Young adults and wine consumption: Perceptions Attitudes and Behaviour
INTRODUCTION

This is an exploratory research on young adult's attitudes and behaviour towards wine consumption.

Of potential it can be interesting for the **Wine Sector** and those involved in **Health and Social policy**.

OBJECTIVES

- Identify motives for consuming or not consuming
- Evaluate future intentions of non consumers
- Identify key reasons for choosing wine brands
- Identify preferred consumption situations and usages
- Identify perceptions and knowledge in the area wine and health
- Integrate empirical findings within a Planned Behaviour Theory framework

THEORETICAL MODEL

**THEORY OF PLANNED BEHAVIOR - TPB** (Icek Ajzen, 1991)
METHODOLOGY

Qualitative Research – Focus Groups
Content Analysis (nvivo software)

1. Focus Groups
Characterization of the sample

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<th>M</th>
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MAJOR FINDINGS

Consumers - preferred consumption situations and usages

Meals

Special occasions: Family Meals (at home) – Special wine chosen by fathers
Parties with friends – "Recipe" – low price, low quality, high quantity
Wine as a gift – better quality – high price
MAJOR FINDINGS
Consumers – motivation to consume
- To have fun, to be free of behavioural inhibitions
- To facilitate social interaction
- One glass a day, with meals, to prevent cardiovascular diseases
- In excess, wine is not good for health
- Because spirits and wine, they prefer wine because spirits are more harmful for health

MAJOR FINDINGS
Non Consumers
Motivation for non consumption - dislikes taste
- No direct intention to become consumers, but they believe it would be possible
- Low price, Low Quality
- Enjoying wine is for older people (>30 years)
- The wine is not so forbidden as the others drinks

MAJOR FINDINGS
Wine and Health
- “One glass a day, with meals, to prevent cardiovascular diseases”
- In excess wine is not good for health
- Between spirits and wine, they prefer wine because spirits are more harmful for health
- "The wine is not so forbidden as the others drinks"
- Enjoying wine is for older people (>30 years)
- Low price, Low Quality
- Sociability
MAJOR FINDINGS

Subjective Norms
Young adults are conscientious that there exists Social Pressure to drink wine. Friends – to have social integration within the group – in parties. Family – to taste – at home in special occasions.

Social Pressure
Young adults drink wine because of the alcohol content; it is a cheaper way of alcohol consumption. Also, wine has a quicker uninhibiting effect as compared to other alcoholic beverages.

Perceived Control
The perception of weak control is stronger for spirits consumption than for wine consumption. Enjoyment of the taste seem to develop with the age, at moment they are not interested.

CONCLUSIONS

Young adults drink wine because of the alcohol content; it is a cheaper way of alcohol consumption. Also, wine has a quicker uninhibiting effect as compared to other alcoholic beverages.

FURTHER RESEARCH

Survey to 221 students still under analysis on the same topics attempting to consolidate and quantify some of the qualitative results. Further research on the mind positioning of wine compared to other alcoholic beverages for young adults.