sparkling wines from Northern Italy. This could mean new consumption and purchasing intentions, for different occasions than the typical sparkling wines or Champagne (such as celebrations or aperitifs or parties) and therefore a different positioning.

In this highly competitive context, experiential marketing might be an effective tool to help Sicilian producers of sparkling wine to be more successful in the market. The experience of a product in a particular context is subjective. Subjective experience can lead to positive or negative emotions that influence preferences about the product being experienced. The goal is to suggest to producers of iconic and distinctive wines, in particular producers of Sicilian sparkling wine, useful information, based on empirical data, which can help them to correctly position the product in the market—and therefore identify the correct consumer segment. A second goal was to know whether a positive experience in a context consistent with the Sicilian sparkling wines could influence consumers' consumption and purchasing intentions. More specifically, it was investigated how much the personal experience of consumption of sparkling wine can influence the preferences toward specific types of labels. For this analysis, quality Sicilian sparkling wines were presented in a territorial context and with sensorial stimuli consistent with the territory of origin of wines.

The results could have a wide effect on the marketing strategies of Sicilian producers of sparkling wines, who could implement marketing actions mainly focused on experiential marketing, by leveraging, with communication, the emotional response of consumers, to influence their preferences and promote Sicilian sparkling wines on the market.

## **2. Literature review**

### **2.1. Sparkling wines**

During the years, many studies have investigated the consumption of wines, sparkling wines or champagnes, by analyzing, in particular, the preferences of consumers resulting from different subjective and sociodemographic characteristics (Bruwer, Lesschaeve, & Campbell, 2012; Costanigro, Scozzafava, & Casini, 2019; Velikova et al., 2016). Some authors demonstrated the effects gender differences have on preferences in the consumption of wine, and in

particular for sparkling wines, which are preferred by women more than men (Charters et al., 2011). Moreover, several pieces of literature highlight generational differences in the consumption of sparkling wine, the perception of young consumers, and their attitude toward the different occasions of consumption (Pascual, Borondo, & Lara, 2017; Scarpa, Thiene, & Galletto, 2009; Thiene, Scarpa, Galletto, & Boatto, 2013; Verdonk et al., 2017). Most of the literature about sparkling wines mainly focuses on the technical aspects of the production of these wines and their sensorial characteristics (Culbert, Ristic, Ovington, Saliba, & Wilkinson, 2017). Previous research has studied the influence of grape variety, yeast selection and lees aging on composition and/or sensorial properties of sparkling wine (Pérez-Magariño et al., 2015; Veale & Quester, 2009). In fact, the characteristics of this product, today increasingly differentiated, both in terms of intrinsic and extrinsic attributes, as well as in terms of quality and different price ranges, are increasingly important factors for consumer choice (Culbert et al., 2017; Vecchio et al., 2019). Regarding consumers' changes over time in purchasing behavior, a study by Bassi, Pennoni, and Rossetto (2021), demonstrated how socio-demographic factors can foster market dynamics that generate repeat purchases by analyzing whether and how purchase behavior manifests changes over a two-year time horizon. Different literature has highlighted the importance of production region and quality certifications (Prescott, C., Pilato, M., & Bellia, C. 2020), particularly for sparkling wines. Rossetto and Gastaldello (2018), for example, identified a positive effect of the reputation of DOC certification in influencing consumer loyalty to Prosecco, consumers increase frequency of consumption and believe in a higher value of wines with certifications like Typical Geographical Indication (IGP), to a higher quality, Controlled and Guaranteed Denomination of Origin (DOCG) and this appreciation increase from IGP to DOCG (Caracciolo et al., 2016; Sáenz-Navajas, Ballester, Peyron, & Valentin, 2014; Teuber, 2011).

## ***2.2. Experiential marketing and sparkling wines***

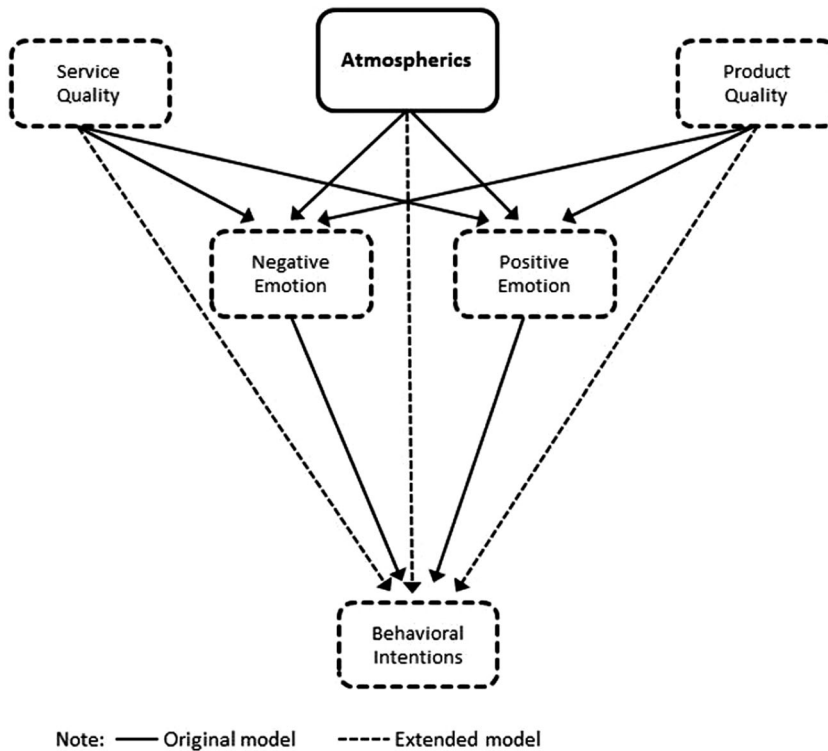
Classic marketing is based on the idea that the customer is rational; by contrast, experiential marketing put the experiences lived by the consumers and their feelings in the process (Altamore et al., 2018). These experiences have sensorial, emotional, cognitive, behavioral, and relational dimensions, not only functional. Multi-sensory brand experience is significant in differentiating, distinguishing, and positioning a brand in the human mind as an image (Charters 2005).

Sensory marketing offers a firm the opportunity to differentiate and express a brand as an image through sensorial strategies, including sensors, sensations, and sensory expressions, based on cognitive, emotional, or value-based

elements in relation to the human mind and senses (Ingrassia et al., 2020, Altamore et al., 2018). In this regard, smell, sound, vision, taste or touch can reinforce a positive feeling, following the experiential logic, that generates a certain value to the individual and creates a brand image (Altamore et al., 2018, Ingrassia et al., 2018). Through this process, with its sensory imprints, a good or service becomes an experience that is based on individual and personalized perceptions.

Understanding consumers' experiences are not important only for researchers. Today, many businesses, also in the food sector, realized that insight into how consumers experiences services and products and their brand are very important for fidelity and competitiveness. Therefore, providing appealing experiences to customers or potential clients is crucial to gain a competitive advantage over competitors (Schmitt & Zarantonello, 2013). Experiential marketing may be defined as implementing marketing plans through offering experiences to people. The Mehrabian and Russell model (1974) examined the role of environmental stimuli in the creation of emotions and consumer behaviors. According to the environmental psychology stimulus-organism-response (SOR) process, the environmental stimuli (i.e., store atmospherics cues) may modify customer emotions (i.e., affective state of pleasure and arousal), which impact his/her behavior in the purchase decision and amount, preferences and attitudes, time spent, willingness to come back, etc. Some authors (Jang & Namkung, 2009) investigated with empirical examinations, the different effects each stimulus has on emotions and behavioral intentions in a restaurant consumption context, providing an extended model of the bipolar Mehrabian and Russell (1974) encompassing the diverse aspects of stimuli in the contexts of products and services, adopting a unipolar approach to emotional responses (1). This new model highlighted how service quality, product quality, and atmosphere can trigger Behavioral Intentions without having to go through the emotions. Even in the agri-food sector, experiential marketing is progressively gaining importance for entrepreneurs. Particularly, experiential marketing and sensory marketing are very connected for a food product, it might be said that the consumer experience passes through its sensory experience (Meiselman, 2015). However, sensorial marketing is not enough. To obtain a complete emotional response, besides the tasting of a product also the context plays a role of fundamental importance. Experiential marketing may be an effective marketing tool since in the globalized market satisfaction is the initial step of loyalty, and experience fosters the process of getting to know a product or service (Erenkol & Merve, 2015; Schmitt & Zarantonello, 2013).

In today's competitive environment of the wine business, studying only the consumers' preferences or liking toward wine is not enough anymore.



