MSc in Business Administration – Major in Strategy and Entrepreneurship

Historical Wines: developing a marketing concept to promote Portuguese wines

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ABSTRACT

Although Portuguese wine exports have been increasing, national wine consumption has not been following a similar trend. Not only is there a growing number of new brands and products in the market, which can difficult consumer choice, but wine itself has been losing market share to other beverages, particularly beer. It is then necessary to develop marketing strategies that reduce information asymmetries between domestic wine sellers and buyers and convert wine drinking in act of refined culture and status.

This dissertation intends to explore the sales potential of a branding concept centred in the historical character of high-quality domestic wines: the *Historical Wines of Portugal.* To this end, the attributes and benefits that could be associated to wines branded as historical by Portuguese consumers were identified through the performance of semi-structured interviews. These served as input for the design of an on-line questionnaire with a choice-based conjoint task (n=531), which was subsequently implemented to determine the effects of the branding strategy on consumer demand. Differences in the respondents' level of category knowledge and involvement were taken into account during data analysis.

Results indicate that the branding of Portuguese wines as historical should be based on their authentic character. They also show, however, that this association in wine authenticity differs according to the consumers' level of category knowledge. For instance, region-of-origin certification and firm age appear to be more important for wine novices, whereas production method and firm ownership seem to be more relevant for wine experts. These results confirm the importance of segmenting wine markets based on category knowledge and indicate that the implementation of the *Historical Wines of Portugal* concept should lead to an increase in sales volume and value of Portuguese wines in the domestic market.

RESUMO

Embora as exportações de vinho Português tenham vindo a alcançar uma posição favorável no mercado internacional, o consumo doméstico de vinho Português não tem vindo a seguir a mesma tendência. Não só existe um grande número de marcas e produtos no mercado, o que pode dificultar a escolha do consumidor, mas também o próprio produto tem vindo a perder quota de mercado relativamente a produtos substitutos, em particular a cerveja. Torna-se deste modo necessário desenvolver estratégias de marketing capazes de reduzir as assimetrias de informação entre produtores e consumidores de vinho nacionais e de converter o acto de consumir vinho num símbolo de cultura e prestígio. Esta dissertação pretende explorar o potencial de vendas, de um conceito de marketing, focando-se nas características históricas de vinhos domésticos de grande qualidade: os *Vinhos Históricos de Portugal*. Para este fim, os atributos e benefícios que poderiam estar associados a vinhos reconhecidos como históricos por consumidores portugueses foram identificados através da realização de entrevistas semi-estruturadas. Com esta informação foi possível construir um questionário online com uma choice-based conjoint analysis (n=531), que foi subsequentemente implementado para determinar os efeitos de uma estratégia de marketing na procura do consumidor. Diferenças nos níveis de conhecimento e envolvimento dos respondentes foram considerados durante a análise de dados.

Os resultados indicam que a promoção de vinhos portugueses como *Vinhos Históricos* deve ser baseada nas características de autenticidade do produto. No entanto, os resultados também demonstram que esta associação à autenticidade do vinho difere de acordo com o nível de conhecimento que os consumidores têm na categoria. Por exemplo, certificado de região de origem e a idade da empresa produtora revelam ser mais importantes para consumidores mais novatos em vinho, enquanto o método de produção e a reputação da empresa produtora os mais importantes para especialistas no produto. Estes resultados confirmam a importância de segmentar o mercado de vinho baseado no conhecimento que os consumidores têm no produto e indicam que uma implementação de um conceito de *Vinhos Históricos de Portugal* deverá levar a um aumento das vendas em volume e valor dos vinhos Portugueses no mercado nacional.

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CHAPTER I: INTRODUCTION

1.1. Background and Problem Statement

Wine production has played an important role in the economic development of almost all European civilizations and remains highly relevant to European culture, economy and progress (McGovern, 2003; This *et al.*, 2006). According to the Wine Institute (n.d.), about 245 million hectolitres of wine were consumed worldwide in 2008, which represents a 0,85% compound growth since 2004. In the same year, about 284 million hectolitres of wine were produced globally. This represents a decrease in wine production of 0,70% since 2004. The major wine markets for all types of wine are France, Italy, USA and Germany, while the major producing countries are Italy, France, Spain and the USA.

Portugal has a long historical tradition in winemaking, patent not only in the many types of wine produced by different techniques and a wide range of grape varieties, but also in the local cultural and historical roots of this product. It is believed, for instance, that the Tartessians kept vineyards across all of what is today Portugal's mainland already around 2.000 BC - thus well before the country's foundation (Portugal, n.d.).

In 2008, Portugal was the 11th major wine producer in the world and the 7th larger wine consuming country per capita (Wine Institute, n.d.). Regarding exports, this country was the 8th major exporter in 2009 and occupied the 7th position in regards to the exports-imports balance in the same year (International Trade Centre, n.d.). Portugal has a long tradition in wine production which, along with its geographic location, soil and temperate climate, makes it very favourable to the production of unique wines (Infovini, n.d.). No doubt this contributes to the country's favourable position in the world trade.

Around 6 million hectolitres of wine were produced in Portugal in 2009, which corresponds to a decrease of about 7,3% when comparing to 2006 (Wine Institute, n.d.). Although the exports of Portuguese wine have been increasing since 2003 at a compound growth rate of 7.2%, in 2009, these exports decreased about 10.5%, attaining a value of $763.091 thousand. This decrease was caused by the world financial crisis, among other factors. In 2009, Portugal occupied the 7th position in terms of the international trade balance with a positive value of $652.657 thousand (International Trade Centre, n.d.).

The per capita wine consumption in Portugal has also been showing a decreasing trend since the 90's (IVV, n.d.; Porter, 2003). Wine consumption was at about 44 litres per capita in 2009 (Wine

Institute, n.d.), which represents a 1.1% annual decrease in total volume consumed since 1999 (IVV, n.d.). However, the data provided by the *Instituto do Vinho e da Vinha* (IVV, n.d.) shows a slight increase in national wine consumption per capita in 2009, which is expected to be strengthened in 2010.

Several factors explain the decrease of wine consumption in Portugal: intense competition from substitute products like beer, several media campaigns against alcohol consumption and the increase of the asymmetries of information between wine retailers and consumers. According to a recent study conducted by the *Instituto Nacional de Estatística* and published in *Jornal Norte* (2010), beer is already the most consumed alcoholic beverage in Portugal. In fact, while beer reached a share of 55% of the total national consumption of alcoholic beverages in 2008, wine represented only around 40%. Moreover, the overall consumption of alcoholic beverages is Portugal is showing a decreasing trend, having declined 8% from 2003 to 2008. Conversely, the consumption of non-alcoholic beverages has increased by 10% between 2003 and 2007. The non-alcoholic beverage categories that showed the highest increases in consumption were waters (above 15%) and soft drinks (above 31%). The strong expansion of private retail brands has decisively contributed to these developments. Nevertheless, with the economic and financial recession observed in 2008, consumption in the waters and soft drinks was also affected and decreases of 2% and 7%, respectively, were observed. The advertising campaigns that intend to educate consumers to have a more responsible attitude in regards to alcohol consumption may also have contributed to a decrease of wine consumption in Portugal. The national public health authorities are endeavouring to reduce the problems associated with excessive alcohol consumption (Ionline, 2010).

As the number of product references grows in the marketplace, consumers in general see the choice and purchase of wines as an increasingly more complex, hard and risky decision task (Mitchell and Greatorex, 1989). Since it is difficult for consumers to evaluate wine quality prior to purchase – as for the most part they are not able to experiment the product before buying it (Goodman *et al.,* 2006) -, the need to obtain additional information that is useful and credible arises. The quantity and quality of information consumers receive about wine is, however, usually much lower than that about close substitutes. When comparing the level of product information Portuguese consumers receive through advertising, the wine category presents a much lower level relative to substitute products. It is possible to highlight, for instance, the aggressive advertising campaigns which have been promoted by the two major national beer brands in the last 5 years

(Meios&Publicidade, 2009). Noéme (2001) compared the advertising expenses of different food industry's subsectors based on data from *Instituto Nacional de Estatística*. This comparison showed that whereas the advertising expenses of the wine industry in 1997 corresponded to 5,1% of its sales, the corresponding value spent by the beer industry was 10,4% and by the non-alcoholic beverages sector 7,3%. This gap in advertising expenses between industries does not seem to be narrowing in recent years and is worsened by the effects of globalization (Noemé, 2001).

Another factor that could contribute to an increasing asymmetry of information between Portuguese wine consumers and producers is the increasing use of non-native grape varieties such as Chardonnay, Cabernet Sauvignon, Pinot, Merlot and Syrah to produce wine under national labels. This strategy is explained by the success and reputation of these varieties in international wine markets (CVRT, 2010) and is partially an effort of national producers to strength their competitive position in foreign wine consuming countries. Opportunity costs for planting new vineyards are quite high and with exports representing a more attractive alternative to national markets, many large producers have focused on the production and commercialization of wines based on non-native varieties, irrespectively of the market they intend to serve. However, most Portuguese consumers are highly unfamiliar with foreign grape varieties and wine types, and may also resent the disappearance of traditionally favoured products from store shelves. Moreover, many of the wine producing firms in Portugal are small, familiar enterprises which may not have means or the inclination to convert their traditional vineyards in a large-scale – these will also suffer rom the decline in knowledge regarding the attributes of traditional Portuguese wines.

The last decades have seen a more intensive use of new technologies in winemaking, which contributed for an increasing of industrial and mass produced wines world-wide, particularly in Europe. These improvements have lowered production costs considerably, allowing for the appearance of many wines of standard quality, which are sold to the final consumer at much lower prices than ever before. While some companies from traditional winemaking countries have accelerated their technological development, as this reduces costs and promotes production efficiency, new companies emerged in countries without a winemaking tradition. These are companies with a strong focus on exports to North-Western markets from the start, in countries like Australia, South-Africa, New Zeeland, Chile or Argentina. The latter is a development that has strongly shaped the wine industry worldwide in the last years (Remaud and Couderc, 2006). It

is expected that as these New World Wines enter the national market, wine purchasing decisions will become even more complex for Portuguese wine consumers.

The aforementioned threats and challenges faced by Portuguese wine producers in the internal markets will require the development of marketing strategies that effectively address them. Some of these may entail reducing the information asymmetries of domestic wine consumers relatively to typical Portuguese wines, making it easier for them to make their purchases according to their preferences and consumption occasion. This would, in turn, strengthen the competitive positioning of national wines relatively to its close substitutes in the internal market. One way to promote the act of drinking Portuguese wine among national consumers could be to convert it in a symbol of prestige, enlightenment and a desire to preserve the country's rich historical and cultural heritages. Many typical Portuguese wines already stand out for their excellent quality and uniqueness and have their identity and authenticity protected by legally-enforced region-of-origin certificates. DOC (Denominação de Origem Controlada) is the official name used to designate the high quality wines that have a strong bond to their region of origin. This certification follows a series of quality and production standards established by the region, in order to guarantee authenticity (Infovini, n.d.; IVV, n.d.).

A concept closely related to region-of-origin is that of the *Historical Wines of Portugal* (HWP). According to the *Associação de Vinhos Históricos de Portugal* (AVHP) – a producers' association created in 2008 with the aim of protecting and preserving the national wine heritage – a historical wine is that which is produced by small producers and their families, resorting only to ancestral winemaking techniques and in some instances only for self-consumption. These are clearly wine making enterprises which will not be able to survive by themselves in a global marketplace (Loureiro, n.d.). Some examples of *Historical Wines* according to this definition are *Vinho da Talha* (Alentejo), *Vinho de Colares*, *Vinho do Pico* (Azores), *Vinho do Enforcado* (Minho) and *Vinho Medieval* (Ourém). This quite restrictive and region-bound notion of HWP is, however, not shared by all scholars interested in wine marketing. Beverland (2005), for instance, while studying the meaning of *authenticity* in luxury wines, understood it as an attribute of highly-reputed and ancient wine brands that survive in the marketplace still today. In this context, good examples of authentic Portuguese wines would be *Port* or *Madeira*, which would not meet the requirements of a historical wine as they have been put forward by AVHP. Nevertheless, a subsequent study (Beverland, 2006) showed a more nuanced understanding of wine authenticity according to the views of industry actors. For them, authentic wines are not only those that have been produced and

market for centuries or even millennia, but also those that are highly committed to local traditions, namely by being manufactured exclusively through ancient, excellent and handmade crafts and not explicitly motivated by commercial profit. As a result, this study yielded a notion of authentic wines that overlaps more extensively with the HWP concept.

