Determinant Factors in Reputation of Wines: Analysis of Wine-Production in Central Italy

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At the present, Wine is considered as a symbol of quality, as a smart lifestyle, as a modern approach to consumption, able to join the pleasure in assess taste and quality in foodstuffs (or in this case in drinks) with the emotions strictly related to the tradition and to the culture of a specific territory.

In the wine- universe, as for many other food products, is becoming more and more important the synergism between the agricultural production and some new “output” of this system, like the rural landscape, the rediscovery of old traditions or the cultural identity in rural areas.

Hence, it seems important to think a wine market that consider this strong interaction between different systems (touristic, environmental, socio-cultural and others) strictly related to the wine one, in order to transfer to the consumers the suitable reputation created by all these factors.

A very important role is submitted by the communication. A firm that aims to find a good position in the wine market needs to know what the consumer connects to a single type of wine, not only about taste and organoleptic aspects but also about the location, the environmental and landscape property, traditional techniques of production. Often all this aspects are guaranteed by the PDO.

Aims

The objective of this work is to underline which interactions between wine, territorial aspects and consumers, have the major impact in the creation of the reputation of the wine PDO existing in the Central Italian Regions.

To reach this aim, the study of the reputation is applied at all the PDO label present in Central Italy through an intensive analysis of the wine sector in each Region and trough the application of a statistical approach to find which are the most important factors that influence the reputation of a specific PDO.

Materials and Method

The unit of the survey used to build the data base is the single PDO. For each PDO a set of variables is detected from several reference sources. All the variables can be classified into 3 main groups:

1) Features about organoleptic aspects, chemical standards and techniques of productions (all these informations are available in each Production Disciplinary of the PDO);
2) Socio-economic features of every single area of production
3) Variables and indicators about the PDO reputation among the consumers (from an official wine guide)

The statistical processing is made with the SPSS software. In order to demonstrate a relation between the variables of the first and second group with the variables of the third group, the statistical approach is made under the construction of two linear regression models. The first model uses as dependent variable the number of producers awarded by the guide. After the results of the first model, and considering the literature that demonstrate the impossibility in relating the number of producers awarded to the reputation, a second model is developed, using as depended variable the number of premium per year (growth rate of premium over time). The second model is more related to the quality of the PDO wine than the first (more related to the reputation).

Results and Implications
The result of the first model shows that there are ten variables related to the number of awarded producers, not only about organoleptic aspects, but also concerning three socio-economic variables (number of ATM1, employment rate in agricultural sector of the production area, historical area of production).

The result of the second model shows only five variables related to the reputation, but all strictly related to socio-economic aspects, except one that consider the “Guaranteed Pdo” a special label given to a very low number of wines, of high quality. In conclusion, from this study arise the necessity to give the right definition of two different concepts: reputation and notoriety, in order to develop two different models of analysis.

1 Automatic Teller Machine