**Figure 1.** Redrawn schematic model based on Jang and Namkung (2009) extended MR Model.



**Figure 2.** Glasses for the FG sensory test.

Analyzing the emotional response and the differences associated with age and sex for every kind of wine could be a valid marketing tool to connect with consumers and refine one's market strategies (Barrena & Sanchez, 2009; Chironi, Altamore, Columba, Bacarella, & Ingrassia, 2020; Jager et al., 2014; Mora, Urdaneta, & Chaya, 2018; Silva et al., 2016). Errajaa,





**Figure 3.** The gulet where the in-context FGs were carried out.



**Figure 4.** FG table on the gulet with covered bottles.



**Figure 5.** Detail of the table composition with covered bottles for the blind sensory test on the gulet.





**Figure 6.** FG' table on the gulet.

Legohérel, and Daucé (2018) studied the immersion and emotional reactions to the ambiance of a multiservice space, demonstrating that perceived congruence between odor and brand image enhances customers' emotions and immersion in relation to the ambiance of a space. More important: olfactory congruence is of strategic prominence to a brand, and thus, practitioners should consider it rather than only considering pleasantness, as many presently do (Altamore et al., 2018). The effect of gender on emotional responses toward food depends on the category of product (Edwards, Hartwell, & Brown, 2013; Parra, Galmarini, Chirife, & Zamora, 2015; Piqueras-Fizman & Jaeger, 2016). Chaya et al. (2015) found that the sweetness in some beers was linked to not pleasant emotions. Mojet et al. (2015) showed that the vanilla flavor in yogurt is linked to positive emotions. An interesting study demonstrated that hedonic and emotional responses to wine aromas differed between demographic groups (Ristic et al., 2019). Another stimulating study conducted by Danner, Johnson,



**Figure 7.** Sommelier pouring wine to FG's participants.

Ristic, Meiselman, and Bastian (2020) investigated the impact of context on wine consumer segments' liking and emotions while consuming wines in different environments. This study demonstrated that significant effects of context were observed for all three consumer segments selected, indicating that the selected consumers were similarly influenced by the tested contexts and information conditions. The exciting question from this study, and all the research about influence of context on consumers' preferences, is if another segment of consumers had been tested (with different lifestyles and socio-psychographic characteristics) would the impact of context have changed? The study of hedonic aspects of consumption experiences ties aptly into this intangibility. Examples include an adventure vacation, a memorable meal, or the surroundings of a plush hotel, all of which illustrate the complex nature of consumption experiences. Why does an



**Figure 8.** FG participants fill out forms.



**Figure 9.** FG participants fill out forms.

individual choose one experience over another and what experiential qualities resonate in the individual psyche?

Despite all the cited literature, there are still few contributions highlighting the effects of a context consistent with an iconic and distinctive wine on wine consumers' emotions and consumption intentions. The review of the literature shows that previous studies investigating the effect of context on wine consumers' purchasing intentions and preferences have focused on particular red wines (Ingrassia, Altamore, Columba, Bacarella, & Chironi, 2018). To our knowledge, it seems there is no contribution on this topic specifically with regard to sparkling wines, which instead, as mentioned in the introduction, have a relevant national and international market. Especially with regard to distinctive or iconic sparkling wines, such as Sicilian sparkling wines.



**Figure 10.** Experience of consumption of Sicilian sparkling wine in a coherent context (Sicilian territory).

Experiential marketing, linking the quality of the product/service to the attractiveness of the coherent context, might be an effective tool to propose it to consumers as a unique and distinctive wine, and therefore attractive. So, to try to fill this lack and give a contribution both to literature and wine entrepreneurs, this study aims to know whether positive experience in a context consistent with the Sicilian sparkling wines could influence consumers' consumption intentions or, at least, their ideas, emotions, and desires resulting from the experience itself. We carried out a study composed of two phases. Phase 1 had the aim to assess consumers' liking, ideal value, and place of sales for the selected Spumante wines by blind Sensory test. Phase 2 tested the effect of coherent context (out-of-context and in-context test) on regular consumers by Focus Groups.

### **3. Materials and methods**

#### **3.1. Study design**

The study design consists of two phases.

Phase 1: A *blind* sensory test was carried out by 146 expert wine tasters. A blind<sup>1</sup> sensory wine tasting of four Sicilian sparkling wines was carried out, to have experts' opinions about the sensory attributes of those wines, the place of purchase, and the ideal price

Phase 2: An analysis of an "*in-context*" experience of the same sparkling wines was carried out and combined with another analysis "*out of context*" based on the evocation of previous experiences.



## 3.2. Phase 1

### 3.2.1. Sampling design

For phase 1 of this study, it was appropriate to use a mixed sample, consisting, for the most part, of special consumers classified as *expert* consumers and, for the minor part, of ordinary consumers classified as *medium/low* wine consumers. As reference Population it was chosen the members of the “National Organization of Wine Tasters” (“Organizzazione Nazionale Assaggiatori di Vino”—O.N.A.V.) enrolled in the Register of the Sicilian region in 2019 ( $N=958$ ). Therefore, “stratified sampling” scheme was used. This Population already consisted of two Strata: 73 ( $N_1$ ) members, who were expert wine tasters or master wine tasters, whom we defined as “experts” and 883 ( $N_2$ ) new members with a first-level course that we defined as non-experts ( $N = N_1 + N_2$ ). Therefore, to have a balanced sample of participants, we selected a sample of  $n = 146$  participants in this way,  $n_1 = 73$  “experts” (all the population’s stratum) and  $n_2 = 73$  non-experts that were extracted randomly from the population’s stratum of the non-experts ( $N_2 = 883$ ). The blind test was carried out at ONAV headquarters in Sicily. The ONAV’s headquarters have rooms specifically designed for wine tastings. The 146 individuals of the sample, for each sparkling wine, tasted from time to time, had to give a judgment about taste, ideal price, and suitable purchasing place, using a 10-pt Likert scale. For the trial, four sparkling wines produced in Sicily and one sparkling wine named Spumante Test as a benchmark were selected and tasted by a panel of three expert sommeliers to have an objective judgment on their intrinsic quality. The Spumante Test (SP. TEST) selected is one of the most famous and high-quality Italian Spumante produced in the area of Franciacorta (Lombardy, Italy). During the blind tasting, sparkling wines were named with fancy names chosen as those of the small islands of Sicily: Levanzo, Mothia, Stromboli, Linosa, and the Spumante Test (SP. TEST).

For the experts’ evaluations, a proper questionnaire specifically structured with three forms for each sparkling wine tasted was used. Respondents had to evaluate sensorial attributes of wines after having tasted them without knowing the brand and label using the first form with pre-coded choices. The pre-coded choices were the same as the evaluation form for wines’ sensory analysis, used by O.N.A.V. to assign awards to wines during competitions. In the second form, the sample was asked to indicate an ideal price (chosen among five different ranges of pre-coded prices) to the tasted sparkling wines, based on the sensory judgment. In the third form, the sample was asked to select the most suitable selling place for each Spumante, among five different places, based on their opinion about the sensorial characteristics of the wine. Data obtained (qualitative variables) were processed to obtain three matrices: sparkling wines and

judgments given; sparkling wines and prices; sparkling wines and purchase places.

### **3.2.2. Simple correspondence analysis**

Simple Correspondence Analysis (SCA) was applied to data collected and processed. This analysis examines the relationships between the modes of two (or more) qualitative characters through a graphical representation in a space of minimum size. It helps to determine the structure of any dependence between the row and the column qualitative characters (Benzecri, 1992). One of the main prerogatives of the SCA is the possibility to represent graphically the results and to be able to give a visual interpretation based on the proximity or distance of the points between them. If two points are close to each other the profiles are similar, and *vice versa* if they are far apart they are dissimilar.

## **3.3. Phase 2**

### **3.3.1. Focus Groups**

One of the most widely used qualitative research methods to understand consumer preferences and buying and consumption behavior is the Focus Group (FG) (Breen, 2006). According to the research objectives, an FG approach was used because a qualitative research method is more suitable to collect information through an unstructured discussion of selected individuals and to explore an uninvestigated topic in-depth, in this case, emotions, ideas, desires, and consumption drivers in a coherent context and out-of-context (Krueger & Casey, 2015). Focus groups have been found to be a successful method (Altamore et al., 2018; Silayoi & Speece, 2004) to collect information about the processes of choice of individuals through interaction among participants that have the opportunity to see and taste the product under analysis and simultaneously discuss it and exchange opinions and beliefs (Neuninger, Mather, & Duncan, 2017). Despite FGs having some limitations due to the small size of respondents, one of the main benefits of FG is that it allows a flexible approach to exploring any topic (Keegan, 2009) which has no constraints like other alternative methods, such as quantitative surveys. The method is even more valid if the participants, although not knowing each other, have common interests that help them interact. FG participants should be carefully selected for demographic, psychographic, or other considerations so that the sample is often required to be inhomogeneous. The degree of member homogeneity desired may be best determined in light of the task or problem the group is asked to address. Moreover, sparkling wines are widely consumed all over the world on special occasions, such as celebrations, parties, First of the Year, and sometimes as an aperitif.



