The New District of Prosecco: A Choice Experiment

DJUMBOUNG-LONTSI Danièle Aurelie, TEMPESTA Tiziano, CHINAZZI Gianluca
University of Padova, IT
daniele.djumboung@gmail.com, tiziano.tempesta@unipd.it, gianluca.chinazzi@gmail.com

Abstract

The organization of the Prosecco wine market has been drastically modified by the Ministerial Decree of 17th July 2009. The Protected Designation of Origin area (PDO) was extended and now encompasses nine provinces belonging to Veneto and Friuli Venezia Giulia. The designation of historical area was changed from PDO to PGDO (Protected and Guaranteed Designation of Origin).

The aim of this work is to assess whether Prosecco consumers are able to understand differences which became current by the Ministerial Decree of 17 July 2009, and especially to understand which characteristics are taken into account by consumers when they decide to buy wine. To this end, we developed a Choice Experiment and collected 440 data using face-to-face interviews from three supermarkets in two provinces of the Veneto region. Five attributes were considered: using grapes from local biotypes (prevailing, partial or absent), the protection of traditional vineyard landscape (yes or no), traceability (yes or no), the place of production (PGDO, PDO and other) and finally the price (3, 5, 10 € per bottle). These attributes have been studied taking into account their different levels. Using latent class methodology has enabled us to emphasize the existence of heterogeneity between preferences, and different market segment has been highlighted.

The results show that the sample can be divided into three classes. The first 45% of the sample is composed by consumers who seem to show an importance to the preservation of the cultural identity of the wine and attribute importance to the production area. The second class 36% consists of consumers quite undecided on the characteristics of Prosecco they could buy, and the third class includes 19% of consumers who are related to the origin of the wine and its quality. Consumers seem to require the existence of a historical and welded link between the wine and the territory. This is an element which should ensure, even in a future time, competitive advantage in the former areas of distribution of wine as the area of the DOCG Conegliano and Valdobbiadene.

Keywords: choice experiment; wine marketing, latent class, Prosecco

JEL Code: C81, C87, C01