It has been showed that region-of-origin denominations, as depicted in the labels of wine bottles, are one of the most important quality cues for Portuguese wine consumers (Figueiredo, 2003). Information about the historical character of a wine may thus be considered as a relevant quality cue by consumers, as this is closely linked to a well-defined region and its winemaking attributes and reputation. Labelling and branding worthy Portuguese wines as HWP may not only mitigate the effects of information asymmetry, but also increase involvement with the category. Many regions in Portugal have a high potential for the development of wine tourism services – like visiting wineries, tasting wine and appreciating the landscapes related to wine production and vine culture. Although wine tourism is relatively recent in this country - the first wine routes (*Porto* and *Vinho Verde*) were established only in 1995 (Costa and Kastenholz, 2009) - , it appears to be a promising area for further economic development (O'Neill and Chartes, 2000). An increase in Portuguese consumers' awareness of HWP should ultimately lead to an increase in the internal demand for related wine tourism products.

1.2. Aims and Scope

There is not yet a consistent view on what an historical or authentic wine should be or on how best to market it. Even so, there seems to be a consensus around the fact that HWP could stand in the market as a valuable symbol of Portugal's cultural and economic identity of the culture and people of the regions in which they are produced. Consequently, the overal aim of this dissertation is to explore the potential benefits of using the concept of *Historical Wines of Portugal* to promote the sales and consumption of high-quality Portuguese wines in the internal market. To this end, the following research questions are proposed:

1. Which attributes and benefits do Portuguese consumers associate to wines branded as historical?
2. Which of HWP's attributes and benefits are more important to Portuguese consumers with different levels of wine knowledge and involvement?

3. What would be the effect of branding a Portuguese wine as historical in consumer demand?

4. How does category knowledge and involvement influence the effect of branding a wine as historical on Portuguese consumer demand?

The scope of this dissertation encompasses only table wines produced in Portugal and sold in this country through the retail channel.

1.3. Expected results and implications

The results of this dissertation could have important practical implications for Portuguese wine producers, wine tourism managers and Government institutions. There is a lack of publicly available, reliable and up-to-date studies of Portuguese wine consumption and demand. A better understanding of Portuguese wine consumers' decision-making processes will support the development of more effective marketing strategies by national wine producing and wine tourism companies. Given the strong link between HWP and their region of origin, regional authorities should be able to use the positive associations of these wines to promote their regions.

Successful marketing programs designed around the *Historical Wines* concept should increase Portuguese consumers' knowledge about and involvement with the category, as well as their demand for traditional national products. This may lead to a renewed interest in wine tourism activities, alongside with an increase in wine consumption in the domestic market. The results of this dissertation can also serve as a basis for the further development of the Portuguese HWP concept with the aim of promoting it in foreign markets. The implementation of HWP should ultimately have a positive impact in regional development and hence on national economy.

1.4. Methodology

In order to address the proposed research questions and to test the corresponding set of research hypotheses, an online survey with a choice-based conjoint task was designed and implemented Relevant data was collected from a convenience sample of 531 Portuguese wine consumers through an online questionnaire sent by e-mail. To define the set of Historical Wine's attributes for the conjoint task, as well as other aspects of questionnaire design 12 in-depth interviews with Portuguese wine consumers with different levels of wine knowledge and involvement were also conducted.

1.5.   Dissertation Outline

Chapter 2 presents a review of relevant literature and points out gaps in academic knowledge regarding wine consumers' decision-making processes, particularly in what respects traditional wines and wine-making techniques. Based on review's results, a conceptual framework was developed and testable research hypotheses were derived, to ensure the achievement of the overall goal of this dissertation. In Chapter 3, the methodology used to collect primary data and test the hypotheses is described in detail. The empirical results and subsequent discussion are presented in Chapter 4. Finally, Chapter 5 puts forward the main conclusions and implications of the research.

CHAPTER II: LITERATURE REVIEW

This chapter starts with a critical review of current knowledge about wine consumption behaviour. Next, a brief overview of the concepts of historical wines and wine authenticity is presented. The chapter ends with the conclusions of the review performed and the subsequent development of a conceptual framework and the proposal of research hypotheses to be tested.

2.1.   The wine purchase decision process

According to Kotler *et al.* (2008), consumers typically pass through 5 cognitive stages during their buying decision processes: *need recognition*, *information search*, *evaluation of alternatives*, *purchase decision* and *postpurchase evaluation*. The buying process usually starts with consumers realising they have an unsolved problem or an unmet need, the solution or satisfaction of which would lead them to a more desirable state of being. In the context of this dissertation, this could be a Portuguese wine consumer noticing that he or she would like to buy a bottle of wine for dinner that day. Typically, the solution or satisfaction of this general need implies the purchase of a good – a bottle of wine, in this case (Kotler *et al.*, 2008). However, the same consumer will also have more specific needs related to the type of wine to be bought. For instance, he or she may have a preference for wines with a favourable brand image or a high price, as this may reflect well on his or her social status (Szolnoki *et al.,* 2010).

As they become aware of their specific needs, wine consumers start searching for information about products that can potentially satisfy them. They may search for information from internal sources (their memories of past wine consumption experiences and associated judgements, *i.e.*, prior knowledge), close external sources (such as family and friends' opinions and recommendations), remote external sources (like the Internet, advertising or the advice of sales personnel), media sources (like newspaper editorials, critics' ratings and wine magazines) or product sampling (trying the product prior to purchase). However, this step of the buying process can be skipped when the consumer intends to make a quick decision (Kotler *et al.*, 2008).

Wine consumption decisions can be made prior to the purchase occasion or at the point of purchase. In the first case, consumers will probably take the price range and consumption occasion explicitly into account, as well as store and wine type. This limits the set of potential wine choices. In the second case, consumers will choose more on the basis of the information provided by the store and product packaging/labelling such as country- and region-of-origin, label design,

packaging, variety, vintage, winery and brand name and also price (Szolnoki *et al.,* 2010). Once the wine consumer ends the search for information, he or she will have constructed a set of alternative wine brands, which will then be evaluated according to their individual utility. Consumers will weigh the different wine alternatives according to trade-off between each alternative's bundle of attributes (and how they are valued) and its cost.

After choosing the brand of their preference, wine consumers will form a buying intention. This intention may still be, however, compromised by the attitudes of others - consumer buying intention can be influenced by how other people judge their product choices - and by unexpected situational factors, when unpredicted events happen before consumers can act upon their intentions (e.g. an in-store promotional activity). If wine consumers are able to carry out their buying intention unchanged, they will acquire the selected product. Finally, upon consumption, buyers will evaluate about how well the purchased wine satisfied their initial needs and met their expectations. If the product meets expectations, consumers will be satisfied and if it surpasses them, consumers may even become delighted with the purchased wine. But if it the product falls short of expectations, consumer consumers will be disappointed and most likely will refrain from repeating the purchase in the future (Kotler *et al*., 2008).

2.2.   The influence of involvement, knowledge and consumption occasion

Purchase decisions are influenced by the level of involvement consumers have with the category, product, brand and/or the purchase and consumption situation. Involvement is defined as the importance consumers grant to a product or a brand, an advertisement or a purchase situation (Laurent and Kapferer, 1985) and is influenced by interactions among consumers, actual purchase and use, consumption occasion, category attributes and marketing communication.

Wine consumers display different purchase behaviours depending on their level of involvement with this category. According to previous studies (Rasmussen and Lockshin, 1999; Lockshin *et al.,* 2006; Mueller *et al.*, 2009), a more involved wine consumer considers more information before deciding what to buy than a less involved one. Highly involved consumers also spend more time in retail outlets, enjoy wine shopping more and make more often different decisions depending on consumption occasion. On the other hand, less involved wine consumers prefer to make a quick decision without investing too much cognitive effort. In fact, while the first use more information and show a large interest in learning more about the product, the latter tends to simplify choices and uses heuristics to minimize the risk of picking the wrong bottle. Past research

has also demonstrated that highly involved consumers purchase and drink more wine than less involved ones (Dodd *et al.,* 1996), meaning that involvement determines to a great extent the buying decision process (Laurent and Kapferer, 1985). In fact, depending on the level of consumer involvement, product cues may be perceived in a different way. While price is more likely to be adopted as a quality cue by less involved consumers, the more involved ones, although still considering the price, are more likely to use grape variety as a cue (Zaichkowsky, 1988) and are willing to pay higher prices for a bottle of wine (Dodd *et al.,* 1996).

Wine involvement is closely associated to wine knowledge (Rasmussen and Lockshin, 1999), i.e., to the amount of information about this product that is collected, stored in memory and given personal meaning by the consumer (Alba and Hutchinson, 1987). In fact, as involvement, product cues are also perceived differently according to the level of knowledge wine consumers have. In fact, the higher knowledge a consumer has in the category, the higher use of cues he/she is able to do in his/her decision process (Schaefer, 1997). Wine knowledge encompasses two dimensions: familiarity and expertise. Wine familiarity results from the accumulation of wine-related experiences over time, while wine expertise is the ability to perform wine-related cognitive tasks (Alba and Hutchinson, 1987). Another important distinction to have in account is that between wine objective and subjective knowledge. Whereas subjective knowledge is the perception wine consumers have regarding the wine information they have stored in their memory, in terms of type, amount and organization, objective knowledge is the information they actually have stored. The higher objective knowledge a wine consumer has the higher extent he/she can learn and use it for his/her own interests. The higher subjective knowledge a wine consumer has the higher self-confidence he/she has, making him/her able to rely on the information he/she has stored (Park and Freik, 1994; Schaefer, 1997).

Consumers will value wine attributes differently, depending on the intended consumption occasion (Hall and Lockshin, 2000). For instance, the purchase of highly-reputed wines, such as those awarded with medals, positive reviews or high wine critics' scores and generally associated to higher quality or better taste, will more often occur when the wine is to be drunk in a special occasion than in an informal one. On the other hand, affordable prices play a more decisive role when wines are to be consumed informally (Gluckman, 1990). Attributes that are differently valued according to the intended consumption occasion also include the region-of-origin and package design (Hall and Lockshin, 2000).

2.3. Segmenting wine consumers according to their level of knowledge and involvement

Several market segmentation approaches have been developed in the past to analyze wine consumer markets. The most widely accepted ones often employ the consumers' level of knowledge and involvement as the most relevant segmentation criteria. According to Spawton (1991), it is usually possible to identify 4 different types of consumers in any wine market:

1. The *Connoisseurs*: These are the consumers with the highest level of wine consumption, particularly of the best quality. These consumers see wine education as a hobby and demand high levels of detailed product information, like those present in wine magazines. They make purchase decisions in advance from shopping and prefer to buy wine directly from wineries or wine clubs.

2. The *Aspirational Drinkers*: These are highly risk-averse consumers for whom social sanction of their choices is very important. They spend a significant amount of time searching for a wine to buy and often call for shop employees' assistance to make a choice, so they typically buy wine in retail outlets with a good level of service. Given their concern with the social aspects of wine drinking, aspirationals are strongly influenced by opinion leaders (like journalists and wine writers) and attracted by fashionable and known brands, as they perceived them to reduce risk and raise status.

3. The *Beverage Wine Consumers* – Consumers in this segment love to drink wine, but have little desire to appreciate it in all its depth and complexity. They are loyal to a product style and thus unlikely to experiment others. Their choice depends on consistent taste experiences, affordable prices and promotional campaigns, hence they typically buy wine in impersonal stores like big retail outlets and supermarkets.

4. The *New wine drinkers* – This segment encompasses the young and first-time wine drinkers, which are influenced by the behaviours of their parents or reference groups. Drinking mainly socially, their wine preferences are not well established and their choice is strongly influenced by occasion and place, such as parties and special events. Price is usually an important factor in their purchasing decision.

It is important to note that other variables such as socio-demographic characteristics, consumption frequency, drinking occasions and purchasing motives can valuably complement market segmentation approaches mainly based on knowledge and involvement.

2.4. Profiling the Portuguese wine consumer

There are not many publicly available studies aiming to understand the Portuguese wine consumer, particularly in what respects their levels of involvement and knowledge. Some consumer surveys (Figueiredo, 2003; Marktest, 2008) carried out in the last decade indicated that the average amount of wine purchased by Portuguese households is around 9 bottles/month (including both table and fortified wine). This level of consumption tends to be relatively higher in the North part of the country. Red wine is the preferred wine type in Portugal, followed by white, green, rosé, and finally champagne. After wine type, the region of origin represents another major influence in the wine choice of the Portuguese, particularly for older consumers. *Alentejo* is the most favoured wine producing region, followed by *Douro* and *Dão*.

The third factor taken into account in purchase decisions is label information, particularly for younger wine consumers and probably due their low level of category knowledge. Although price is seen as an important cue for Portuguese wine consumers, the amount they are willing to pay depends highly on occasion, consumption place and wine category. Wine is mainly consumed at home, particularly in older households, and during the week, particularly by male consumers (Figueiredo, 2003; Marktest, 2008). Portuguese prefer to buy wine either in supermarkets or directly from the producer (Markest, 2005).The most relevant and reliable sources of product information for these wine consumers are personal knowledge and the advice of family and friends. Other valued sources of information are wine labels and point-of-purchase displays, staff advice, wine fair leaflets and printed media (Figueiredo, 2003).