Therefore, a heterogeneous sample of individuals appeared the more suitable. Participants were selected basin on proper segmentation criteria.

### 3.3.2. Segmentation criteria of participants and structure of the Focus Group

When choosing a sample for FGs, it is necessary to consider the variables that influence the consumption of the product/service observed (Guest, Namey, & McKenna, 2017). On this basis, a total of 40 participants (20 women and 20 men), who were wine drinkers, took part in the four focus groups. The recruitment process was made by word-of-mouth and advertisements that were distributed to the main hotels and Bed and Breakfast in Palermo. Hotels and B&B were considered because the aim was not to have only Sicilian people participating in the tests. To screen participants a questionnaire was used to select among the volunteers, those who had expressed the greatest interest in participating in the focus group. The questionnaire collected socio-demographic information (e.g., gender, age, type of employment, place of consumption of wine, etc.) of each volunteer to be able to select the sample of participants. Table 2 shows the segmentation criteria and characteristics of participants.

We carried out two FGs “out of context” and two “in-coherent-context.” The arrangement of the participants and the composition of the tables for the FGs were prepared in an equal way at the four different venues. The tables had at their center a *Seau a glace* with the blinded bottles of Spumante used for the test. For the FG’s sensory test, the Spumante wines were the same previously selected for the sensory test of Phase 1.

Breadsticks, crackers, and some fruits like strawberries and cherries were placed on the table. Sparkling water was offered to the participants in transparent glass jugs and served in transparent glasses to reset the taste during the tasting. Wine glasses were placed in front of each participant on a paper identifying the fancy name of the wine. A series of coherent and consequential questions were structured in such a way as to involve the participants in reflecting and discussing, albeit in a flexible manner, on the proposed topics

**Table 1.** Characteristics of sparkling wines used for the test.

Sparkling wine	Producer	Cultivar	Production method	Alcohol content	Quality designations	Average price	Fancy name
Castellucci-Miano	Castellucci-Miano	Catarratto 100%	Charmat	12%	DOC Sclafani	15€	Levanzo
Terzavia Brut Metodo Classico Sicilia DOC	De Bartoli Planeta	Grillo 100% Carricante 100%	Metodo classico	11.5%	DOC Sicilia	23€	Mothia
Muller Turgau Brut	Fazio	Muller Turgau 100%	Charmat	10.5%	DOC Etna	8€	Linosa
Franciacorta Brut DOCG Gran Cuvee Alma	Bellavista	Chardonnay, and Pinot Noir (blend)	Metodo classico	12.5%	DOCG Franciacorta	30€	SP.TEST

**Table 2.** Profiles of Focus Group participants.

Focus Group	Participants	Gender and age range	Level of wine knowledge	Socio-Demographics characteristics	Consumption behavior
1: out-of-context	10	4 males and 6 females; age: 2 participants (20–30), 2 participants (31–40), 4 participants (41–50), 2 participants (51–60)	2 High; 6 Medium; 2 Low	Student and employed; 50% single and 50% cohabiting with/without children	Place of consumption: 50% outside and 50% at home; balanced frequency of consumption from 1 to 3 times per week
2: out-of-context	10	6 males and 4 females; age: 2 participants (20–30), 2 participants (31–40), 4 participants (41–50), 2 participants (51–60)	2 High; 6 Medium; 2 Low	Student and employed; 50% single and 50% cohabiting with/without children	Place of consumption: 50% outside and 50% at home; balanced frequency of consumption from 1 to 3 times per week
3: in-context	10	5 males and 5 females; age: 2 participants (20–30), 2 participants (31–40), 4 participants (41–50), 2 participants (51–60)	2 High; 6 Medium; 2 Low	Student and employed; 50% single and 50% cohabiting with/without children	Place of consumption: 50% outside and 50% at home; balanced frequency of consumption from 1 to 3 times per week
4: in-context	10	5 males and 5 females; age: 2 participants (20–30), 2 participants (31–40), 4 participants (41–50), 2 participants (51–60)	2 High; 6 Medium; 2 Low	Student and employed; 50% single and 50% cohabiting with/without children	Place of consumption: 50% outside and 50% at home; balanced frequency of consumption from 1 to 3 times per week

according to a pre-established logic. A moderator (from the University of Palermo, an expert in communication sciences), facilitated group discussion and monitored group interaction.

During the four FGs participants were provided with a list of possible ideas, emotions, desires, and consumption intentions that could be stimulated during the test (Table 3).

Particularly, emotions/feelings experienced in the past and evoked during FG; ideas generated by positive/negative emotions; desires aroused by experience made or stimulated by the FG activities; most frequent occasions of consumption of sparkling wines so far (Chironi & Ingrassia, 2013; Sortino, Allegra, Inglese, Chironi, & Ingrassia, 2016; Silva, 2017).

**Table 3.** List of stimuli.

Emotions	Ideas	Desires	Consumption intentions
SENSORIAL_ATTRACTION	BEAUTY_OF_LANDSCAPE	HOLIDAY	CELEBRATIVE
BRIGHTNESS	TASTINESS	PARTNER	PRIVATE
FREEDOM	AFFECTION	GOOD_MEALS	VACATION
JOY	FAMILY	GIFT	CULTURAL
FRESHNESS	CONVIVIALITY	TRANQUILLITY	CULTURAL
SERENITY	COLORS_OF_TERRITORY	CARE_AND_LOVE	RICREATIVE
ENERGY	SEA	QUENCH_THE_THIRST	SEASONALITY
SADNESS	SUN	FREE_TIME	
LIGHTNESS	TRADITION	BELONG_TO_SOCIAL_STATUS	
BEAUTY	SOLITUDE	FOLLOW_TRENDS	

*3.3.2.1. Running of out-of-context Focus Groups.* Two FG out of the context were carried out at ONAV headquarters in Palermo (capital city of Sicily region). The ONAV's headquarter has a room specifically designed for wine tastings that were arranged to carry out the two out-of-context focus groups. The lineup of the two FG was:

1. Presentation: the moderator talked about sparkling wines and their typical occasions of consumption, like parties, aperitifs, celebrations, etc.; images concerning typical occasions of consumption of sparkling wines accompanied by correlated music were shown using a 100-inch monitor;
2. Discussion: the moderator asked participants to remember previous positive experiences that had remained in their memory and opened the discussion;
3. Sensory test: a sommelier started the tasting of the five sparkling wines;
4. Discussion: during the tasting participants could discuss and express their opinions about the sparkling wines tasted as well as tell about their previous experiences e.g. consumption methods, reasons for consumption, frequency of consumption, the importance of celebrative consumption, etc.;
5. Evaluation: at the end of the sensorial tasting, consumers were requested to fill out a questionnaire indicating their evaluation of the sensory attributes of the sparkling wines tasted. At the end of the FG, participants were asked to rate the emotions, ideas, desires, and occasion intentions listed (Table 3) based on a 10-pt scale.

*3.3.2.2. Running of in-context Focus Groups.* Differently, the two in-context FGs (Figures 1-10) were carried out in a Caicco (gulet) of 108 ft moored at a tourist port of Palermo (La Cala Port). Table 4 summarizes the thematization elements of the gulet during the Focus Groups.

The lineup of the two FG was:

1. Presentation: the FG was conducted by the same moderator who initially told the history and the distinctive elements that characterize Sicilian sparkling wines; images related to Sicilian sparkling wines contextualized

**Table 4.** Thematization elements of the *Caicco* moored at the “La Cala” tourist port of Palermo.

Thematization elements	<i>Caicco (Gulet)</i>	Degree of authenticity
Clients	Men and women, all ages	5
Services	Charter for holidays in the Mediterranean Sea	3
Prices	Medium-high prices (€1000-€2000 per person per week – all inclusive)	N/A
Format	Gulet cruises, Events, Boat & Breakfast	4
Brand message	Sicilian typical sea-life combined with authentic Sicilian traditional food and beverage	4
Theme	- A highly sensorial involvement, induced by a real experience in a coherent context	5
	- Authenticity and legitimacy (an emblematic original gulet)	5
	- Syncretism and authenticity among typical elements of the Sicilian territory (climate, landscape, food, culture)	5
Lighting, scent and colors	Lights, scents and colors of the natural surroundings (sun, moon, stars, sea, sky, reflections of the lights of the lined area and skylines, etc.) and gulet lighting (few low and suffused lights)	5
Music	Different background music suitable for relaxation and conviviality situations (e.g., lounge music)	3
Total score		39
% of replicated authenticity		87%

in their territory of origin were shown by a monitor. Moreover, participants have been provided with some tablets to view autonomously and more closely the images proposed. During the course of the FG has been inserted background music typical of places, such as lounge bars, wine bars, restaurants, or relaxing situations in the middle of nature.

