Analysis of the Importance of several Aspects before the Purchase of a wine Bottle for Comunidad Valenciana Consumers

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This paper analyses the importance of several aspects that consumers in the Comunidad Valenciana take into account when getting a wine bottle from a shelf.

These aspects are:
- The designation of origin,
- The price,
- Design and information on the label
- Design and information on the back label
- The point of sale,
- The seller advice,
- Friends and family recommendations.

The information has been obtained through survey with 400 interviews throughout Comunidad Valenciana (Spain). These interviews were based on asking to answer a questionnaire with closed questions.

It has been seen how the most valued aspect is the Designation of Origin. The second aspect in the rank is Friends and family recommendations. Price is the third most valued aspect. The less valued aspects are the seller advice and the point of sale. The design and information of the label is more valued than the design and information of the back label.

Results seem to show how consumers want to reduce risk before buying a wine bottle looking for aspect they can rely on. They give more importance to family and friends recommendations than to the seller advice.