2.5. Effects of uncertainty and information asymmetry on wine purchases

The wine category encompasses an extremely wide range of products which are close (but not perfect) substitutes of each other. The international wine industry spawns a great number of new wines every year - based on almost endless combinations of different *terroirs*, grape varieties, wine making processes and vintages -, as well as new brands and companies, all struggling to differentiate themselves in the marketplace (Lockshin, 1997; Spawton, 1998, Szolnoki *et al.*, 2010). Since wines can thus differ widely in taste – which, by evolutionary reasons, is not a very adaptive trait of humans – switching brands entails also the costs of getting used to and appreciating a new flavour (Ehrenberg, 2000). To complicate matters more, consumers are for the most part unable to taste the wines in their consideration set immediately prior to forming their choices and buying intentions (Goodman *et al.,* 2006; Lockshin, 2003). They may rely on their

memories of past wine consumption experiences and associated judgements, *i.e.*, on their prior knowledge, to make future choices. However, given the diversity of wines available and the complex sensory profile of most products, even seasoned wine consumers will have, at best, only imperfect memories of past wine experiences. Moreover, the ability to learn, store and recall information about wine experiences will also be highly dependent on the level of consumers' involvement with the product: only highly involved wine consumers will allocate enough cognitive resources to the acquisition of an actionable level of prior product knowledge. These factors combined make it extremely difficult for buyers - particularly those will a lower level of category knowledge and involvement, to assess the extent to which each wine present in their consideration set is able to potentially meet their needs and expectations. This leads to uncertainty in product choice and to preference formation that is mainly driven by inferences based on external sources of information. Because of this phenomenon, wine is often classified as an experience good (Anderson and Sullivan, 1993; Nelson, 1970), that is, as a product whose quality variation can only be assessed upon purchase and consumption.

Producers have, however, full information about the quality of the wines they market which leads to the existence of information asymmetry between wine buyers and wine sellers. To mitigate potential market failures deriving from adverse selection problems (Stiglitz, 2002), wine producers, wine industry bodies, government authorities and other actors in the value chain have produced several information provision mechanisms – such as branding, reputation, quality certification, region of origin certification, prizes and awards, expert assessments and ratings and consumer-generated product reviews – that aim to reduce information asymmetry and uncertainty in wine purchasing. These signalling mechanisms are designed to promote the trustworthiness and reputation of wine producers with prospect consumers. As an unintended result, wine purchasing is becoming an ever-more complex and confusing task for consumers, particularly for those who are relatively uninvolved and unknowledgeable about the wine world (Lockshin *et al.,* 2006). For the later, at least, wine represents a highly risky purchase, due to both a high functional (the probability of a wine turning out to be disappointing in taste) and high social risk (if the wine is when wine is purchased for a festive meal or as a gift) (Olson *et al.*, 2003). These risks are then followed by the financial risk, which is related with the cost of the wine, and the physical risk, i.e., the threat of ending up with a bad hangover (Mitchell and Greatorex, 1989).

2.6.   Strategies to reduce wine purchase risks

When the risk of a bad purchase exceeds the risk tolerance of consumers, they will follow one or more strategies in an attempt to minimize it.   Perhaps the most effective of these strategies is the participation in tastings, fairs and festivals and in other events where multiple wines can be tasted without purchasing. However, such participation is not without time and financial costs, being hence favoured mainly by the more knowledgeable and involved wine consumers. An alternative strategy is to opt for well-reputed wine brands or wine retail stores that are widely known for the quality of the wines they sell (Spawton, 1998). Indeed, reputable wine stores typically guarantee service quality, compensation in case of dissatisfaction and product sampling opportunities. Staying loyal to one type of wine (e.g. red) or a producer brand is also a very efficient way of reducing the probability of dissatisfaction, as these are quality cues that can be easily observed at the point of purchase, which reduces search costs.

Consumers may also use the several types of information provided in wine labels and store shelves as extrinsic quality cues, in an attempt to reduce wine purchase risk (Mueller *et al.*, 2009). In this case, they will support their product quality inferences upon multiple external cues such as package and label design, price, alcohol content, well-matched foods, oenologist's notes medals or prizes received in international wine contests and the ratings of internationally renowned wine critics, to name a few. Labelling reduces not only the information asymmetries between buyers and sellers, but also the search costs faced by consumers. Label information attempts thus to counteract the effects of   act imperfect information by making some experience attributes of products more "searchable" (Caswell and Padberg, 1992).

Finally, buyers may also try to minimize wine purchase risk by resorting to external sources of information: sellers' marketing communications, media (for instance editorials, wine reviews, wine magazines and TV programmes regarding food and drink), critics' ratings and reviews, expert advice from store employees and the reported experiences and product judgements of other consumers (*i.e.*, word-of-mouth) (Mitchell and Greatorex, 1989).

2.7.   The issue of wine authenticity

According to Beverland (2006), authenticity in wine can be defined on the basis of 6 main dimensions: heritage and pedigree, stylistic consistency, quality commitment, relationship with place and downplaying commercial considerations. Heritage refers to the link between the wine's brand and its past (its tradition). A wine with heritage signals a consistency in quality. Meanwhile,

pedigree is something that a wine attains when it is able to survive for a long time in the marketplace. Wines with pedigree are not only of high quality from origin, but they also increase their quality while they mature in the bottle. Heritage and pedigree lead thus to higher quality expectations and the possibility to charge premium prices.

Stylistic consistency refers to a wine's ability to remain true to the character, quality and taste of a certain vineyard and vintage, instead of being designed to appeal to temporary market trends. Commitment to quality may also be perceived as a sign of authenticity by consumers. In order to produce wines with high quality, producers must invest in several areas of wine making and increase their costs. However, this also translates in higher wine quality, which can then be priced accordingly. Some examples of quality commitment include using the winery's own fruit and selecting the grapes used in the wine production, traditional production (through manual labour instead of using machinery), respecting the necessary time before releasing the wine into the marketplace and other aspects of the production process. Relationship to place, on the other hand, refers to the unique associations between terroir and wine characteristics. These confer authenticity to a product not only by generating differentiation, but also by endowing it a specified and well-known origin, one that is reputed by the quality of its products. Finally, many consumers attribute a higher value to wines that are produced in lower quantities, and are thus scarce in the marketplace, than to wines that are widely available for purchase. This is mainly explained by the perception that the more commercial wines are mainly promoted on the basis of their extrinsic, rather than their intrinsic quality characteristics. Therefore, downplaying commercial intent suggests honesty and integrity in wine promotion (Beverland, 2006).

2.8.   The concept of *Historical Wines of Portugal*

The *Associação dos Vinhos Históricos de Portugal* (AVHP), which was created with the objective of protecting and preserving the wine culture heritage in Portugal, proposed for the first time the concept of *Vinhos Históricos de Portugal* or *Historical Wines of Portugal* (HWP), which overlaps is several aspects with Beverland's (2006) concept of wine authenticity. According to AVHP, a wine is historical when it is produced by small producers and their families, its production resorts only to ancestral winemaking techniques, and, in some instances, the production is only for self-consumption and direct sale. Examples of HWP are *Vinho da Talha*, *Vinho de Chão de Areia* de Colares, *Vinho Verdelho* do Pico (Azores), *Vinho Medieval* de Ourém and *Vinho Verde do*

Enfocardo of Douro Litoral and Minho. In Table 2.1 is presented some information regarding these wines.

Table 2.1 – Examples of Historical Wines of Portugal.

	Region	Origin	Main Characteristics	Grape type	Production	Source
Vinho da Talha	Small wine cellars and taverns Inland Alentejo	Roman	Fruited and soft wine	Ex. *palhetes* from Vila de Frades :about 80% white grapes and 20%red grapes	Fermented it in large clay pots called *talhas*	(Loureiro, n.d.).
Vinho de Chão de Areia	Colares (Sintra)	Kingdom of D. João I (XIV century)	Exceptional aging capacity high acidity low alcoholic level high mineral content extremely scarce wine	Malvasia de Colares (white grape) and Ramisco (red grape)	-Vineyards planted in two layers of soil (onde of sand, and another below made of clay) - Vineyards were buried in holes in the sand and protected by bamboo fences - Scarce production due to the low place available	(Borges, 2005) (Loureiro, n.d.) (Wine in Portugal, n.d.)
Vinho Verdelho	Pico, Azores island	XV century	Extremely scarce wine	Verdelho grapes Isabela	-Vineyards planted in soil scrapped out of lava rock by hand, - Scarce production due to the *phylloxera* plague in the XIX century	(Guerra, 2008) (Loureiro, n.d.) (Medeiros, 1994)
Vinho Medieval de Ourém	Ourém (Fátima)	XII century Cister Monks of Alcobaça	- High alcohol content, as tradition made producers conduct a late harvest	Fernão Pires (80%) and Trincadeira (20%) grapes	-Ssame winemaking techniques and vineyard plots as those employed in the past	(Loureiro, n.d) (O Mirante, 2010)
Vinho Verde do Enforcado	Northwest of Portugal	n.d.	Wine to be consumed young, when it has higher acidity and less alcohol content	Produced with grapes from vines that are able to attain great heights	-Whereas these vines where as high as 12 meters in the past of height, today they reach only between 8 and 9 meters. - These vines have a slight gaseous peak, resulting from the acid bacteria activity	(Borges, 2005) (Loureiro, n. d.)

In order to economize on search costs when choosing a high quality wine, consumers look for reputation factors. An effective reputation cue is that which is able to transform a wine whose characteristics are difficult for consumer to observe before tasting it – an experience good – into a product whose characteristics can be easily evaluated before purchasing it – a search good (Caswell, 1991). Producers would be able to communicate reputation using the HWP concept in different ways. For instance, in the case a producer wants to promote an owned brand, a certification mark might be a good choice. A certificate is a seal which legally indicates the product was produced in conformity to specific standards (Belson, 2002). By creating it with the aim of promoting the production methods used and the region of origin, for example, consumers would be able to recognize a specific wine as having a superior quality relatively to uncertified products. On the other hand, if many producers decide to protect their products together, a collective brand would be a viable alternative. By showing wine consumers a specific wine is a product of an Association/Union member, through the shape of a seal with a symbol or a name, for instance (Irving, 2011), it might represent higher quality when comparing to others. It would depend on how recognized the Association/Union is, and which values it defends. Finally, the HWP concept could also be promoted through the label or back-label of the wine bottle. Although

this option may not call attention to consumers that want to make a quick choice as the previous options do, it has the advantage of providing some space to describe the entire concept.

Individuals with different involvement levels will value different promotional strategies. In fact, because information asymmetries and risk are more intense in low involvement consumers, they would be the ones to probably benefit more directly from authenticity and reputation cues. As earlier noted, Portuguese consumers prefer to purchase wines in large retailers. This is also where the influences of information asymmetries and purchase risk are higher, due to a large number of close substitutes available for selection. Moreover, consumers with low category involvement prefer to make quick decisions. Therefore, if a wine is signalled with a symbol of quality and reputation, not only risk would be reduced but also the choice would be quicker. Regarding the highly-involved consumers, they could also value a promotional strategy based on authenticity and reputational cues, albeit in a different way. In fact, because they have a high involvement with the category, they probably have a great interest about all the aspects that relate to the history and the production technology of the products they are consuming. They would probably have a greater interest in learning the details of the historical character of a wine.

2.9. Conclusions of the literature review

With the literature review it was possible to see the wine purchase decisions are often very complex due to the wide range of similar products available in the market. This complexity is also accompanied by information asymmetries and risk, as most of the time consumers are not able to try the product before purchasing it and the information they receive is not sufficient to make an accurate judgement. In order to minimize the risk of a wrong purchase to a tolerable level, consumers formulate strategies based on the quality cues they have available. Nevertheless, it is important to have in account some consumers are more affected by risk than others since their behaviour is affected by their wine knowledge and involvement. Similarly to what happens with region of origin denominations, labelling wines as historical may reduce the consumers' purchase risk and create involvement with the category, which could lead to an increase in wine consumption. Therefore it makes sense to proceed with a study to understand what attributes wine consumers with different levels of knowledge see in a historical wine, and which the ones they value mostly are.

2.10. Conceptual framework

Having reviewed prior literature, a conceptual framework was developed in order to clarify the relationships of the most important variables to be tested through an empirical study. Figure 2.1 highlights the two final stages of the buying decision process, namely the evaluation of alternatives and the purchase decision. Regarding the evaluation of alternatives, the consideration set is composed by Portuguese wines. Portuguese wine consumers' probability of purchasing a wine from this consideration set - i.e., showing a buying intention – are conditioned/affected by their knowledge and involvement level. This conceptual framework suggests if segmenting Portuguese wines into two categories: Portuguese Standard wines and Portuguese *Historical Wines*, when promoting or signalling the second, it leads to an increase in the probability of demand. This means, an increasing of the probability of showing a buying intention for Portuguese wines.