2. Discussion: participants were invited to discuss their consumption behaviors and habits with regard to sparkling wines to highlight the eventual existing differences among the three focus groups e.g. consumption methods, reasons for consumption, frequency of consumption, the importance of celebrative consumption, etc.
3. Sensory test: a sommelier started the tasting the five sparkling wines; during the sensory test the moderator provided information about the four types of Spumante tasted and only a few information about the Spumante Test;
4. Discussion: during the tasting participants could discuss and express their opinions about the sparkling wines tasted as well as tell about their previous experiences e.g. consumption methods, reasons for consumption, frequency of consumption, the importance of celebrative consumption, etc.
5. Evaluation: at the end of the sensorial tasting, consumers were requested to fill out a questionnaire indicating their evaluation of the sensory attributes of the sparkling wines tasted. At the end of the FG, participants were asked to rate the emotions, ideas, desires, and occasion intentions listed (Table 3) based on a 10-pt scale.

### 3.3.3. Statistical analysis

Unlike other FGs in which there are observed only qualitative data and considerations are based on qualitative techniques of analysis, in this study, the participants were asked to give a judgment (through a questionnaire), at the end of the discussion, on the sensory and emotional variables selected (Table 3). Each judgment corresponded to a score so it was possible to analyze experimental data by applying the Multidimensional Unfolding (PREFSCAL). This procedure attempts to find a common quantitative scale that allows for visually examining the relationships between two sets of objects. Multidimensional Unfolding (MDU) is commonly used to portray market structures using graphical representations of consumers (or consumer segments) preferences over a set of products. In this study, the MDU was applied to cluster similar behavior models (consumption or purchase intentions) and the attributes with which they are most closely associated (emotions, ideas, and desires). Data were processed using IBM SPSS ver.21.

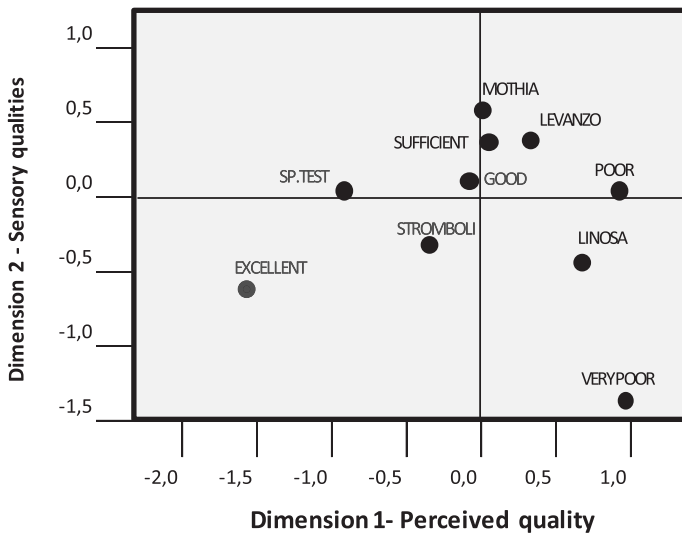
## 4. Results

### 4.1. Experts' sensory test and SCA

#### 4.1.1. Application 1—"sensory qualities" and "perceived quality"

With the first processing, it was highlighted the correspondence between the variables "type of sparkling wines" and "judgment on taste." In this case (data not shown) we observe that "Dimension 1" shows 63.2% of the total inertia, whilst "Dimension 2" shows 32.9%. Moreover, the contribution of the point to the inertia for the dimension also shows that the types SP. TEST and LINOSA are dominant in the first dimension (data not shown), with a contribution, respectively, of 33.6 and 34.9%, which together represent 68% of the total inertia. Whilst in the second dimension the MOTHIA (34%) and the LINOSA (33.7%) were dominant. Moreover, the judgment "Excellent" contributes 62% of the inertia, only for the first dimension. For the second dimension the judgment, "Very poor," contributed to the 60.8%.

It is possible to see (Figure 11), that respondents took a clear position in giving a score to the sparkling wine "Linosa" from all the others giving it a judgment near to "Poor" and "Very poor." "Levanzo" between sufficient and mediocre, and "Mothia" received a positive judgment ("Sufficient" in the majority of cases and some "Good"). The "SP. TEST" and the "Stromboli" positioned the closest to "Good" and "Excellent." The sparkling wine "Stromboli" received the highest taste liking, which was more similar as taste to the SP. TEST. Linosa sparkling wine was the least appreciated, approaching the ratings of mediocre and scarce.



**Figure 11.** Output of SCA between sensory qualities and perceived quality.

#### **4.1.2. Application 2—“sensory qualities” and “perceived value”**

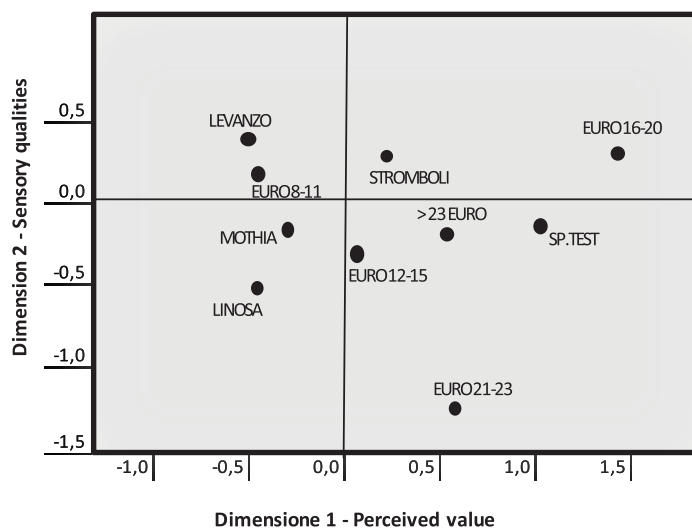
The second elaboration analyzes the ideal price for each of the sparkling wines tasted, based on sensorial judgments (aroma, taste, color, perlage, etc.) and without knowing the brand. This analysis confirms the results of the previous one; in fact, Linosa and Levanzo were the wines evaluated between 8 and 11 euros. Contrarily, Stromboli was between 11 and 23 euros. However, regardless of the taste, consumers would not be willing to pay for a Sicilian sparkling wine at a price higher than 15 euros, considering that on the market are found quality sparkling wines and low range champagnes, at an average price of 25 euros (Figure 12).

#### **4.1.3. Application 3—“sensory qualities” and “place of purchase”**

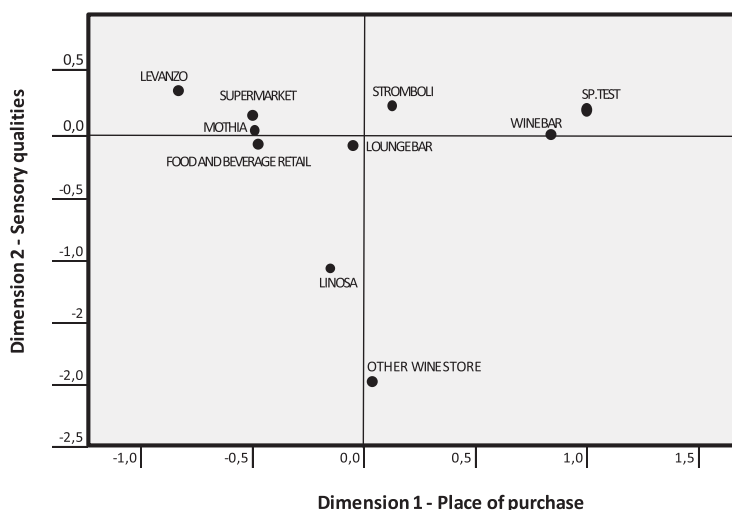
Concerning the place of purchase, experts believe a wine shop is the most suitable place for the sale. Even though the supermarket is the ideal place of purchase for 50% of the sparkling wines tasted and in particular for the ones having a lower perceived value. From the Biplot (Figure 13) Levanzo is the furthest from SP.TEST and Stromboli is the one that is suitable to be sold in a wine bar or a lounge bar.

The third analysis completes the overview and provides further reflections. Respondents felt that SP.TEST and Stromboli can be purchased at a wine shop or lounge bar. While Levanzo and Mothia are at the supermarket or in other food and beverage retailers. Lastly, Linosa, which was the least appreciated, is placed closer to the place “other wine store” as it is not well-identified as the place where this wine is sold by experts.





**Figure 12.** Output of SCA between sensory qualities and perceived value.



**Figure 13.** Output of SCA between sensory qualities and place of purchase.

## 4.2. Focus Groups results

### 4.2.1. Focus Group discussion

The out-of-context FGs highlighted that, through evocation, participants recalled their previous sparkling wine consumption experiences related to positive moments, such as anniversaries, holidays, celebrations, and festivals. In addition, they discussed the consumption of expensive Sparkling wines with particular pairings (caviar, strawberries) during special occasions and the characteristic that identifies an upper-middle level economic status. Although the

evocation had an effect, participants did not express new desires or consumption intentions more than those traditionally associated with their memory. The emotions, moods, and ideas proposed as stimuli seemed not congruent with the situation represented and participants smilingly stated that they were somewhat off-topic with respect to the context of sparkling wine consumption.

