Determinants of Export Behaviour in Spanish Wineries

Isabel BARDAJI1, Belen IRAIZOZ2, Julio ESTAVILLO3

1, 3 Universidad Politécnica de Madrid; 2 Universidad Publica de Navarra

isabel.bardaji@upm.es, iraizoz@unavarra.es, julio.estavillo@upm.es

This paper presents an analysis of export behaviour in a sample of Spanish wineries. Within the framework provided by the theory of planned behaviour, the aim was to explain firm behaviour in terms of export intentions as determined by attitudes and other significant factors. The main findings suggest that export intentions vary across firms, ranging from an existing active export strategy to the consideration of exports as a possibility. Stronger export intentions, together with factors such as size and competitive advantages, have a significant effect on export behaviour.