Figure 2.1 – Conceptual framework of the wine purchase decision process.

2.11. Research hypotheses

Given the research questions put forward in Chapter 1 and the conceptual framework depicted in the Figure 2.1, the following research hypotheses are proposed.

- **H1:** The attributes more strongly associated with HWP by Portuguese wine consumers will be those related to authenticity, reputation and age.

This hypothesis aims to access if the attributes wine consumers identify and associate more with *Historical Wines* are those related with *Authenticity* proposed by Beverland (2006).

- **H2:** The strength of the effects tested in H1 will depend on the level of category knowledge and involvement of consumers.

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Spawton (1991) segmented and proved wine consumers with different wine knowledge and involvement levels differ of each others in terms of behaviours and purchasing decisions. Also knowledge and involvement have an impact on their decision process (Laurent and Kapferer, 1985; Schaefer, 1997). With this in mind, this hypothesis aims to access if different segment of consumers present a different perception of the attributes that may characterize a *Historical Wine*.

- **H3:** The most valued attributes of an HWP will be its region-of-origin, its ancestral method of production and being made only of Portuguese grape varieties.

This hypothesis reflects the acknowledgement of Beverland (2006) and AVHP in considering various dimensions necessary conditions for an *Authentic Wine* - in the case of Beverland - , or a *Historical Wine* - in the case of AVPH. It is expected from those attributes, the ones to be most preferred in a wine (and which would have a higher impact in Portuguese wine consumers' demand): the region-of-origin, an ancestral method of production and a production made of only Portuguese grapes. In fact, when analysing the data obtained from the interviews to Portuguese wine consumers, these were the attributes that seemed to be more important for them.

- **H4:** The valuation of the attributes tested in H3 will depend on the level of category knowledge and involvement of consumers.

As explained in H2, because wine consumers do not have similar wine knowledge and involvement, they might also have different preferences in terms of attributes to be considered in a *Historical Wine*. This hypothesis aims to access if these differences are mitigated into the impact attributes have in consumer's demand.

Based on H1 and H2, it turns out to be possible to determine the nature and to formulate a concept for *Historical Wines* according to the attributes that are more associated to these wines. With H3 and H4, it becomes possible to create marking strategies based on the attributes wine consumers value mostly.

2.12. Conclusion

Based on the research hypotheses and the conceptual framework developed in this Chapter it was possible to develop an empirical study whose methodology is presented in Chapter 3. Whereas Chapter 4 presents the results of this study, Chapter 5 discusses its main findings.

CHAPTER III: METHODOLOGY

This chapter describes the research approach used throughout this dissertation. In particular, it presents the details of the design and performance of an on-line survey with a choice-based conjoint, implemented to determine the effects of the proposed branding strategy on consumer demand. It also includes a description of the semi-structured interviews performed to elicit the attributes and benefits associated to wines branded as historical by Portuguese consumers.

3.1. Research purpose and approach

In order to test the research hypotheses formulated in Chapter 2, an explanatory approach was employed (Creswell, 2003). This approach is used when the aim is to study the correlations between variables of interest through statistical tests (Saunders *et al.*, 2009).

3.2. Research strategy and method

A mixed method of data collection was employed, involving the sequential gathering of qualitative and quantitative data (Creswell, 2003; Saunders *et al.*, 2009). The qualitative stage involved the performance of semi-structured interviews (depicted in Annex 1), in order to elicit the attributes and benefits associated to wines branded as historical by Portuguese consumers. These, together with relevant information drawn from literature, served as input for the design of an on-line questionnaire with a choice-based conjoint task (n=531), which was subsequently implemented to determine the effects of the branding strategy on consumer demand. Data collection through the Internet was employed mainly due to practical constraints. Invitations to participate in the questionnaire were sent by e-mail using a snowball technique (Czaja and Blair, 2005). Data was collected during April and May 2011.

3.3. Questionnaire design

The on-line questionnaire employed is depicted in Annex 2 and was developed with the aid of the Questionpro Software. It is divided into 6 groups - introduction, category involvement and knowledge, wine consumption patterns and motives, conjoint analysis, expectations about HWP and socio-demographic variables.

3.3.1. Introduction

Three filter questions related to the characteristics of the population of interest were presented at the start of the questionnaire: age, residence and frequency of wine consumption. Only people who declared to be older than 18 years, reside permanently in Portugal and have a regular wine consumption were allowed to fill-in to answer the remainder of the questionnaire. As an incentive to reach a sufficiently high response rate, potential participants were informed that the author of this dissertation would donate €0,10 to the Association Acreditar for each valid questionnaire received.

3.3.2. Category involvement and knowledge

Respondents provided their level of subjective wine knowledge and wine involvement by scoring items of several psychometric scales on Likert-type answer formats (1- "Totally disagree" to 6- "Totally agree"). An even point answer format was chosen so that respondents could not systematically choose an indecision or neutrality option for the sake of minimizing effort, which often occurs in on-line questionnaires (Czaja and Blair, 2005). Objective wine knowledge (Schaefer, 1997) was evaluated on a purposefully develop 4-point response scale, which is depicted in Annex 2. In this way, it was possible to assess the expertise of respondents with different varieties of local and international wine grapes, with a diverse level of dissemination in the Portuguese market.

3.3.3. Wine consumption and purchasing patterns

In order to understand the consumption patterns of the sample wine consumption patterns, wine familiarity, consumption frequency and local of consumption were asked through closed questions. Some of these questions were adapted from previous studies on the subject of the wine market (Bruwer *et al*., 2002; Thach and Olsen, 2006). Regarding the purchasing patterns, it was asked for consumers to evaluate their purchase frequency through a set of close questions. Moreover, information regarding the frequency of wine types purchased and locals of purchase were given by scoring items on Likert-type answer formats (1 "Never" to 6 "Always").

3.3.4. Wine consumption and purchasing motives

Respondents provided information regarding their motives to consume wine by scoring items of several psychometric scales on Likert-type answer formats (1 "Totally disagree" to 6 "Totally

agree"). Items used in these questions were adapted from previous studies regarding the wine market (Jaeger *et al.*, 2009; Lockshin, 2008; Thach and Olsen, 2006).

Furthermore, respondents provided information regarding their motives to purchase wine by scoring items of several psychometric scales on Likert-type answer formats (1 "Very unimportant" to 6 "Very important"). Items used in these questions were taken and adapted from previous studies regarding the wine market (Figueiredo, 2003; Mueller *et al.,* 2009; Zaichkowsky, 1988).

3.3.5. Conjoint task

A choice-based conjoint task was developed with the aim of determining the effects of the branding strategy and associated attributes on consumer demand.

In order to determine attributes of HWP to be used in the conjoint-task two steps were taken. First literature review was analysed in order to gather relevant attributes. At this stage, we resorted to Beverland's contribution (2006) to the notion of authentic wines and the concept of HWP developed by the Associação Portuguesa dos *Vinhos Históricos*. Next, 12 semi-structured interviews were performed with Portuguese wine consumers different levels of self-assessed category involvement and knowledge. A total of 4 questions were asked according to the script depicted in Annex 1. These interviews took place in April 2011, each lasting for about 20 minutes. To a great extent, the results of these interviews confirmed and added to the list of attributes drawn from the reviewed literature. As a result, a total of 5 attributes with a moderate number of levels were selected to use in the conjoint task. These are depicted in Table 3.1.

Table 3.1 – Factors and levels used in the conjoint task.

Factors	Levels
Price levels (Back-label)	6,23 €
	8,46 €
	10,69 €
Region of Origin (label)	"Vinho Regional Moderno" - Lisboa
	"Vinho Regional Artesanal"- Açores
	"Vinho DOC Moderno" – Bucelas
	"Vinho DOC Artesanal" – Colares
Scarcity (back-label)	20 000 wine bottles produced
	4 000 wine bottles produced
Producer size -reputation (back-label)	"Adega Cooperativa"
	"Empresa familiar"
	"Sociedade Agricola"
Grape types used in the production (back-label)	Portuguese grape types
	Portuguese and foreign grape types

The conjoint task employed a full profile technique, also known as concept evaluation task (Green, 2001). The task stimulus presented in the questionnaire consisted of 16 pictures of white wine bottles (0.75 cl) with information about retail price and a small set of hypothetical *Historical Wines* attributes (Figure 3.1.), the levels of which were combined through experimental design. In order to avoid confounding effects, the production year and the alcohol percentage remained constant (2008 and 12%, respectively). Respondents were then asked to score each white wine bottle yielded by the experimental design on a 1 to 6 likelihood-of-purchase-scale. By varying the attributes in each image, it was therefore possible to infer the willingness-to-pay (and hence the preference) for each attribute level, according to the respondents' evaluating task performance. Although there is a wide range of researches in the food industry that uses conjoint analysis to analyse to what extent factors are important in the consumer purchasing decision, most part of the studies in the wine market presents factors in verbal information, and less with visual effects. Presenting wine attributes in the image of a wine bottle turned out the experiment more realistic and involving more the respondent (Szolnoki *et al*, 2010).

In order to specify the nature of relations between the number of variables included in the experiment, a regression analysis was employed. Therefore it was possible to observe how the probability of purchase (dependent variable) varies when varying the entire bottle attributes (independent variables).

Figure 3.1: An example of a wine bottle used in the conjoint task

3.3.6. Expectations about *Portuguese Historical Wines*

Subsequently to the conjoint task, a wide range of *Historical Wines* quality attributes were asked to be evaluated in a 6 point scale basis (from 1 "Low Associated" to 6 "Very Associated"). These attributes were taken from the interviews conducted to the Portuguese wine consumers and had the objective of revealing which were the ones that mostly classified what a *Historical Wine* is.

Then, aligned to the analysis conducted for general wines, *Historical Wines*' purchase and consumption situations were accessed since differences may occur. Therefore, in order to assess the Portuguese wine consumers' expectancy in finding *Historical Wines* available in different places, purchase situations were measured by in 6 point scales (from 1 "Never" to 6 "Always"). Finally the places they would expect to consume these wines were measured by using the same answering scale.

3.4. Population and sample

The population under study consisted of Portuguese residents aged 18 years old or older, who consumed wine at least once a month. As a result of the convenience sampling method and the snowballing technique employed, it was possible to determine that at least 1089 people received the link to the questionnaire and viewed. From these, only 801 started filling the questionnaire and only 531 completed it. From the 531 completed questionnaires, 463 were considered valid, which composed the final sample. This corresponds to a response rate of 43%, which is in line with the values that are known for this type of questionnaire (between 40 and 45%) (Czaja and Blair, 2005).

3.5. Sample description

The sample obtained can be described having in account the socio-demographic profile, Wine consumption and purchasing patterns, wine preferences and Wine consumption and purchasing motives.

3.5.1. Socio-demographic profile

Table 3.2 presents the socio-demographic characteristics of the respondents. The sample was composed mainly of men, as expect based on previous studies (Figueiredo, 2003). It was possible to attain almost all the possible wine consumption age range, varying from the 19 to the 71 years

old. The average age of respondents was around 40 years, probably due to an over-representation of respondents around 23 years old. Although the respondents' household ranges from 1 to more than 5 people, the majority of the respondents stated theirs was composed by 2 people. It was possible to collect answers from respondents residing in all the main regions of Portugal. Nevertheless Lisbon was over-represented in the sample, with 55% of the total. The respondents had mostly a medium-to-high level of education (a bachelor or an undergraduate degree) and employed. Finally, the majority of the sample was married (or common-in-law married) and had an income ranged between the €2000 and the €3999. This income range is substantially higher than the Portuguese average, which is €777 (DN, 2010).

Table 3.2 – Socio-Demographic characteristics of the respondents (n=463).

Gender	%
Female	45
Male	55
Age	**Years**
Range	19-71
Mean ± S.D.	40 ± 12
Mode	23
Household	**#**
Range	1-5
Mode	2
Residence	**%**
North	4
Lisbon	55
Centre (without Lisbon)	6
South	32
Madeira and Azores	3
Education	**%**
Low	2
Medium-Low	16
Medium-High	54
High	28
Mode	Medium-High
Professional Status	**%**
Students	16
Unemployed/Retired/home occupation	7
Employed	77
Mode	Employed

Marital Status

Married/Common-law married	60
Single	33
Divorced/Widowed	7
Mode	Married

Household monthly Income	**%**
< €1000	8
€1000 - €1999	32
€2000 - €3999	41
€4000 and above	19
Mode	€2000 - €3999

3.5.2. Wine consumption and purchasing patterns

In Table 3.3 it is described the wine consumption and purchasing patterns for the sample used in the study.

It is possible to conclude most part of respondents has a medium level of wine consumption and consume the beverage essentially at home. In regards to the wine purchasing frequency, the majority of respondents present a low occurrence. In fact, about one third of the sample only purchase wine less than once per month and about 27% purchase wine once per month. Although the consumption and purchasing level of the sample may not correspond exactly to the reality (as it is a sample of convenience), this is not problematic for the analysis, as this dissertation intends to be used to promote the Portuguese wine consumption of people that do not have large levels.

