

American Association of Wine Economists

PROGRAM

 **11th Annual Conference**
June 28 – July 2, 2017
aaWE Padua, Italy

Hosted by Università degli Studi di Padova
Dipartimento Tesaf e Cirve
www.wine-economics.org





11th ANNUAL CONFERENCE
Padua, Italy
JUNE 28 – JULY 2, 2017

Hosted by Università degli Studi di Padova
Dipartimento Tesaf e Cirve



**UNIVERSITÀ
DEGLI STUDI
DI PADOVA**

TESAF



cirve

TEATRO BOTANICO, 90 seats

FREE
All conference participants
are allowed to visit the
garden for free.

Padua
City Center

Padua
City Center

Via Orto Botanico

**OLD BOTANICAL
GARDEN
from 1545**

Via Vittorio Aganoor
Giardino Lina Merlin

**NEW BOTANICAL
GARDEN
from 2013**

**Short walk
(3 - 4 min.)**

Via Andrea Briosco

Prato della Valle

Auditorium, 190 seats

SALA DELLE COLONNE A , 75 seats

100 m

SALA DELLE COLONNE B, 75 seats

PADUA

Railway Station
Padua City Center
Orto Botanico

Conference Location

5 km



American Association of Wine Economists (AAWE)
11th ANNUAL CONFERENCE
Padua, Italy

JUNE 28 – JULY 2, 2017

PROGRAM

ORGANIZATION

Local Team and Contacts

Luca Rossetto (cell: +39 342 6356261) email: luca.rossetto@unipd.it	University of Padova
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AAWE Team

Ralf Powierski email: aawe@wine-economics.org	Funke Medien Gruppe
Marcarthur Baralla email: marcarthurb@gmail.com	Defendshee Productions



JUNE 28, 2017

16:30-19:30

WELCOME RECEPTION AND REGISTRATION

Palazzo Moroni (Town Hall) – Paladin Room
Via Municipio 1, Padova
(across from main University building)

JUNE 29, 2017

8:30 – 9:00

Orto Botanico (Botanical Garden)
REGISTRATION, FOYER AUDITORIUM

9:00 – 9:20
AUDITORIUM

PLENARY SESSION: Welcome 2017 & Outlook 2018

Karl Storchmann (New York University)

Luca Rossetto (University of Padova)

Gary Thompson (Cornell University)

9:20 – 10:45
AUDITORIUM

PLENARY SESSION: AAWE Scholarships
Chair: Karl Storchmann (New York University)

Jarrett D. Hart (UC Davis)

Scraping the bottom of the beer barrel: Consumer responses to brewery acquisitions

Marica Valente, Stefan Seifert
(DIW Berlin)

Who is harvesting our grapes?
Estimating the impact of the European migrant crisis on vineyard productivity in southern Italy

Mara Galmarini (CONICET Buenos Aires, Argentina)

Wine and cheese: Two products or one association? A new method for assessing and communicating on wine-cheese pairings

10:45 – 11:00

Coffee Break



11:00 – 12.30
AUDITORIUM

PLENARY SESSION

WELCOME

Giancarlo Dalla Fontana (Vice Rector, University of Padova)
Raffaele Cavalli (Dean, Tesaf Department)
Vasco Boatto (Dean, CIRVE Center)

THE FUTURE OF VENETO QUALITY WINE

Chair: Edi Defrancesco (U Padova)

Edi Defrancesco
(University of Padova)

The Veneto Wine Industry at a glance

PRODUCER ROUND TABLE

Lodovico Giustiniani (Confagricoltura)
Gabriele Castelli (Alleanza Cooperative Italiane)
Filippo Taglietti (Prosecco Superiore D.O.C.G.)
Luca Giavi (Prosecco D.O.C.)
Albino Armani (D.O.C. delle Venezie)
Andrea Ganesini (Colli Euganei D.O.C.)