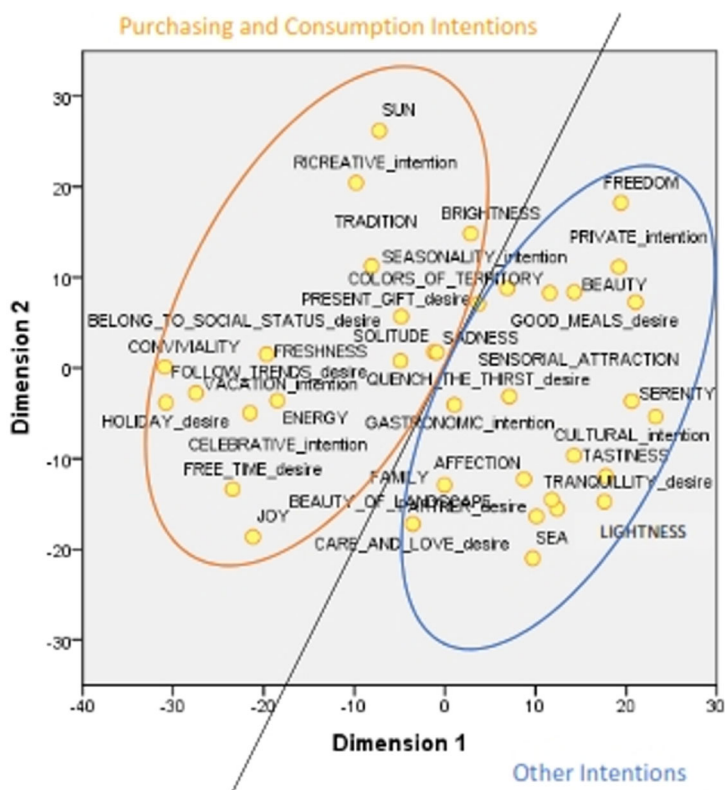
The in-context FGs' discussions were very different from those of the out-of-context. Participants were very involved by the moderator who told about Sicilian wines by showing images of the Sicilian viticultural landscape and of the territory where vines are cultivated. They showed curiosity and asked the sommelier if there were any connection between some wine aromas they perceived and any territorial element that could have generated its taste. During the discussion of the moderator about any combination of Sicilian Spumante with meals based on fish or local products, participants showed curiosity and declared they wish to try the sparkling wine right after having completed the test: they asked where they could buy it and the approximate price (Spence & Wang, 2015). Finally, the experience on the gulet and the real sensorial stimuli, such as the smell of the sea, mixed with the odor of wine, the wind, the light of the sun at sunset, the background music, etc. led participants to discuss the desire of holidays, recreational moments during free time, and the fact that in these moments they generally consumed food and drinks. The wine tasted progressively become, in the minds of participants, the symbol of Sicily, a place where they can spend relaxing moments in the middle of nature.

#### **4.3. Results of statistical analysis**

The output of the MDU processing with the data from the out-of-context FGs clearly highlights two distinct dimensions. The context of normal purchase intentions related to sparkling wine consumption and another one that generally, has nothing to do with sparkling wines. It was not relevant to know that the sparkling wines tasted were Sicilian. Consumers categorized them as regular sparkling wines. Particularly interesting to note how consumption intentions related to celebrations are close to the intentions and desires for vacations and the desire for leisure, and conviviality. "Belonging to a social status" is close to the desire to give or receive gifts, which in turn is close to seasonality and the intention to have recreated moments (Figure 14).

The result of the second analysis (Figure 15) is profoundly different from the previous one.

The analysis highlighted four different situations that intersect. The personal and social spheres of people intersect with the occasions of everyday life (routines) and those of special moments or non-routine occasions of life.



**Figure 14.** Output of the multidimensional unfolding for Focus Groups out-of-context.

These four situations are the ones that generate the various needs or desires of individuals. The interesting result is that following the in-coherent-context FGs, the participants were able to reformulate, as a result of the emotional stimuli, ideas, and desires related to the intentions of consuming Spumante, it would be more correct to say of the Sicilian sparkling wine. The participants naturally identified new consumption opportunities linked to both the private and social spheres, in everyday life, and on possible special occasions. Particularly, Vacation intentions, are correlated with desires for tranquility and holidays, Celebration intentions, are correlated with conviviality and many feelings and ideas like sun, joy, tastness, and beauty of landscapes. Moreover, on the everyday side, private intentions correlated with the desire for good meals, gastronomic intentions correlated with the desire of doing/receiving gifts, follow trends, and finally, sensorial attractions correlated with tradition, colors of territory, and desire for spare time.

Being an exploratory study, the results should be generalized with caution. Nevertheless, results highlighted that context effects may influence consumers' buying behavior.

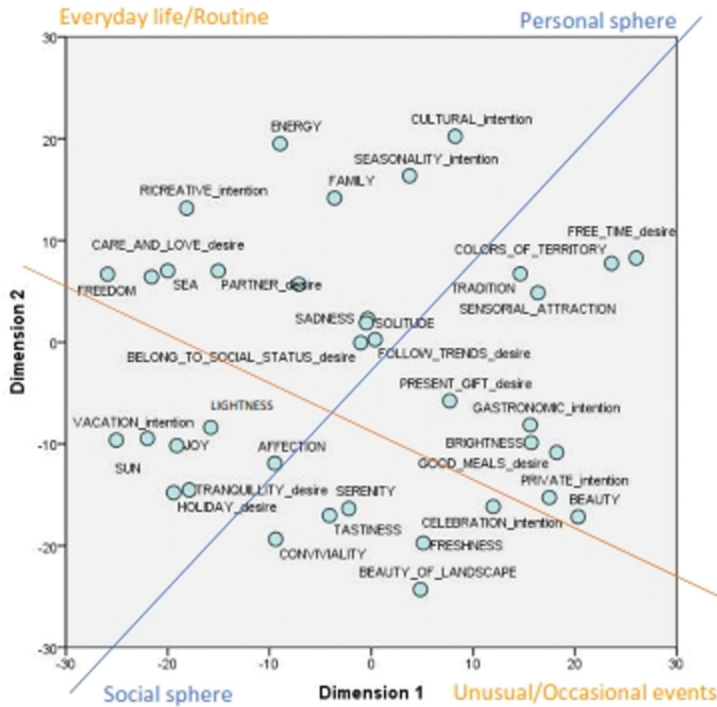


Figure 15. Output of the multidimensional unfolding for Focus Groups in-context.

### 5. Discussion

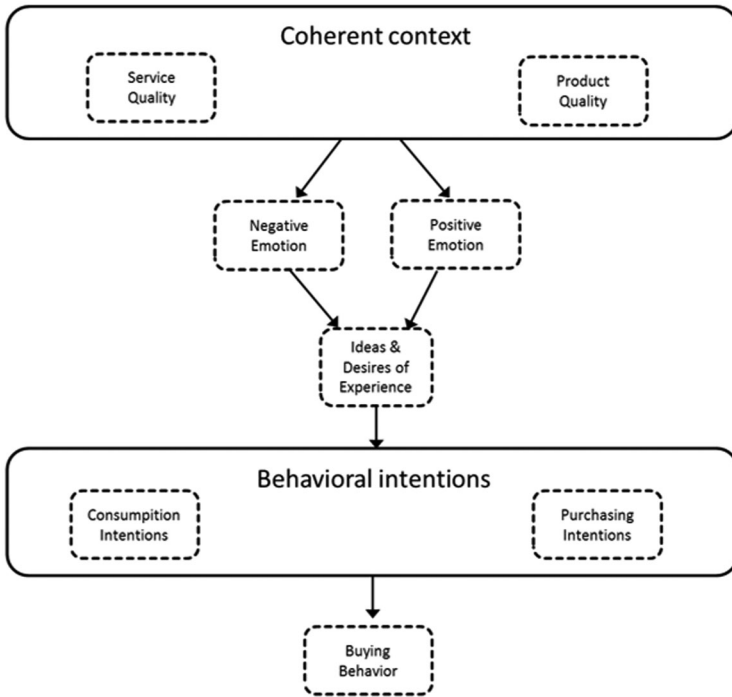
The results obtained by the analysis of the test with experts (blind test) have highlighted that Sicilian sparkling wines have obtained positive judgments about sensorial characteristics. The experts pointed out the sensorial differences between Sicilian sparkling wines and the Spumante Test. The Stromboli and Mothia Spumante were those that more than the others showed similar sensorial traits to it. The obtained results stimulate reflections on the difficulties of Sicilian sparkling wines having large commercialization in Italy and abroad. With regard to the place of purchase, the Wine shop appears the best place for purchasing a more distinctive sparkling wine, because in this case, consumers may have suggestions and information from the seller about the wine. This result is confirmed by that of FGs. From the interviews of out-of-context FGs, it is particularly evident consumers do not know the link between Sicilian sparkling wines and their *terroir* of origin, which gives these wines distinctiveness and sensorial attributes extremely different from the ones of other Italian sparkling wines. In fact, a consumer who does not know the characteristics of the Sicilian sparkling wines, regardless of his own personal taste, tends to compare these traits to the traditional Spumante. Moreover, the out-of-context FGs highlight that the evoked past experience related to sparkling wine