Table 3.3- Wine consumption and purchasing patterns (n=463).

Wine consumption frequency	**%**
Low (at least once per month)	33
Medium (1-3 times per week)	41
High (more than 3 times per week)	26

Local of Consumption	**%**
At home	48
At friends or relatives' homes	23
In restaurants/bars	29

Purchasing frequency	**%**
Less than once per month	37
Once per month	27
Two or three times per week	22
At least once per week	14

3.5.3. Wine preferences

Regarding the wine preferences of the sample, red wine is the main choice, as about 69% of the respondents purchase regularly this wine type. Although in the conjoint task only white wine bottles were considered, this is not problematic as white wine is also frequently purchased (55%). Sparkling wines and fortified wines are not purchased in a regular way probably because these are most likely associated to special occasions.

The wine type preferences that came from the collected data are in line with what was researched by Figueiredo (2003). Portuguese wines are highly preferred to the foreign wines, and both categories are mainly purchased in large stores as 67,4% of the respondents stated they purchase regularly the product in hipper-markets and 52,7% in super-markets. These are followed by the specialty stores (26,8%) and directly to the producer (24,6%). Very near to this conclusion was the study conducted by Marktest (2008), which concluded super-markets/hipper-markets and directly to the produced are the most preferred places to purchase wine. Regarding the preferred regions where wine is produced, Alentejo is the favoured one (52%), followed by Douro (27%), which is also aligned with Figueiredo (2003) research and Marktest (2008).

3.5.4. Wine consumption and purchasing motives

The most important motives for respondents do consume wine are related with the occasion of consumption. In fact, around 71% of wine consumers stated they drink wine because it is a pleasant beverage to share with friends and family. Also about two thirds of the respondents stated it is a good beverage to celebrate special occasions. The fact wine goes well with meals (64,1%) and enjoying the taste (63,2%) are two other major reasons to consume the product.

Regarding the motives to purchase wine, respondents stated the ones which were more important for them were: the fact of having experimented the wine before, followed by the wine type, the region of origin, the recommendations made by family and friends and the consumption occasion. Out of this it is possible to conclude the wine purchasing motives attained seem to be in line with the ones researched by Figueiredo (2003) as he also concluded the wine type, the region of origin and the occasion are significant consideration in the consumer decision. Moreover, it is also possible to conclude signalling models such as the fact of some wines having awarded prizes and medals, recommendations made by the retailer or specialists and the winemaker are not seen as the most important motives to purchase wine. This seems to be associated with the existence of information asymmetries and risk in the wine Portuguese market.

3.6. Psychometric measures of category involvement and knowledge

Factor Analysis with the Principal Axis Factoring Method was employed to derive the psychometric measures relevant to this study. Cronbach's alpha coefficients were calculated to provide the level of the measures' reliability. Finally factor regression scores were calculated for inclusion in further statistical analysis.

Although 13 items measuring involvement were initially incorporated in the questionnaire, only 7 were included in a final one-factor solution which explained about 58% of the variance observed, as depicted in Table 3.4. This solution presented a Cronbach's Alpha of 0.81, which suggests the items have a high consistency (Hair, 2005).

Table 3.4 – Involvement scale (n=463).

Involvement items	Factor	Mean ± Std.
I have a large interest in wines.	0,87	3,71±1,50
I do not mind spending some time choosing a wine.	0,85	4,07±1,42
I enjoy learning new things about wine.	0,79	4,08±1,47
One of the things that most satisfy is the opportunity of enjoying a good wine.	0,77	3,98±1,46
Consuming wine is a source of pleasure to me.	0,75	4,08±1,45
The wines I choose reflect somehow my personality.	0,65	3,25±1,48
I show effort in purchasing wines that do not disappoint me in the hour of consuming them.	0,61	4,68±1,34

From the 17 items measuring subjective knowledge initially incorporated in the questionnaire, all were included in a final three-factor solution, as depicted in Table 3.5. 3 groups of subjective knowledge were therefore created. The Hobbies are wine consumers who see wine as a hobby, seeing interest in the category. This group explains 70% of the variance and has a Cronbach's alpha of 0.93. More than showing interest, the Experts have a high knowledge in the category. This explains 70% of the variance and has a Cronbach's alpha of 0,89. Finally, the Opinion Leaders are those wine consumers whose knowledge is not only perceived by others but are also able to act as leaders of opinion. This explains 71% of the variance and has a Cronbach's alpha of 0,90. Having in account the variances explained and the Cronbach's alphas of these groups, it is possible to conclude both present a very high consistency and sufficient variance is extracted from the factors (Hair, 2005).

Table 3.5 – Subjective knowledge scale (n = 463).

Hobbies	Factor Loading	Mean±Std.
Attends courses or workshops about wines	0,90	1,73±1,24
Visits farms or wineries to see how wine is produced	0,85	2,55±1,48

Participates in wine tasting events	0,84	2,02±1,45
Attends wine fairs, festivals and other events	0,76	2,53±1,54
Buys books about wine	0,72	1,98±1,40
Reads articles about wine in journals, magazines or guides	0,68	2,81±1,57
Consults critics and grades given to wine by specialists	0,66	2,66±1,60

Experts	Factor Loading	Mean±Std.
Knows which are the best production years for a specific region	0,93	2,20±1,26
Knows how much time it exists a specific wine brand in the market	0,78	1,92±1,11
Capable of identifying the grapes in which the wine he/she is drinking was produced	0,74	2,17±1,25
Knows which is the producer company of a specific wine brand	0,69	2,57±1,34
Capable of tasting a wine and telling its origin region	0,57	2,39±1,15

Opinion leaders	Factor Loading	Mean±Std.
Being asked to choose the wine in a restaurant	0,92	3,41±1,50
Capable of distinguishing a good quality wine from a bad quality one	0,76	3,87±1,28
Understands more about wine than the people that surround him/her	0,74	2,93±1,30
Being asked which wine to buy	0,68	3,05±1,42
Capable of telling the temperature a specific wine should be served	0,44	3,04±1,55

Factor analysis was also used to summarize the results of respondents' answers regarding their objective product knowledge. Although 10 items measuring objective knowledge were initially incorporated in the questionnaire, only 8 were included in a final two factor solution, as depicted in Table 3.6. Grapes types were divided according to how well known they were to respondents. By order, Alvarinho, Trincadeira and Shiraz, were the most well-known grape types and composed one group. This group explains 59% of the variance and has a Cronbach's alpha of 0,82, which means it explains sufficient variance and has a consistency near the lower limit of acceptability of 60% as proposed by Hair (2005). The other group was comprised by: Baga, Riesling, Tempranillo, Encruzado, and Gruner-Veltliner. This group explains 62% of the variance and has a Cronbach's alpha of 0,84. This means sufficient variance is explained and has a high consistency (Hair, 2005).

Table 3.6 – Objective knowledge measure (n=463)

Less well-known grape types	Factor Loading	Mean±St. Deviation
Encruzado	0,93	1,70±1,05
Tempranillo	0,72	1,76±1,11
Baga	0,67	2,04±1,21
Riesling	0,58	1,82±1,14
Gner Veltliner	0,51	1,22±0,58

Most well-known grape types	Factor Loading	Mean±St. Deviation
Trincadeira	0,96	2,97±1,23
Shiraz	0,65	2,55±1,35
Alvarinho	0,63	3,31±1,01

3.7. Wine familiarity

In the table 3.7 it can be observed most part of the respondents present a continued wine consumption. In fact, about half of the sample consumes wine for more than 15 years and 68% for more than 9 years. On the other hand, only about 11% of the sample shows a more recent wine consumption (less than three years). Overall, even though there is a trend for the consumption frequency to be medium-low, it is possible to conclude the sample is familiar with wine. This seems to corroborate the idea of people consuming more wine substitutes, such as the beer, leading to a reduction in wine consumption (but it does not mean consumers quit drinking wine at all).

Table 3.7 – Familiarity with wine consumption (n=463).

How long ago do you consume wine?	%
< 1 year	2
< 3 years	8
< 6 years	13
< 9 years	8
< 12 years	10
< 15 years	9
15 years and above	49

3.8. Cluster analysis and segmentation

Respondents were clustered using the TwoStep method into segments based on their factor regression scores on involvement, subjective knowledge and objective knowledge. The objective of this analysis was to create groups with characteristics that could subsequently be used to clarify the results obtained from the conjoint task and other questions related to HWP attributes.

3.9. HWP attributes

Although 19 items measuring subjective knowledge were initially incorporated in the questionnaire, only 15 were included in a final three-factor solution. Therefore, three groups of different approaches to Historical Wines were created, as depicted in Table 3.8.

Reputation wines explains about 64% of the variance and has a Cronbach's alfa of 0,86. Aged wines explains about 66% of the variance and has a Cronbach's alfa of 0.87. Reputation Wines Aged Wines have therefore a high consistency and explain sufficient variance (Hair, 2005). Finally, Authentic Wines explains about 54% of the variance and has a Cronbach's alfa of 0,78. This means the variance explained is rather bellow the limits of acceptability, but has nonetheless a high consistency (Hair, 2005).

Table 3.8 – *Historical Wines* attributes for each concept (n=463)

Reputation Wines	Factor loading	Mean±Std.
Wine that received very favourable prizes and evaluations from wine specialists.	0,81	3,06±1,46
Wine whose brand is very well-known in the market.	0,80	3,06±1,46
Wine that is very appreciated in the international market.	0,75	3,26±1,52
Wine that is very promoted by the companies that product it.	0,68	2,98±1,84
Wine with excellent quality.	0,65	3,92±1,52

Aged Wines	Factor loading	Mean±Std.
Wine that aged several years in the producer wine cellar before being bottled and sold.	0,85	3,26±1,55
Wine whose grapes were harvested one or more decades ago.	0,80	3,11±1,60
Wine produced in a special year.	0,78	3,50±1,56
Wine that must be opened several years after being bottled.	0,70	2,70±1,50
Wine produced by a very old company.	0,665	3,42±1,59

Authentic Wines	Factor loading	Mean±Std.
Wine produced exclusively in a region with a large tradition in its production.	0,85	3,85±1,60
Wine that contributes for the economic development of the region that produces it	0,68	3,72±1,51
Wine produced and commercialized various generations ago.	0,63	3,74±1,52
Wine with unique taste.	0,56	3,64±1,54
Wine with high production cost.	0,54	2,97±1,48

3.10. Conclusion

This chapter 3 described the methodology employed in data collection and analysis. Chapter 4 will present and discussed the results obtained as well as to what extent these validate the research hypotheses proposed.

CHAPTER IV: RESULTS AND DISCUSSION

This section presents and discusses the results of the online questionnaire performed and presented in the previous chapter.

4.1. Segments of respondents according to knowledge and involvement

As a result of the performed analysis, as described in the Chapter 3, 3 clusters of participants which differ significantly in their wine knowledge and involvement level were obtained.

Table 4.1 encompasses the percentage of respondents that belonged to each cluster and the differences in terms of involvement, objective knowledge and subjective knowledge. Moreover, it is important to be referred the differences between groups are significant at 0,001.

Table 4.1 – Wine consumers segmentation (N=463).

Involvement		%	Mean ± St. Deviation
Beverage Wine Consumers		27	2,90±0,93
Aspirational Drinkers		43	3,95±0,87
Connoisseurs		29	5,02±0,66
Objective Knowledge		**%**	**Mean ± St. Deviation**
Least well known grapes	*Beverage Wine Consumers*	27	1,09±0,20
	Aspirational Drinkers	43	1,44±0,44
	Connoisseurs	29	2,68±0,72
Most well known grapes	*Beverage Wine Consumers*	27	1,68±0,50
	Aspirational Drinkers	43	3,18±0,70
	Connoisseurs	29	3,79±0,41
Subjective knowledge		**%**	**Mean ± St. Deviation**
Hobbies	*Beverage Wine Consumers*	27	1,34±0,37
	Aspirational Drinkers	43	1,99±0,61
	Connoisseurs	29	3,76±1,17
Experts	*Beverage Wine Consumers*	27	1,33±0,42
	Aspirational Drinkers	43	2,15±0,77
	Connoisseurs	29	3,25±0,86
Opinion Leaders	*Beverage Wine Consumers*	27	1,97±0,65
	Aspirational Drinkers	43	3,26±0,74
	Connoisseurs	29	4,55±0,63

4.1.1. Cluster characteristics

Results have concluded each segment differs from the others not only in terms of knowledge and involvement levels, but also when considering socio-demographic characteristics.

Beverage Wine Consumers: Most part of this cluster (more than 70%) is composed by women. Beverage consumers is also the most young cluster, with a mean of 33,37±11,64 years old. Regarding the monthly revenues, it is not possible to take any conclusion regarding since about 50% receive less than €2.000 and 50% more.

