

## ABSTRACT

### Wine Consumer Behaviour in Tenerife. A Discrete Choice Model Approach.

AUTHORS .G. Guirao, J.J. Cáceres, V.J. Cano, M.Hernández, M.I. López, F.J. Martín, C. Murillo, M.C. Rodríguez

*Universidad de La Laguna y Universidad Pompeu Fabra*

Vineyards have been present in the agricultural activity of the Canary Islands for centuries, but in the last two decades there has been a significant modernisation process of the production and marketing structures. Despite the increase in volume of wine production, especially in Tenerife, demand is greater than supply and, in this sense, a study of the essential characteristics of resident consumption is the first step so that producers can design marketing strategies focused on obtaining a greater market share.

With the information obtained through an exhaustive survey of wine consumption of individuals living in the island of Tenerife, the goal of this paper is to identify the basic characteristics of consumers and to quantify the impact of certain features on the decisions to consume. The first of these issues is approached by means of simple and multiple correspondence analysis, while discrete choice models are the tool used to identify the mentioned impact.