consumption does not contribute to develop positive emotions, ideas, and needs related to Sicilian sparkling wines, as consumers find them different and therefore not suitable. In contrast, the results of the two FGs on the gulet show very different results. Participants were particularly impressed with the context and were informed about Sicilian wines, the history, and characteristics that unequivocally distinguish and identify them. Consumers were led in the tasting of sparkling wines by the moderator's storytelling about production places and about the particular organoleptic and sensorial characteristics exclusive to Sicilian sparkling wines, which are well suited for a consumption associated with different consumption behaviors. The immediate perception of the participants during the FGs on the gulet was to have tasted products that for olfactory and organoleptic properties are different from the typical Italian sparkling wine but perceived and evaluated in a very positive way. Information to consumers about the distinctive elements that the terroir gives to these wines was important. Consumers, in fact, could identify these wines as a different product and not the traditional sparkling wine with its peculiar taste.

Contextualizing the consumption of Sicilian sparkling wine in the territory of origin, made of climate (sunny and warm), landscape (sea and countryside), and in a context of conviviality, not necessarily connected to traditional celebrations, can contribute to the position these wines differently in the market (Boncinelli et al., 2020; Streicher & Estes, 2016). The particularity of Sicilian territory must be the element of strength on which to focus in order not to compete with other sparkling wines as similar (sparkling) but different (taste) products.

From the results, it was possible to design the evolution of the Jang and Namkung (2009) extended model. In this new model, the coherent context for services and products may generate positive/negative emotions that trigger ideas, desires for new experiences, and thus new behavioral intentions (Figure 16). In the case of Sicilian Spumante, for example, the purchase/consumption intention could be an aperitif with friends, an after-dinner drink during vacations, a fish dinner, and any other occasion where the consumer like to consume a sparkling wine (Faye, Courcoux, Giboreau, & Qannari, 2013). Moreover, for these new behavioral intentions the market segment to target could also be extended to other targets (Dal Vecchio, Massaglia, Merlino, Borra, & Hao, 2018; Hultén, 2015), also young people (Hart & Alston, 2020; Saura, Debasa, & Reyes-Menendez, 2019).

This study leads to interesting reflections for producers of Sicilian sparkling wines, to exploit the potentialities of these wines. First, some interesting results emerged for the repositioning of the product. In particular, about taste, it was found that Sicilian sparkling wine can be enjoyed if consumed in contexts other than the traditional one as an alternative to an



**Figure 16.** Authors' new model from the extended Jang and Namkung (2009) model of stimulus-organism-response (SOR) paradigm.

alcoholic drink that is generally consumed in contexts of meals and aperitifs (at home or restaurant), and contexts of leisure and holidays. As for price, it emerged that there is a good correspondence between the perceived price by consumers and the real price of these wines, and in any case, it is not a high price. Concerning the place of consumption, wine shops, wine bars, and restaurants are suitable places for consumption. However, the element that distinguished the results was the need for consistency between product and context. Therefore, considering that the coherent context for a Sicilian sparkling wine is not that of other sparkling wines, given the marked sensorial differences, a competing product could be any other not-excessively alcoholic drink that is usually consumed in the contexts described above, for example, craft beer. Lastly, as for promotion and communication, it seems necessary for a meaningful communication campaign for consumers to make them known and appreciated by consumers. A communication campaign aimed at targeting a different consumers segment for Sicilian sparkling wines in a different market, compared to that of the most renowned sparkling wines produced in northern regions with a greater production tradition (Dal Bianco, Boatto, Trestini, & Caracciolo, 2018).



For the repositioning of this product, the results suggest the use of channels in which it is possible to describe the product and present it in its context of origin. In addition to offering it on occasions other than those traditionally known for sparkling wines. Specifically, contexts of parties, convivial moments, holidays, and free time. It is also important to propose it with food combinations suitable for its sensory characteristics. For these needs, it seems that the most suitable communication channels are, firstly the winery, then the wine bars, restaurants, and hotels. In this perspective the Ho.Re.Ca. sector would seem to be the most suitable channel to distribute the product because it allows the possibility of accompanying the Sicilian Spumante with an adequate communication of its characteristics related to its origin.

Furthermore, even wine influencers can be of great help in this case, because they talk about wines and provide information showing them in a coherent context through their storytelling experience, and at the same time they trigger relationships among the followers in which they compare themselves and thus advertise the product (Ingrassia, Altamore, Bacarella, Columba, & Chironi, 2020). Followers thus may become influencers themselves through their experiences and thanks to the relationship of trust that develops between peers (Scuderi, A., Bellia, C., Foti, V. T., Sturiale, L., & Timpanaro, G. 2019); Ingrassia, Bellia, Giurdanella, Columba, & Chironi, 2022). Other previous studies on craft beers have also highlighted not only the effectiveness of sensory analysis as a tool for educating consumers/tourists in achieving critical understanding and awareness of the product as well as recognizing the uniqueness of organoleptic cues but also for designing memorable experiences (Medoro et al., 2016). Moreover, other studies have achieved similar results studying artisanal drinks or food products unique because strongly characterized by the territory of origin. The evidence from these studies suggests that one approach to creating competitive advantage might be to commit to communicating artisanal drinks through events, and education of both staff and customers (Murray & O'Neill, 2012; Santini, Cavicchi, & Canavari, 2011).

So all the elements described above may help to design a differentiation strategy for Sicilian Spumante wines.

## 6. Conclusions

The study highlighted how a consumer's experience of a "new" product in a coherent context develops a response to positive emotional stimuli that generate congruent ideas, desires, and purchasing/consumption intentions, which may develop into a buying behavior. These results may have an extensive effect on the marketing strategies of Sicilian wine producers that could implement marketing actions focusing on experiential marketing to

promote Sicilian sparkling wines and influence consumers' decisions. Strategies of differentiation of the offer based on experience are suitable to be adapted to the wines. Tasting is the most important way to know wine and the involvement of the consumer during tasting is extremely effective to activate responses to sensorial stimuli. Based on the results, Sicilian producers of sparkling wines should focus on positioning the product in a different market segment, with different needs, compared to that of sparkling wines and champagne. It might be possible because of the additional consumption occasions it offers. From another point of view, the results showed the need to provide information about the sensorial characteristics of the Sicilian Spumante derived from its territory of origin and production. Therefore, to do so, the Ho.Re.Ca. distribution channel seems to be the most appropriate. Moreover, the ideal advertising and commercialization strategy should emphasize the quality of the product and its sensorial attributes that link it to its territory of origin, communicating its characteristics of absolute distinction and identification as elements of differentiation in the market. This is the reason why experiential marketing can be an effective tool to illustrate the product in a coherent context, consistent with it.

## **7. Limitations and future research**

While contributing to the literature on consumer preferences and experiential marketing, the study may have limitations. These limitations are mainly due to the Focus Group methodological characteristics, including the size and composition of groups, practical constraints of location and timing, and the positionalities (including class, gender, ethnicity, and lived experiences) of the researcher and participants (Lobe & Morgan, 2021). However, every effort was made to design and carry out the research to minimize them and it is believed that this exploratory study can contribute to future research on experiential marketing and wine marketing. As a matter of fact, the soundness of the methodological design, made by integration of different analyses carried out, allows it to be applied in other experiential marketing investigations, and in other investigations about iconic and distinctive wines coming from other wine territories. Nevertheless, future research examining both the sensory acceptance and emotion of consumers in coherent real contexts is needed as well. Particularly, research specifically examining the identified target of consumers at wine cellars, restaurants, or hotels, could be carried out with the aim of gathering consumer's sensorial but also emotional feedback to validate the results. This research should also be done in collaboration with producers of Sicilian sparkling wines and their customers in the Ho.Re.Ca. channels. So the Sicilian Spumante

would be offered in real coherent contexts e.g., restaurants, wine shops, hotels, etc., where experts can propose correct food combinations and explain its characteristics. Empirically examining the perceived coherence between the Sicilian Spumante and the experienced context (as an aperitif, with particular dishes, as a fresh drink in a holiday context, etc.) would add much more robust information to define better the potential target market potential. To complete the study, this further research could be carried out not only in Sicily but also in other countries where this Spumante could be exported by using Ho.Re.Ca. channel to penetrate the market and position the product for the identified target market.