This wine consumers segment has a low involvement level about the category. Regarding the knowledge level, is also low and also recognizes the low level he or she possesses. When asking them about the grapes they know, a typical Beverage Wine Consumer is not able to recollect any grape type from the ones that are less known. Regarding the grapes that are most known, most part of these wine consumers confess they do not know them at all.

Aspirational Drinkers: Most part of the wine consumers fall in the *Aspirational Drinkers* (more than 40%). This cluster is more composed by men (about 60%) than women, although the differences are not very high. Regarding the age, it was obtained for this cluster an average of 41,40±11,27 years old. Concerning the monthly revenues, there is a trend for people that belong to this segment to have higher revenues than *Beverage Wine Consumers*. In fact, about 60% have revenues of more than €2.000, which correspond to four times the minimum revenues level in Portugal.

This wine consumers segment have a medium involvement level about the category. Moreover, their knowledge is also medium and recognizes a medium knowledge level. When asking them about the grapes they know, from the grapes that are least known, a typical Aspirational drinker is able to recollect some grape types and remembers drinking one wine made by it at least once. Regarding the grapes that are most known, he or she can only recollect the name of some, although not having remembered drinking a wine made with that grape.

Connoisseurs: Whereas *Beverage Wine Consumers* are mainly composed by women, men are more frequent in *Connoisseurs* (about 30%). Also it is in this cluster where it is possible to find a

major number of older people, as it was obtained an average of 45,08±11,71 years old. This is also the cluster with higher monthly revenues. In fact, about 70% have revues of more than €2.000. This wine consumers segment have a high involvement level about the category. Their knowledge is also high and also recognizes they are superior to others, capable of acting as opinion leaders. When asking them about the grapes they know, from the grapes that are least known, a typical Connoisseur is able to recollect the name of most part of the grapes and remembers drinking various wines made by them. Regarding the grapes that are most known, he or she can recollect the name of most of them and is able to remember having drink a wine made by them at least once.

It is important to refer that the segments obtained with the data collected are aligned with the three of the ones proposed by Spawton (1991), and which were described in Chapter 2. Only the segment *New Wine Drinkers* could not be reproduced. Nevertheless, this segmentation has as main difference with the one here presented because it only considered involvement to group consumers into different segments. The one attained based on the data collected considers not only category involvement wine consumers have, but also category knowledge.

4.2.   *Historical Wines* concept

In chapter 3 it was seen 3 different *Historical Wines* concepts may be created, namely the Reputation Wines, the Aged Wines and the Authentic Wines. In Table 4.2 is presented the means obtained for each *Historical Wines* concept.

Table 4.2 – Historical Wines concepts (N=463).

	Mean ± St. Deviation
Mean Factor Reputation Wines	3,37±1,18
Mean Factor Aged Wines	3,20±1,26
Mean Factor Authentic Wines	3,58±1,12

By analyzing these results, it is possible to conclude *Authentic Wines* is the concept that seems to be more associated to *Historical Wines* by Portuguese wine consumers, followed by Reputation Wines, and then Aged Wines. **This seems to support H1.**

Therefore this means by referring to *Historical Wines*, they are mostly perceived by Portuguese Wine Consumers by wines which are produced exclusively in a region with a large tradition in its production, which contribute for the economic development of the region which produced it, are

produced and commercialized various generations ago, and which have unique taste and are associated with high production costs.

4.3. *Historical Wines* concept for different clusters

It is possible to take conclusions regarding how attributes groups association with *Historical Wines* differ by Portuguese wine consumers when considering different knowledge and involvement levels. Table 4.3 present the averages of answers for each category and how it differs according to the knowledge of the respondents.

Table 4.3 – Historical Wines attributes categories for different knowledge clusters (N=463)

Mean Factor Reputation Wines	%	Mean ± St. Deviation
Beverage Wine Consumers	27,4	3,66±1,13
Aspirational Drinkers	43,2	3,33±1,19
Connoisseurs	29,2	3.14±1,17
Total	100	3,37±1,18
Mean Factor Aged Wines	**%**	**Mean ± St. Deviation**
Beverage Wine Consumers	27,4	3,48±1,19
Aspirational Drinkers	43,2	3,19±1,28
Connoisseurs	29,2	2,95±1,27
Total	**100**	**3,20±1,26**
Mean Factor Authentic Wines	**%**	**Mean ± St. Deviation**
Beverage Wine Consumers	27,4	3,69±1,11
Aspirational Drinkers	43,2	3,44±1,11
Connoisseurs	29,2	3,69±1,14
Total	**100**	**3,58±1,12**

The first conclusion to take out from this table is that *Authentic Wines* appears to be the category that most classify what a historical wine is, regardless the level of wine knowledge and involvement Portuguese wine consumers have. Also like when analyzing Portuguese wine consumers as a whole (ignoring their knowledge and involvement levels), *Reputation Wines* are always the second concept to be associated to *Historical Wines*, followed by Aged Wines. **This seems to not support H2.**

Another conclusion that is possible to take is that *Beverage Wine Consumers* and *Connoisseurs* are not only more able to choose Authentic wines as the concept the most explains what a *Historical Wine* is than *Aspirational Drinkers*, but also present similar mean values. Out of this, it

can be concluded consumers with lower knowledge levels might acknowledge at the same scale a marketing strategy to Authentic *Historical Wines* as high knowledge.

4.4. *Historical Wines*: Local of consumption and Local of Purchase

Regarding the local of consumption, respondents found events promoted by regional authorities (45,1%) as the most propitious place to drink a *Historical Wine*. It is followed by at the home of friends or family (43,7%), in the visit of a winemaking company (43,2%), at own home (41,4%) and in an ceremony or a special occasion (41,1%). About 82% of respondents stated they would not expect to consume a *Historical Wine* in bars or taverns. This is an interesting result since it is normal for *Authentic Wines* (evaluated as defining a *Historical Wine*) to be sold in these point of sales. This proves producers are not doing a very good job in promoting *Historical Wines*.

Respondents found the most exquisite places the most natural to find a *Historical Wine*. This is curious since these are the places respondents stated they actually do not frequently purchase wines. Indeed, specialty stores (74,9%), wine clubs (70,7%), directly to the producer (64,3%) and On-line (49,4%) were the places respondents found that would be more common to purchase a *Historical Wine*.

4.5. Probability of purchase analysis

As it can be seen in Table 4.4, it was included the following variables in the regression: Region of Origin (DOC certification), Price, Portuguese Grape mixture, Cooperative winemaking, Familiar Company, Lisboa, Colares and Bucelas. Nevertheless, Familiar Company is not represented in the table as it was not significant. Moreover, regression was run excluding the variable Quantity as a previous exercise concluded it did not have a significant influence in the probability of purchase.

Regarding the strength of association, the percentage of variance in the dependent variable which can be explained by the independent ones (adjusted R square) was 0,032.

Table 4.4 – Results from a linear regression based on the conjoint data.

	Unstandardized Coefficients		Standardized Coefficients	Sig.
	B	Std. Error	Beta	
(Constant)	2,83	0,06		0,000
Price	-0,06	0,03	-0,04	0,027
Pt Grape Mixture	-0,12	0,05	-0,05	0,011
Cooperative Winemaking	-0,17	0,05	-0,06	0,001
Survey differences	-0,11	0,05	-0,04	0,048

Lisboa	-0,15	0,07	-0,05	0,024
Bucelas	0,21	0,06	0,07	0,001
Colares	0,31	0,06	0,11	0,000

It exists a negative effect in the following items: price at a 0,05 significance level, the grapes mix being only Portuguese at 0,05 significance, the fact wines being produced in Cooperative winemaking at 0,001, significance, the wine being produced in Lisboa in relation to Azores at 0,05 significance and an effect of using the second questionnaire in relation to the first at 0,05 significance.

It exists a positive effect in the following items: DOC certification at 0,001 significance, Artisanal production at 0,01 significance, the fact the wine being produced in Bucelas in relation to Azores at 0,01 significance and the fact the wine being produced in Colares in relation to Azores at 0,001 significance.

From the results presented it is possible to conclude a mixture of foreign and Portuguese grapes are preferred to wines made by only Portuguese grapes. Moreover, wine produced in an S.A. is preferred to Cooperative Winemaking. It is not possible to conclude regarding Familiar company as its results were not significant.

It is possible to conclude Azores (Regional wine, produced in lava soil, normal farm) is preferred to Lisboa (Regional wine, modern viniculture, produced in a normal farm). Since these wines only differ in the production method, this means artisanal production is seen as being more important than modern production. Nevertheless Bucelas (DOC, modern viniculture, historical farm) and Colares (DOC, sand soil, normal farm) are always preferred to Azores. This means DOC wines are always preferred regardless the method of production.

The final conclusion of these is that the ideal wine for Portuguese consumers, i.e., the ones their probability of purchase would be higher, is a DOC wine produced in an artisanal way, with a mixture of Portuguese and foreign grapes. This means **H3 is only partially supported.** In fact it was expected to be valued wines made by only Portuguese grapes.

Creating an efficient *Historical Wines* marketing strategy is possible when promoting DOC wines produced in artisanal ways. This would have a positive impact in wine consumers demand.

4.6.   Probability of purchase analysis – by knowledge and involvement segment

Having concluded which *Historical Wines* attributes Portuguese wine consumers value mostly, it makes sense to repeat the regression analysis for different knowledge and involvement clusters.

4.6.1. Probability of purchase analysis – *Beverage Wine Consumers*

Similarly to what was done before, regression was run with the same variables for only *Beverage wine Consumers* cluster. Nevertheless the only significant values are for Lisboa, Bucelas and Colares. These are represented in Table 4.5. Adjusted R square increases to 0,048 in relation to the previous observation.

Table 4.5 – Results from a linear regression based on the conjoint data – *Beverage wine consumers*.

	Unstandardized Coefficients		Standardized Coefficients	Sig.
	B	Std. Error	Beta	
(Constant)	2,71	0,12		0,000
Lisboa	-0,39	0,19	-0,10	0,045
Bucelas	0,52	0,13	0,18	0,000
Colares	0,37	0,12	0,13	0,003

The fact the wine being produced in Lisboa (Regional wine, modern viticulture, normal farm) has a negative effect in relation to the wine being produced in Azores (Regional wine, lava soil, normal farm) and significant (however not very significant) at 0,05. Being produced in Bucelas (DOC, modern viticulture, historical farm) has a negative effect in relation to Azores, which is significant at 0,001. Being produced in Colares (DOC, sand soil, normal farm) has a positive effect in relation to Azores and significant at 0,01.

Out of this it is possible to conclude for *Beverage Wine Consumers*, Bucelas is the most preferred wine and is followed by Colares. Both of these wines, unlike the ones from Azores and Lisboa, are DOC certificated, which means this variable is the most important for hobbies.

Wine produced in Azores is more preferred than wine from Lisboa, which means artisanal production is more preferred than modern. Since Bucelas is more preferred than Colares and artisanal production is more important than modern, this means Portuguese consumers prefer wines produced in historical farms than in normal farms, and therefore value more this attribute than the production method used.

Thus, what is more important for this cluster is the wine having a DOC certificate and being produced in a historical farm. Subsequently, (but only in third place), artisanal production is more important than modern.

4.6.2. Probability of purchase analysis – *Aspirational Drinkers*

Similarly to what was done before, regression was run with the same variables for only *Aspirational Drinkers* cluster. Nevertheless the only significant values are for Lisboa, Bucelas and Colares. These are represented in Table 4.6. Adjusted R square increases to 0,052 in relation to the previous observations.

Table 4.6 – Results from a linear regression based on the conjoint data –*Aspirational Drinkerss.*

	Unstandardized Coefficients		Standardized Coefficients	Sig.
	B	Std. Error	Beta	
(Constant)	2,58	0,09		0,000
Lisboa	-0,19	0,09	-0,07	0,038
Bucelas	0,46	0,09	0,17	0,000
Colares	0,39	0,09	0,14	0,000

Like the *Beverage Wine Consumers*, Bucelas is the most preferred wine, followed by Colares and Lisboa, which make wines having a DOC certificate and being produced in a historical farm as the most important attributes for *Aspirational Drinkers*. In the third place is positioned the artisanal production in comparison with modern.

It is also possible to conclude, for *Aspirational Drinkers* Bucelas is not as preferred to Azores as it was for *Beverage Wine Consumers*. Moreover, Lisboa is also not so less preferred in *Aspirational Drinkers*.

4.6.3. Probability of purchase analysis – *Connoisseurs*

Similarly to what was done before, regression was run with the same variables for only *Connoisseurs* cluster. Nevertheless the only significant values are for Price, Familiar Company, Lisboa and Bucelas. These are represented in Table 4.7. Adjusted R square increases to 0,057 in relation to the previous observations.

