The Importance of Wine Region and Consumer’s Involvement Level in the Decision Making Process

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Abstract

The purpose of this presentation is to identify and understand the relevant attributes, both extrinsic and intrinsic, that Portuguese consumers value and are relevant in the decision process for choosing wine.

Further, the study aims to check possible differences in the valued attributes regarding consumer’s involvement level and wine Region Origin.

The research was designed to identify relevant wine attributes and measure their importance when choosing a wine. In order to achieve this objective and match it with consumers’ involvement and wine origin region, 30 Focus Groups were performed, involving 171 consumers from five Portuguese regions of origin.

We can conclude that the region of origin is the attribute that triggers the process of choosing a wine. Label/back label, price, bottle, brand, and wine varieties are also important clues, nevertheless differently valorized according to consumers’ involvement level. The less relevant attributes are winemaker/producer information, medals/awards, and overall design. Their importance varies with the degree of consumers’ involvement and the wine region of origin. The main intrinsic attributes are flavour and aroma, regardless of involvement level or region of origin. Wine balance, freshness, acidity, colour and body have different perceptions, depending on the regions of origin. Alcohol content and gas are the least valued attributes.

The obtained results and further conclusions allow an extended perspective about the process of buying wine, matching the importance of the relevant attributes with consumers’ involvement level and region of origin. The study can contribute to an accurate market-orientation perspective.

Keywords: Portugal, Wines, Decision making, Consumer behaviour, Product attributes, Wine extrinsic and intrinsic attributes, Consumer decision process, Wine business, Market orientation