## Note

1. The definition blind tasting is where different wines of the same type are tasted but served with the labels and bottles covered, so that the tasters cannot recognize the wine they are tasting.

## Funding

We would like to express our sincere gratitude to the Consorzio Regionale per la Ricerca in Agricoltura e la Sperimentazione (Co.Re.R.A.S.) for partially funding this study. Moreover, we declare that this research was partially funded also by the FFR2021 Stefania Chironi, and the following research projects: 1) PIAno di inCEntivi per la RIcerca di Ateneo 2020/2022 (PIACERI) – UNICT, Line 2 – 2020/2022 - Sostenibilità ed innovazioni della ricerca in agricoltura, alimentazione e ambiente. 2) Sostenibilità economica, ambientale e sociale del sistema agroalimentare del mediterraneo, Principal investigator Prof. Claudio Bellia, funded by PIAno di inCEntivi per la RIcerca di Ateneo (PIACERI) UNICT 2020/22 line 2, UPB: 5A722192154, University of Catania.

## ORCID

Marzia Ingrassia  <http://orcid.org/0000-0002-8692-513X>

Simona Bacarella  <http://orcid.org/0000-0001-7573-5579>

## References

- Altamore, L., Ingrassia, M., Chironi, S., Columba, P., Sortino, G., Vukadin, A., & Bacarella, S. (2018). Pasta experience: Eating with the five senses – A pilot study. *AIMS Agriculture and Food*, 3, 493–520.
- Barrena, R., & Sanchez, M. (2009). Connecting product attributes with emotional benefits: Analysis of a Mediterranean product across consumer age segments. *British Food Journal*, 111(2), 120–137. doi:10.1108/00070700910931959
- Bassi, F., Pennoni, F., & Rossetto, L. (2021). Market segmentation and dynamic analysis of sparkling wine purchases in Italy. *Journal of Wine Economics*, 16(3), 283–304. doi:10.1017/jwe.2021.20.
- Benzecri, J. P. (1992). *Correspondence analysis handbook*. New York, NY: Dekker.

- Boncinelli, F., Contini, C., Gerini, F., Romano, C., Scozzafava, G., & Casini, L. (2020). The role of context definition in choice experiments: A methodological proposal based on customized scenarios. *Wine Economics and Policy*, 9(2), 49–62. doi:10.36253/web-7978
- Breen, R. L. (2006). A practical guide to focus-group research. *Journal of Geography in Higher Education*, 30(3), 463–475. doi:10.1080/03098260600927575
- Bruwer, J., Lesschaeve, I., & Campbell, B. L. (2012). Consumption dynamics and demographics of Canadian wine consumers: Retailing insights from the tasting room channel. *Journal of Retailing and Consumer Services*, 19(1), 45–58. doi:10.1016/j.jretconser.2011.08.008
- Caracciolo, F., D'Amico, M., Di Vita, G., Pomarici, E., Dal Bianco, A., & Cembalo, L. (2016). Private vs. collective wine reputation. *International Food and Agribusiness Management Review*, 19, 191–210.
- Charters, S. (2005). Drinking sparkling wine: An exploratory investigation. *International Journal of Wine Marketing*, 17(1), 54–68. doi:10.1108/eb008783
- Charters, S., Velikova, N., Ritchie, C., Fountain, J., Thach, L., Dodd, T. H., ... Terblanche, N. (2011). Generation Y and sparkling wines: A cross-cultural perspective. *International Journal of Wine Business Research*, 23(2), 161–175. doi:10.1108/17511061111143016
- Chaya, C., Eaton, C., Hewson, L., Vázquez, R. F., Fernández-Ruiz, V., Smart, K. A., & Hort, J. (2015). Developing a reduced consumer-led lexicon to measure emotional response to beer. *Food Quality and Preference*, 45, 100–112. doi:10.1016/j.foodqual.2015.06.003
- Chironi, S., & Ingrassia, M. (2013). Study of the importance of emotional factors connected to the colors of fresh-cut cactus pear fruits in consumer purchase choices for a marketing positioning strategy. In *VIII International Congress on Cactus Pear and Cochineal*, 1067 (pp. 209–215).
- Chironi, S., Altamore, L., Columba, P., Bacarella, S., & Ingrassia, M. (2020). Study of wine producers' marketing communication in extreme territories—application of the AGIL scheme to wineries' website features. *Agronomy*, 10(5), 721. doi:10.3390/agronomy10050721
- Costanigro, M., Scozzafava, G., & Casini, L. (2019). Vertical differentiation via multi-tier geographical indications and the consumer perception of quality: The case of Chianti wines. *Food Policy*, 83, 246–259. doi:10.1016/j.foodpol.2019.01.008
- Culbert, J. A., Ristic, R., Ovington, L. A., Saliba, A. J., & Wilkinson, K. L. (2017). Influence of production method on the sensory profile and consumer acceptance of Australian sparkling white wine styles. *Australian Journal of Grape and Wine Research*, 23(2), 170–178. doi:10.1111/ajgw.12277
- Dal Bianco, A., Boatto, V., Trestini, S., & Caracciolo, F. (2018). Understanding consumption choice of prosecco wine: An empirical analysis using Italian and German Homescan data. *Journal of Wine Research*, 29(3), 190–203. doi:10.1080/09571264.2018.1506322
- Dal Vecchio, A., Massaglia, S., Merlino, V. M., Borra, D., & Hao, M. (2018). Italian wines in China's e-commerce market: Focus on piedmont region products. *Italian Journal of Food Science*, 30(2), 343–413.
- Danner, L., Johnson, T. E., Ristic, R., Meiselman, H. L., & Bastian, S. E. (2020). Consumption context effects on fine wine consumer segments' liking and emotions. *Foods*, 9(12), 1798. doi:10.3390/foods9121798
- Edwards, J. S., Hartwell, H. J., & Brown, L. (2013). The relationship between emotions, food consumption and meal acceptability when eating out of the home. *Food Quality and Preference*, 30(1), 22–32. doi:10.1016/j.foodqual.2013.04.004
- Erenkol, A. D., & Merve, A. K. (2015). Sensory marketing. *Journal of Administrative Sciences and Policy Studies*, 3(1), 1–26. doi:10.15640/jasps.v3n1a1

- Errajaa, K., Legohereh, P., & Daucé, B. (2018). Immersion and emotional reactions to the ambiance of a multiservice space: The role of perceived congruence between odor and brand image (No. hal-01660956).
- Faye, P., Courcoux, P., Giboreau, A., & Qannari, E. M. (2013). Assessing and taking into account the subjects' experience and knowledge in consumer studies. Application to the free sorting of wine glasses. *Food Quality and Preference*, 28(1), 317–327. doi:10.1016/j.foodqual.2012.09.001
- Guest, G., Namey, E., & McKenna, K. (2017). How many focus groups are enough? Building an evidence base for nonprobability sample sizes. *Field Methods*, 29(1), 3–22. doi:10.1177/1525822X16639015
- Hart, J., & Alston, J. M. (2020). Evolving consumption patterns in the US alcohol market: Disaggregated spatial analysis. *Journal of Wine Economics*, 15(1), 5–41. doi:10.1017/jwe.2019.14
- Hultén, B. M. (2015). The impact of sound experiences on the shopping behaviour of children and their parents. *Marketing Intelligence & Planning*, 33(2), 197–215. doi:10.1108/MIP-03-2014-0060
- Ingrassia, M., Altamore, L., Columba, P., Bacarella, S., & Chironi, S. (2018). The communicative power of an extreme territory—the Italian island of Pantelleria and its passito wine. *International Journal of Wine Business Research*, 30(3), 292–308. doi:10.1108/IJWBR-06-2017-0039
- Ingrassia, M., Bellia, C., Giurdanella, C., Columba, P., & Chironi, S. (2022). Digital influencers, food and tourism—A new model of open innovation for businesses in the Ho. *Journal of Open Innovation: Technology, Market, and Complexity*, 8(1), 50. doi:10.3390/joitmc8010050
- Ingrassia, M., Altamore, L., Bacarella, S., Columba, P., & Chironi, S. (2020). The wine influencers: Exploring a new communication model of open innovation for wine producers—A netnographic, factor and AGIL analysis. *Journal of Open Innovation: Technology, Market, and Complexity*, 6(4), 165. doi:10.3390/joitmc6040165
- International Organisation of Vine and Wine (OIV) (2021). Retrieved December, from <https://www.oiv.int>
- Jager, G., Schlich, P., Tijssen, I., Yao, J., Visalli, M., De Graaf, C., & Stieger, M. (2014). Temporal dominance of emotions: Measuring dynamics of food-related emotions during consumption. *Food Quality and Preference*, 37, 87–99. doi:10.1016/j.foodqual.2014.04.010
- Jang, S. S., & Namkung, Y. (2009). Perceived quality, emotions, and behavioral intentions: Application of an extended Mehrabian–Russell model to restaurants. *Journal of Business Research*, 62(4), 451–460. doi:10.1016/j.jbusres.2008.01.038
- Keegan, S. (2009). *Qualitative research: Good decision making through understanding people, cultures and markets*. London, UK: Kogan Page Publishers.
- Krueger, R., & Casey, M. A. (2015). *Focus Groups: A practical guide for applied research* (5th ed.). San Francisco, CA: SAGE.
- Lobe, B., & Morgan, D. L. (2021). Assessing the effectiveness of video-based interviewing: A systematic comparison of video-conferencing based dyadic interviews and focus groups. *International Journal of Social Research Methodology*, 24(3), 301–312. doi:10.1080/13645579.2020.1785763
- Medoro, C., Cianciabella, M., Camilli, F., Magli, M., Gatti, E., & Predieri, S. (2016). Sensory profile of Italian craft beers, beer taster expert versus sensory methods: A comparative study. *Food and Nutrition Sciences*, 7(6), 454–465. doi:10.4236/fns.2016.76047
- Mehrabian, A., & Russell, J. A. (1974). *An approach to environmental psychology*. Cambridge, MA: MIT Press.