Table 4.7 – Results from a linear regression based on the conjoint data –*Connoisseurs.*

	Unstandardized Coefficients		Standardized Coefficients	Sig.
	B	Std. Error	Beta	
(Constant)	3,21	0,12		0,000
Price	-0,12	0,05	-0,08	0,018
Familiar Company	0,39	0,15	0,11	0,009
Lisboa	-0,55	0,15	-0,22	0,000
Bucelas	-0,62	0,15	-0,22	0,000

Out of the table it is possible to conclude Price has now a negative effect and is significant at 0,05. Moreover, there is now a positive and significant effect at 0,01 in Familiar company when comparing to S.A. company.

Azores is the most preferred wine, and is followed by Lisboa and Bucelas. Since Azores (Regional wine, lava soil, normal farm) is more preferred than Lisboa (Regional wine, modern viticulture, normal farm), it can be concluded the artisanal method of production is the most important variable for *Connoisseurs*.

The most important attributes for *Connoisseurs* are the artisanal method of production and if it is produced by a familiar company.

4.6.4. Probability of purchase analysis – Conclusions for different clusters

It was possible to see for *Beverage Wine Consumers* and for *Aspirational Drinkers*, the fact the wine having a DOC certificate and being produced in a historical farm are the most important. On the other hand, the most important attributes for *Connoisseurs* are the artisanal method of production and if the wine being produced by a familiar company. **This supports H4.**

Whereas the *Beverage Wine Consumers* and the *Aspirational Drinkers* would benefit from the same marketing strategy, *Connoisseurs* might require a different one, since the attributes they value are different.

4.7. Discussion

In this dissertation wine consumers were grouped in clusters according to their levels of knowledge and involvement. This revealed to be aligned with the ones accomplished by Spawton (Spawton, 1991). T he attributes wine consumers associate mostly to Historical wines seems to be those related to *Authenticity* (supporting H1) and do not differ for different segments (not supporting H2). Moreover, the attributes reached and related with *Authenticity* are very similar to the ones sustained by the APVH and Beverland (Beverland, 2006).

When considering the different knowledge and involvement of wine consumers, the most valued attributes of an HWP are not common, supporting H4. It was possible to conclude that for *Beverage Wine Consumers* and *Aspirational Drinkers*, what is more important for them is the wine having a DOC certificate and being produced in a historical farm, followed by Artisanal production. Nonetheless, for *Connoisseurs* the artisanal method of production and the fact of being produced by a familiar company were the most important. This means that, in order to

promote *Historical Wines* based on *Authenticity* and appeal all segments it makes sense for producers to differentiate their promotion methods, according to their knowledge and invovlement. Another hypothesis is to promote *Historical Wines* only based on the attributes *Beverage Wine Consumers* and *Aspirational Drinkers* value: DOC certificate, produced in a historical farm, artisanal production. The reasons for this are related with lower costs while getting not only the largest parcel of consumers but also the ones that most suffer the effects of information asymmetries and risk (Dodd *et al.,* 1996). These are the ones that consume and purchase less wine, which means these are the ones that are necessary to convince to choose this product over other substitutes.

Furthermore, Portuguese wine consumers expect *Historical Wines* to be mainly available in places that are not the ones they usually frequent mostly. In order to promote wine consumption in the national market it is necessary to make *Historical Wines* available in stores they usually frequent: hipermarkets and supermarkets (Markest, 2005).

4.8.   Conclusion

In Chapter 5 the main conclusions as well as the implications with the research will be presented and compared with the initial objectives. Furthermore, limitations of the study as well as directions for further research will be provided.

CHAPTER V: CONCLUSIONS AND IMPLICATIONS

With the results obtained in the previous chapter, it is necessary to analyse if the research questions from the Chapter 1 were met as well as the entire research hypotheses were tested. This way the conclusions attained will be summarized and compared with the initial objectives. As with all the studies, also this research is subject to limitations. Therefore limitations and further research will also be presented.

5.1.   Main conclusions

The domestic market of wine is facing a challenge: there is a decreasing trend of wine consumption and the category is also losing market share to other beverages, essentially the beer. This dissertation aimed to explore the potential usefulness and benefits of using the concept of *Historical Wines* to promote the sales and consumption of typical Portuguese wines in the internal market.

Firstly, it was researched which *Historical Wines* attributes Portuguese wine consumers find to be more important. Results proved the ones wine consumers identify and associate more to a wine that is *Historical* seems to be those related with *Authenticity*. Moreover, this opinion does not change for wine consumers with different knowledge and involvement levels. Based on the *Authenticity* attributes, this turned out to be possible to create a concept for *Historical Wines*: wines which are produced exclusively in a region with a large tradition in its production, which contribute for the economic development of the region which produced it, are produced and commercialized various generations ago, and which have unique taste and are associated with high production costs.

Finally, the objective of analyzing the effect in the Portuguese wine consumer demand of branding/labelling a Portuguese wine as Historical was also met. When referring to Portuguese wine consumers, globally, the conclusion is *Historical Wines* should be promoted as DOC wines and produced in artisanal ways. However, when considering different levels of knowledge and involvement the conclusions are not so linear. For *Beverage Wine Consumers* and *Aspirational Drinkers*, promoting the DOC certificate and a historical farm production would have more impact in their demand. For *Connoisseurs* the artisanal method of production and the fact of being produced by a familiar company have more impact in their demand.

5.2. Main implications of the study

Promoting typical wines that stand out for high quality and uniqueness of taste – *The Historical Wines of Portugal* - proved to contribute with very positive results that can be used against the challenge of wine consumption decreasing the domestic wine marketing is facing. The results attained with this dissertation allow various agents to use the knowledge created to design new strategies able to have a positive impact in the business they operate. These results, by providing companies information regarding to what attributes promote in the *HWP* supply Portuguese winemaking companies the necessary tools to increase the profitability of a market that have been losing importance in the last years – the domestic market.

The conclusions of dissertation have revealed *Historical Wines* are largely linked to the regions where they were produced which are extremely positive results for regional governments. In fact, if *Historical Wines* become promoted, regional governments would be able to also promote regions based on the attributes Portuguese wine consumers linked to *Historical Wines*. Moreover, wine tourism would also benefit from these, as it would create new viable regions for the practice of enotourism.

Furthermore, this dissertation is also a very positive contribute for academic research, due to the lack of reliable studies which aims to analyse the Portuguese wine consumer behavior and demand.

5.3. Limitations of the study and directions for future research

The first limitation of this research was the fact the sampling method used in the research was not probabilistic. In fact, due to practical constraints, data from the questionnaires was obtained through a convenience sample, i.e., from individuals that were easy to reach, and subsequently not constituting a representative sample of the universe of Portuguese wine consumers. Therefore some conclusions that were taken out from the research might not be as accurate as if it was been used a probabilistic sampling method.

Another limitation is related to the experiment. Repeating the experiment and including other important attributes on it would allow consumers to analyse other variables that might also be decisive for them when choosing wine. For instance, in the experiment it was only used bottles of white wine. When it was asked for respondents to give the presented wine bottle a score according to their willing of purchase, for those who prefer red over white (or even those that do not like white wine at all), might have decided to give a lower score than if only red wine bottles were

presented. An alternative of the methodology used in the experiment, is the development of this study using a real choice experiment in store. Due to resource constraints, this was not possible and so the conjoint analysis emerged as a more realistic setting.

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Annex1 –Interview guide

Introduction:

Sou estudante da Universidade Católica Portuguesa, e a seguinte "entrevista" está enquadrada na realização da minha Tese de Mestrado. O tema é: "O estudo do consumidor português de vinhos".

Interview:

0. Numa escala de 1 (pouco entendedor) a 4 (muito entendedor) como classifica o seu entendimento em vinho? |1|2|3|4|

Tendo em consideração que não existe uma definição unânime ou mesmo realista para o conceito de "*Vinhos Históricos*" (e que a "entrevista" tem como intuito estruturar um conceito para esta expressão com base nas opiniões dos inquiridos), por favor responda às seguintes questões, <u>tendo apens em consideração o mercado de vinhos portugueses</u>:

1. Que características e/ou atributos lhe ocorrem quando pensa na expressão "*Vinhos Históricos*"? Por favor ordene as características/atributos que referiu pela ordem de importância que considera que um vinho com designação "vinho histórico" tem de ter.

2. De acordo com estes atributos e características, consegue classificar algum vinho como sendo "vinho histórico"? (Designação de vinho, Tipos, Marca, etc)

3. Que factores considera ser importantes na compra de um vinho tradicional? Em que diferem se pretender comprar um "vinho histórico"?

4. Pensa que a ocasião de consumo de um vinho "histórico" difere daquela de um "vinho tradicional"? Em que medida?

5. Considera que o preço de um "vinho histórico" difere de um tradicional? Em que medida?

Annex 2– On-line questionnaire

Bem-vindo! Sou estudante da FCEE - Católica e encontro-me a realizar um inquérito sobre o comportamento do consumidor, com o intuito de recolher dados para a minha tese de Mestrado. Este inquérito foca-se nas preferências e hábitos de consumo de vinho em Portugal. Procuramos identificar os gostos e as expectativas dos consumidores, de modo a poder tirar conclusões sobre a forma como as empresas produtoras de vinho nacionais devem actuar. Este inquérito deve ser preenchido apenas por pessoas com mais de 18 anos e que possuam residência permanente em Portugal. O seu preenchimento deve demorar aproximadamente 15 minutos. As respostas são anónimas, confidenciais e de uso exclusivo para o fim em causa. Por cada inquérito preenchido na totalidade, serão doados 0,10€ à Associação Acreditar. A Acreditar é uma Instituição Particular de Solidariedade Social que pretende ajudar as crianças diagnosticadas com cancro e as respectivas famílias, contribuindo para fomentar a esperança. Agradeço a sua colaboração e o tempo despendido, bem como a divulgação deste inquérito pelos seus contactos. Para alguma questão adicional, não hesite em contactar-me em claudiofcorreia@gmail.com

Tem idade igual ou superior a 18 anos?
1. Sim   2. Não

Reside de forma permanente em Portugal?
1. Sim   2. Não

Com que frequência consome vinho?
1. Nunca
2. Menos que uma vez por mês
3. Uma vez por mês
4. Uma vez por semana
5. 2 a 3 vezes por semana
6. Mais que 3 vezes por semana
7. Todos os dias

Em que local consome mais frequentemente vinho?
1. Em minha casa
2. Em casa de amigos ou familiares
3. Em restaurantes ou bares
4. Outro. Qual?

Assinale o seu grau de concordância com cada uma das seguintes afirmações:

	1 - Discordo totalmente	2	3	4	5	6 - Concordo totalmente
Interesso-me bastante por vinhos	❏	❏	❏	❏	❏	❏
Os vinhos que escolho reflectem de algum modo a minha personalidade	❏	❏	❏	❏	❏	❏
Gosto de aprender coisas sobre vinhos	❏	❏	❏	❏	❏	❏
Não tenho especial gozo em degustar um vinho	❏	❏	❏	❏	❏	❏
Consumir vinho é para mim uma fonte de prazer	❏	❏	❏	❏	❏	❏
Não tenho interesse em visitar um sítio para ver como nele se produz vinho	❏	❏	❏	❏	❏	❏
Esforço-me por comprar vinhos que não me desiludam quando os consumir	❏	❏	❏	❏	❏	❏
Uma das coisas que mais me satisfaz é ter a oportunidade de desfrutar um bom vinho	❏	❏	❏	❏	❏	❏
Não me importo de perder algum tempo a escolher um vinho	❏	❏	❏	❏	❏	❏
É raro comprar um vinho que me desaponte na altura de o consumir	❏	❏	❏	❏	❏	❏
Não faço questão de consumir apenas determinados vinhos, bebo aquele que outros estiverem a beber	❏	❏	❏	❏	❏	❏
Não fico muito decepcionado se um vinho não for tão bom quanto eu esperava	❏	❏	❏	❏	❏	❏

Esforço-me por escolher bons vinhos para oferecer, pois quero que pensem bem de mim	❏	❏	❏	❏	❏	❏

Há quantos anos consome vinho?

1. Há menos de 1 ano
2. Há menos de 3 anos
3. Há menos de 6 anos
4. Há menos de 9 anos
5. Há menos de 12 anos
6. Há menos de 15 anos
7. Há 15 anos ou mais

Assinale o seu grau de concordância com cada uma das seguintes afirmações. Consumo vinho porque…

	1 - Discordo Totalmente	2	3	4	5	6 – Concordo Totalment
Gosto do sabor	❏	❏	❏	❏	❏	❏
Acompanha bem a refeição	❏	❏	❏	❏	❏	❏
Ajuda-me a relaxar	❏	❏	❏	❏	❏	❏
Gosto da alegria e do prazer que esta bebida proporciona	❏	❏	❏	❏	❏	❏
É uma bebida agradável para partilhar com amigos e/ou familiares	❏	❏	❏	❏	❏	❏
É uma bebida que tenho por hábito consumir	❏	❏	❏	❏	❏	❏
Gosto de apreciar a variedade de tipos e sabores que esta bebida oferece	❏	❏	❏	❏	❏	❏
É uma bebida saudável	❏	❏	❏	❏	❏	❏
É uma boa bebida para celebrar ocasiões especiais	❏	❏	❏	❏	❏	❏
É uma bebida que confere um estatuto especial a quem a consome	❏	❏	❏	❏	❏	❏

Assinale a frequência com que ocorrem as seguintes situações.

