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## Wine Purchase and Consumption Behaviour of young Adults in Portugal Is Age a Differentiation Factor?

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Wine consumption in Portugal has been decreasing over the last decades. This trend is similar to the one observed in other main European producing countries, France, Italy and Spain. Meanwhile, on the supply side the Portuguese wine sector has experienced deep changes, namely the modernisation of processing facilities and subsequent increase of quality wines production, and increased competition with large availability of different brands and different types of wines. While wine and alcoholic drinks' *per capita* consumption are decreasing, non-alcoholic drinks registered a sharp increase over the last decade, in Portugal, as a result of consumers' health concerns and industry marketing strategies based on innovation and development of new products. In this highly competitive environment it is important for wine producers, in order to reinforce their market orientation, to know better how Portuguese wine consumers choose the wine, what are the relevant attributes for quality perception, and what kind of consumer segments can be identified. Of particular interest was to identify how young adults (those with less than 35 years of age) perceive wine extrinsic attributes and how their motivations/attitudes towards wine consumption differ from elder consumers. These younger consumers are at present mainly targeted by non-alcoholic drinks' industries but they may be a promising target also for the wine industry as far as its marketing efforts are responsible and based on a sound knowledge of the particular needs of this type of consumers.

There is still a considerable lack of knowledge in Portugal concerning wine consumers attitudes, perceptions and behaviour. In this paper we try to identify among others, the importance of extrinsic attributes for wine purchase decision, the main sources of information, the motivations/attitudes, the frequency and occasions of consumption and how these different issues relate to consumer's age. For this purpose a survey was implemented, using the internet (July/August, 2008), and the answers of a convenience sample (all those over 16 years of age who desired to participate) of 1.160 respondents were analysed. On a first stage analysis was based on independence tests and ANOVA, in order to test if significant differences can be found among different age classes. On a second stage factor and cluster analysis were implemented in order to identify consumer segments, based on factors identified with motivations/attitudes towards wine.

Despite a considerable bias of the sample towards higher education levels, results from the first stage of the analysis, suggest that age is a relevant differentiation factor of consumer's choice, quality perception and motivations/attitudes towards wine. Region of origin, cork stopper, and price seem to be the three more important extrinsic attributes for choice decision. However elder consumers (35 years or more) give more relevance to attributes like region, grape variety, Denomination of Origin, oenologist, harvest year and cork stopper. On the opposite younger consumers are those who attribute more relevance to the front label and the brand (this extrinsic attribute with no significant differences among age classes). Previous consumption experiences (taste), followed by suggestions of family and friends, are the main information clues for all classes of age. Advertising is considered not very important by all age classes. However, younger consumers (particularly those with less than 25 years) are those who attribute more relevance to this source of information. Consumers from 24 to 35 years old are those who attribute a higher importance to the internet as a source of information concerning wine choice.

Concerning motivations/attitudes towards wine consumption, "I like the taste of wine" is the more important reason to consume followed by the recognition that a moderate consumption is good for health, and third, the fact that wine consumption favours conviviality. Despite being identified as the main three reasons for wine consumption, for all age classes, they are particularly relevant for those over 35 years of age. Wine consumption as a factor of social prestige is associated with younger consumers (25-34 years old).

On a second stage, as previously mentioned, a factor analysis was done based on motivations/attitudes towards wine consumption. Three main factors were identified: one related to taste, one to conviviality and a third one related to the role of wine in personal performance. The results of factor analysis were then used to undertake a cluster analysis. This analysis revealed four segments: a first one of regular consumers (drinking wine every day or almost every day), mainly aged 45 or more, a second one of associated with non-consumers and individuals rarely consuming wine, with respondents more frequently aged 15-24, a third segment of occasional consumers, mainly aged 35-44, appreciating wine taste, and finally a segment of occasional young (25-34 years old) consumers valuing the role of wine for conviviality.

These segments were characterized in what concerns: socio-demographics attributes, purchase and consumption behaviour, motivations/attitudes towards wine, among other aspects. So, despite the bias of the sample, factor and cluster analysis, confirm previous results of the independence tests and ANOVA, showing that age seems to be in fact, a differentiation factor of wine purchase and consumption behaviour in Portugal.

In a very competitive environment, these results may be useful for the Portuguese wine industry better target the different consumer segments, adjusting marketing strategies to their particular characteristics.