- Meiselman, H. L. (2015). A review of the current state of emotion research in product development. *Food Research International*, 76, 192–199. doi:10.1016/j.foodres.2015.04.015
- Mojet, J., Dürschmid, K., Danner, L., Jöchl, M., Heiniö, R., Holthuysen, N., & Köster, E. (2015). Are implicit emotion measurements evoked by food unrelated to liking? *Food Research International*, 76, 224–232. doi:10.1016/j.foodres.2015.06.031
- Mora, M., Urdaneta, E., & Chaya, C. (2018). Emotional response to wine: Sensory properties, age and gender as drivers of consumers' preferences. *Food Quality and Preference*, 66(2018), 19–28. doi:10.1016/j.foodqual.2017.12.015
- Murray, D. W., & O'Neill, M. A. (2012). Craft beer: Penetrating a niche market. *British Food Journal*, 114(7), 899–909. doi:10.1108/00070701211241518
- Neuning, R., Mather, D., & Duncan, T. (2017). Consumer's scepticism of wine awards: A study of consumers' use of wine awards. *Journal of Retailing and Consumer Services*, 35, 98–105. doi:10.1016/j.jretconser.2016.12.003
- NOMISMA (2022). Retrieved January, from <https://www.nomisma.it>
- Parra, D. R., Galmarini, M., Chirife, J., & Zamora, M. C. (2015). Influence of information, gender and emotional status for detecting small differences in the acceptance of a new healthy beverage. *Food Research International*, 76, 269–276. doi:10.1016/j.foodres.2014.12.021
- Pascual, C. O., Borondo, J. P., & Lara, E. M. R. (2017). Model of acceptance of a new type of beverage: Application to natural sparkling red wine. *Spanish Journal of Agricultural Research*, 15(1), 2.
- Pérez-Magariño, S., Martínez-Lapuente, L., Bueno-Herrera, M., Ortega-Heras, M., Guadalupe, Z., & Ayestarán, B. (2015). Use of commercial dry yeast products rich in mannoproteins for white and rosé sparkling wine elaboration. *Journal of Agricultural and Food Chemistry*, 63(23), 5670–5681. doi:10.1021/acs.jafc.5b01336
- Piqueras-Fizman, B., & Jaeger, S. R. (2016). Consumer segmentation as a means to investigate emotional associations to meals. *Appetite*, 105, 249–258.
- Prescott, C., Pilato, M., & Bellia, C. (2020). Geographical indications in the UK after Brexit: An uncertain future?. *Food Policy*, 90, 101808.
- Ristic, R., Danner, L., Johnson, T. E., Meiselman, H. L., Hoek, A. C., Jiranek, V., & Bastian, S. E. P. (2019). Wine-related aromas for different seasons and occasions: Hedonic and emotional responses of wine consumers from Australia, UK and USA. *Food Quality and Preference*, 71, 250–260. doi:10.1016/j.foodqual.2018.07.011
- Rossetto, L., & Gastaldello, G. (2018). The loyalty structure of sparkling wine brands in Italy. *Journal of Wine Economics*, 13(4), 409–418. doi:10.1017/jwe.2018.43
- Santini, C., Cavicchi, A., & Canavari, M. (2011). The Risk<sup>TM</sup> strategic game of rural tourism: How sensory analysis can help in achieving a sustainable competitive advantage. In *Food, agriculture and tourism* (pp. 161–179). Berlin; Heidelberg: Springer.
- Sáenz-Navajas, M. P., Ballester, J., Peyron, D., & Valentin, D. (2014). Extrinsic attributes responsible for red wine quality perception: A cross-cultural study between France and Spain. *Food Quality and Preference*, 35, 70–85. doi:10.1016/j.foodqual.2014.02.005
- Saura, J. R., Debasa, F., & Reyes-Menendez, A. (2019). Does user generated content characterize millennials' generation behavior? Discussing the relation between sns and open innovation. *Journal of Open Innovation: Technology, Market, and Complexity*, 5(4), 96. doi:10.3390/joitmc5040096
- Scarpa, R., Thiene, M., & Galletto, L. (2009). Consumers WTP for wine with certified origin: Preliminary results from Latent Classes based on attitudinal responses. *Journal of Food Products Marketing*, 15(3), 231–248. doi:10.1080/10454440902973377
- Schmitt, B., & Zarantonello, L. (2013). Consumer experience and experiential marketing: A critical review. *Review of marketing Research*.



- Scuderi, A., Bellia, C., Foti, V. T., Sturiale, L., & Timpanaro, G. (2019). Evaluation of consumers' purchasing process for organic food products. *AIMS Agriculture and Food*, 4(2), 251–265.
- Silayoi, P., & Speece, M. (2004). Packaging and purchase decisions: An exploratory study on the impact of involvement level and time pressure. *British Food Journal*, 106(8), 607–628. doi:10.1108/00070700410553602
- Silva, A. P. (2017). *A flavour of emotions. sensory & emotional profiling of wine, beer and non-alcoholic beer* (Doctoral dissertation). doi:10.18174/412275
- Silva, A. P., Jager, G., van Bommel, R., van Zyl, H., Voss, H.-P., Hogg, T., ... de Graaf, C. (2016). Functional or emotional? How Dutch and Portuguese conceptualise beer, wine and non-alcoholic beer consumption. *Food Quality and Preference*, 49, 54–65. doi:10.1016/j.foodqual.2015.11.007
- Sortino, G., Allegra, A., Inglese, P., Chironi, S., & Ingrassia, M. (2016). Influence of an evoked pleasant consumption context on consumers' hedonic evaluation for minimally processed cactus pear (*Opuntia ficus-indica*) fruit. SHS Acta Horticulturae 1141: III International Conference on Fresh-Cut Produce: Maintaining Quality and Safety. doi:10.17660/ActaHortic.2016.1141.41
- Spence, C., & Wang, Q. J. (2015). Sensory expectations elicited by the sounds of opening the packaging and pouring a beverage. *Flavour*, 4(1), 1–11. doi:10.1186/s13411-015-0044-y
- Streicher, M. C., & Estes, Z. (2016). Multisensory interaction in product choice: Grasping a product affects choice of other seen products. *Journal of Consumer Psychology*, 26(4), 558–565. doi:10.1016/j.jcps.2016.01.001
- Teuber, R. (2011). Consumers' and producers' expectations towards geographical indications: Empirical evidence for a German case study. *British Food Journal*, 113(7), 900–918. doi:10.1108/00070701111148423
- Thiene, M., Scarpa, R., Galletto, L., & Boatto, V. (2013). Sparkling wine choice from supermarket shelves: The impact of certification of origin and production practices. *Agricultural Economics*, 44(4-5), 523–536. doi:10.1111/agec.12036
- Veale, R., & Quester, P. (2009). Do consumer expectations match experience? Predicting the influence of price and country of origin on perceptions of product quality. *International Business Review*, 18, 134–144.
- Vecchio, R., Lisanti, M. T., Caracciolo, F., Cembalo, L., Gambuti, A., Moio, L., ... Piombino, P. (2019). The role of production process and information on quality expectations and perceptions of sparkling wines. *Journal of the Science of Food and Agriculture*, 99(1), 124–135.
- Velikova, N., Charters, S., Fountain, J., Ritchie, C., Fish, N., & Dodd, T. (2016). Status or fun? A cross-cultural examination of young consumers' responses to images of champagne and sparkling wine. *British Food Journal*, 118(8), 1960–1975. doi:10.1108/BFJ-12-2015-0497
- Verdonk, N., Wilkinson, J., Culbert, J., Ristic, R., Pearce, K., & Wilkinson, K. (2017). Toward a model of sparkling wine purchasing preferences. *International Journal of Wine Business Research*, 29(1), 58–73. doi:10.1108/IJWBR-10-2015-0048