	1 – Nunca me acontece	2	3	4	5	6 – Acontece-me sempre
Perceber mais de vinhos do que as pessoas que o/a rodeiam	❏	❏	❏	❏	❏	❏
Conseguir distinguir um vinho de boa qualidade de um de má qualidade	❏	❏	❏	❏	❏	❏
Provar um vinho e conseguir identificar a sua região de origem	❏	❏	❏	❏	❏	❏
Saber qual a empresa produtora de uma determinada marca de vinho	❏	❏	❏	❏	❏	❏
Saber quais foram os melhores anos de produção para uma dada região	❏	❏	❏	❏	❏	❏
Conseguir dizer qual é a temperatura ideal a que deve ser servido um determinado tipo de vinho	❏	❏	❏	❏	❏	❏
Pedirem-me para escolher o vinho num restaurante	❏	❏	❏	❏	❏	❏
Perguntarem-me que vinhos devem comprar	❏	❏	❏	❏	❏	❏
Conseguir identificar as castas de que é feito o vinho que estou a beber	❏	❏	❏	❏	❏	❏
Saber dizer há quanto tempo existe no mercado uma determinada marca de vinhos	❏	❏	❏	❏	❏	❏

Assinale a frequência com que:

	1 – Nunca	2	3	4	5	6 – Sempre que posso
Participa em provas de vinhos	❏	❏	❏	❏	❏	❏
Lê artigos sobre vinhos em jornais, revistas ou guias	❏	❏	❏	❏	❏	❏
Visita quintas ou adegas em Portugal para ver como o vinho é lá produzido	❏	❏	❏	❏	❏	❏
Frequenta cursos ou workshops sobre vinhos	❏	❏	❏	❏	❏	❏
Consulta as críticas e as notas dadas pelos peritos aos diferentes vinhos	❏	❏	❏	❏	❏	❏
Frequenta feiras, festivais e outros eventos associados ao vinho	❏	❏	❏	❏	❏	❏
Compra livros sobre vinhos	❏	❏	❏	❏	❏	❏

Assinale a opção apropriada para cada uma das castas a seguir enumeradas:

	1 - Não conheço	2 - Conheço o nome mas não me recordo de alguma vez ter bebido um vinho feito com ela	3 - Conheço o nome e consigo recordar-me de ter bebido pelo menos uma vez um vinho feito com ela	4 - Conheço o nome e já bebi vários vinhos feitos a partir dela
Alvarinho	❏	❏	❏	❏
Grüner Veltliner	❏	❏	❏	❏
Pinot Noir	❏	❏	❏	❏
Trincadeira	❏	❏	❏	❏
Riesling	❏	❏	❏	❏
Encruzado	❏	❏	❏	❏
Tempranillo	❏	❏	❏	❏
Baga	❏	❏	❏	❏
Castelão	❏	❏	❏	❏
Shiraz	❏	❏	❏	❏

Produz vinho?
1. Não
2. Sim, para consumo próprio
3. Sim, para comercialização
4. Sim, para consumo próprio e comercialização

Com que frequência costuma comprar vinho para consumo próprio?
1. Menos que uma vez por mês
2. Uma vez por mês
3. 2 a 3 vezes por mês
4. Uma vez por semana
5. 2 a 3 vezes por semana
6. Mais do que 3 vezes por semana

Assinale por favor a frequência com que compra para consumo próprio:

	1 – Nunca	2	3	4	5	6 – Sempre
Vinho Tinto	❏	❏	❏	❏	❏	❏
Vinho Branco	❏	❏	❏	❏	❏	❏
Vinho Licoroso	❏	❏	❏	❏	❏	❏
Vinho Espumante	❏	❏	❏	❏	❏	❏

Vinhos Portugueses	❑	❑	❑	❑	❑	❑
Vinhos Estrangeiros	❑	❑	❑	❑	❑	❑
Vinho em Hipermercados	❑	❑	❑	❑	❑	❑
Vinho em Supermercados	❑	❑	❑	❑	❑	❑
Vinho em lojas de bairro	❑	❑	❑	❑	❑	❑
Vinho em lojas da especialidade	❑	❑	❑	❑	❑	❑
Vinho on-line	❑	❑	❑	❑	❑	❑
Vinho em Clubes de Vinhos	❑	❑	❑	❑	❑	❑
Vinho directamente ao produtor	❑	❑	❑	❑	❑	❑
Vinho para oferecer como presente	❑	❑	❑	❑	❑	❑

Classifique os seguintes factores de acordo com a importância que têm na sua decisão de compra.

	1 - Nada Importante	2	3	4	5	6 - Extremamente Importante
O tipo de vinho	❑	❑	❑	❑	❑	❑
O ano de colheita	❑	❑	❑	❑	❑	❑
A região de origem	❑	❑	❑	❑	❑	❑
As castas utilizadas	❑	❑	❑	❑	❑	❑
O enólogo que criou o vinho	❑	❑	❑	❑	❑	❑
O teor de álcool	❑	❑	❑	❑	❑	❑
O nome comercial ou marca	❑	❑	❑	❑	❑	❑
O preço	❑	❑	❑	❑	❑	❑
A empresa produtora	❑	❑	❑	❑	❑	❑
O design da garrafa	❑	❑	❑	❑	❑	❑
O design do rótulo	❑	❑	❑	❑	❑	❑
O facto de já ter experimentado o vinho antes e ter gostado	❑	❑	❑	❑	❑	❑
A ocasião em que está a planear consumi-lo	❑	❑	❑	❑	❑	❑
O facto de já ter visitado a quinta, adega ou empresa produtora	❑	❑	❑	❑	❑	❑

Classifique os seguintes factores de acordo com a importância que têm na sua decisão de compra de vinho.

	1 - Nada Importante	2	3	4	5	6 - Extremamente Importante
Os prémios ou medalhas conquistadas em concursos	❑	❑	❑	❑	❑	❑
A publicidade feita nos media (Jornais, revistas, outdoors, Internet ou TV)	❑	❑	❑	❑	❑	❑
A publicidade existente no sítios Web das empresas produtoras	❑	❑	❑	❑	❑	❑
A publicidade existente no local de compra (folhetos, cartazes, destaques)	❑	❑	❑	❑	❑	❑
As promoções existentes no local de compra	❑	❑	❑	❑	❑	❑
As recomendações do vendedor no local de compra	❑	❑	❑	❑	❑	❑
As recomendações da crítica especializada (Jornais, revistas,	❑	❑	❑	❑	❑	❑

Internet ou TV)						
As recomendações de amigos ou familiares	❏	❏	❏	❏	❏	❏
As recomendações que outros consumidores fazem on-line (em blogs, chats, redes sociais)	❏	❏	❏	❏	❏	❏

Bebe preferencialmente vinhos de que região?

1. Açores	5. Dão	9. Minho
2. Alentejo	6. Douro	10. Tejo
3. Algarve	7. Lisboa	11. Trás-os-Montes
4. Beiras	8. Madeira	12. Setúbal

Indique com que probabilidade compraria este vinho.

	1 – Nunca compraria	2	3	4	5	6 - Compraria de certeza
	❏	❏	❏	❏	❏	❏

Imagine que é posto à venda no mercado nacional um vinho com a designação de Vinho Histórico Português.
Indique em que medida associaria este produto a cada um dos seguintes atributos:

	1 - Nada associado	2	3	4	5	6 - Muito associado
Vinho com sabor único	❏	❏	❏	❏	❏	❏
Vinho com baixo teor de álcool	❏	❏	❏	❏	❏	❏
Vinho com boa relação preço-qualidade	❏	❏	❏	❏	❏	❏
Vinho de excepcional qualidade	❏	❏	❏	❏	❏	❏
Vinho que recebeu prémios e avaliações muito favoráveis por parte da crítica especializada	❏	❏	❏	❏	❏	❏
Vinho cuja marca é muito conhecida no mercado	❏	❏	❏	❏	❏	❏
Vinho que é muito publicitado pelas empresa produtoras	❏	❏	❏	❏	❏	❏
Vinho que é muito apreciado no mercado internacional	❏	❏	❏	❏	❏	❏
Vinho que contribui para o desenvolvimento económico da região em que é produzido	❏	❏	❏	❏	❏	❏

Imagine que é posto à venda no mercado nacional um vinho com a designação de Vinho Histórico Português.
Indique em que medida associaria este produto a cada um dos seguintes atributos:

	1 - Nada associado	2	3	4	5	6 - Muito associado
Vinho que só deve ser aberto muitos anos após ter sido engarrafado	❏	❏	❏	❏	❏	❏

Vinho cujo ano de colheita data de uma ou mais décadas atrás	❏	❏	❏	❏	❏	❏
Vinho produzido por uma empresa muito antiga	❏	❏	❏	❏	❏	❏
Vinho produzido num ano de colheita especial	❏	❏	❏	❏	❏	❏
Vinho que estagiou muitos anos na adega do produtor antes de serem engarrafado e vendido	❏	❏	❏	❏	❏	❏
Vinho cuja qualidade varia muito de ano para ano, consoante o clima observado e a qualidade das uvas utilizadas	❏	❏	❏	❏	❏	❏
Vinho produzido e comercializado já há várias gerações	❏	❏	❏	❏	❏	❏
Vinho produzido a partir de uvas cultivadas em regime de agricultura biológica (com mínimo recurso a pesticidas e fertilizantes químicos)	❏	❏	❏	❏	❏	❏
Vinho com elevado custo de produção	❏	❏	❏	❏	❏	❏
Vinho produzido exclusivamente numa região com grande tradição no fabrico deste produto	❏	❏	❏	❏	❏	❏

Indique em que medida esperaria encontrar um Vinho Histórico Português à venda:

	1 – Nunca	2	3	4	5	6 – Sempre
Em Hipermercados	❏	❏	❏	❏	❏	❏
Em Supermercados	❏	❏	❏	❏	❏	❏
Em lojas de bairro	❏	❏	❏	❏	❏	❏
Em lojas da especialidade	❏	❏	❏	❏	❏	❏
On-line	❏	❏	❏	❏	❏	❏
Em Clubes de Vinhos	❏	❏	❏	❏	❏	❏
No produtor	❏	❏	❏	❏	❏	❏

Indique em que medida esperaria beber um Vinho Histórico Português:

	1 – Nunca	2	3	4	5	6 – Sempre
Em sua casa	❏	❏	❏	❏	❏	❏
Em casa de amigos ou familiares	❏	❏	❏	❏	❏	❏
Em restaurantes	❏	❏	❏	❏	❏	❏
Numa cerimónia ou ocasião especial (casamentos, aniversários, festas de empresas, etc.)	❏	❏	❏	❏	❏	❏
Em bares ou tabernas	❏	❏	❏	❏	❏	❏
Em feiras, festivais e outros eventos promovidos pelos produtores de vinho	❏	❏	❏	❏	❏	❏
Em estabelecimentos de hotelaria	❏	❏	❏	❏	❏	❏
Aquando de uma visita a uma empresa produtora	❏	❏	❏	❏	❏	❏
Em eventos promovidos por autoridades regionais ou nacionais	❏	❏	❏	❏	❏	❏

Género:
1. Masculino   2. Feminino

Ano de nascimento:

[   ]

Seleccione o distrito da sua residência:
1. Açores
2. Aveiro
3. Beja
4. Braga
5. Bragança
6. Castelo Branco
7. Coimbra
8. Évora
9. Faro
10. Guarda
11. Leiria
12. Lisboa
13. Madeira
14. Portalegre
15. Porto
16. Santarém
17. Setúbal
18. Viana do Castelo
19. Vila Real
20. Viseu

Quais são as suas habilitações literárias?
1. 1º ciclo (actual 4º ano)
2. 2º ciclo (actual 6º ano)
3. 3º ciclo (actual 9º ano)
4. Ensino Secundário (actual 12º ano)
5. Licenciatura/Bacharelato/Pós-Graduação
6. Mestrado ou Doutoramento

Qual é o seu estado civil?
1. Casado (a)/União de facto
2. Solteiro(a)
3. Separado(a)
4. Viúvo(a)

Qual a sua situação profissional?
1. Estudante
2. Exerce uma profissão
3. Dona(o) de casa ou doméstica(o)
4. Reformado
5. Desempregado

Número de adultos no agregado familiar:

[   ]

Número de crianças no agregado familiar com idade inferior a 16 anos:

[   ]

Qual o Rendimento Mensal Líquido do seu agregado familiar?
1. Menos de 1000 euros
2. Entre 1000 e 1999 euros
3. Entre 2000 a 4000 euros
4. Mais de 4000 euros