12:30 – 14:00
FOYER AND TERRACE
1st floor, Botanical Garden

Lunch Break



14:00 – 15:30 AUDITORIUM	Session #1A: Trade I Chair: Jean-Marie Cardebat (University of Bordeaux)
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Laura Werner (U Hagen)	Identifying hysteresis non-linearities in trade: Evidence from European wine exports to the US
Vicente Pinilla, Raul Serrano (U Zaragoza)	The importance of cooperative networks in the internationalization of wine SMEs
Olivier Bargain (Aix Marseille U), Jean-Marie Cardebat, Raphael Chiappini (U Bordeaux)	French wine trade - General determinants, frictions and tastes
Giulia Meloni, Jo Swinnen (U Leuven)	Trade and terroir. The reverse causality
Federico Nassivera (U Udine)	Determinants of export performance in Italian wine SMEs: the mediating role of risk perception

14:00-15:30 SALA DELLE COLONNE A	Session #1B: Profiling Wine Consumers Chair: Mara Thiene (U Padova)
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Lina Lourenço-Gomes, João Rebelo, Elisete Correia, Carla Ferreira (U Trás-os-Montes & Alto Douro), Philippe Baumert (U Versailles Saint-Quentin-en-Yvelines), Christine Plumejeaud (U La Rochelle)	Contribution to understand the profile of the wine consumer: A multivariate data analysis
Stefano Corsi, Giordano Ruggeri (U Milan), Maryline Filippi (U Bordeaux)	The wine consumer profiler game. An innovative tool for analysing consumers' preferences for bulk wine market
Mara Thiene, Luigi Galletto, Vasco Boatto (U Padova), Riccardo Scarpa (U Verona, Durham U)	Prosecco drinking choices. Where, with whom and when and does it matter for preference analysis?
Lucas Nesselhauf, Ruth Fleuchaus (Heilbronn U), Ludwig Theuvsen (U Göttingen)	German wine consumers and new grape varieties – A choice-based conjoint analysis
Riccardo Vecchio, Luigi Cembalo, Francesco Caracciolo, Maria Tiziana Lisanti, Angelita Gambuti, Paola Piombino (U Naples Federico II), Giuseppe Marotta, Concetta Nazzaro (U Sannio)	Some like it Charmat. Young Italian consumers' preferences for sparkling wine
Marco Lerro, Riccardo Vecchio, Francesco Caracciolo, Luigi Cembalo (U Naples Federico II)	The value of corporate social responsibility in the wine industry: insights from Italian consumers



14:00-15:30 SALA DELLE COLONNE B	Session #1C: Regional Wine Identity Chair: Jacqueline Dutton (U Melbourne)
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Péter Gál (Corvinus U Budapest)	How can geographical indications influence wine prices? Estimating price premiums for Hungarian geographical indications
Juan Jose Juste Carrion (U Valladolid)	Wine industry and territory in Spain: The performance of geographical indications in Castile and Leon
Jeff Gow (U Southern Queensland), Jacqueline Dutton (U Melbourne), Bligh Grant (U Technology Sydney)	Wine classification systems. The special case of collective family ownership
Florine Livat (KEDGE Business School Bordeaux), Jean-Marie Cardebat (U Bordeaux), Julian Alston (UC Davis)	Appellations of origin as substitutes. A cointegration approach applied to Bordeaux wine prices
Gregory Whitten (Harvard Kennedy School Alumni)	Unlocking German wine classification and if the Verband Deutscher Prädikatsweingüter classifications helps or hurts German wine consumption?
Dirk Troskie (Western Cape Dept of Agriculture)	From good intentions to implementation- government's role as (anti) catalyst

14:00-15:30 TEATRO BOTANICO	Session #1D: Wine Business I Chair: Martin Cloutier (U Quebec at Montreal)
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Martin Cloutier (U Quebec at Montreal), Francis Declerck (ESSEC Business School)	Testing the structure of the Champagne vertical coordination dynamics: Micro-structure meets macro-behavior
Bob Duan, Charles Arcodia, Emily Ma (Griffith U)	Understanding the motivation of Chinese overseas wine tourists: a social identity perspective
Leo Dana (Montpellier Business School), Selena Aureli (U Bologna)	Wine cluster formation and operation in Italy
Martin Kunc (U Warwick)	E-commerce and wine in China
Pete Parcels (Whitman College)	Wine crime – social and economic impacts
Stephanie Nadezda Güsten (U Giessen)	Wine, wit and wisdom - what promotion flyers can tell us about assortment composition, using the example of wine

15:30 – 16:00	Coffee Break
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16:00-17:30
AUDITORIUM

Session #2A: Producing Grapes
Chair: Paul Merton (Ethos Wines Group)

Adeline Alonso Ugaglia, Joël Aka (Bordeaux)
Sciences Agro), Jean-Marie Lescot (Irstea)

Analysis of risk preferences: an
application to French winegrowers

Hildegard Garming, Walter Dirksmeyer (Thünen
Inst of Farm Economics), Juan Sebastian Cas-
tillo Valero (U Castilla la Mancha), Jimena Estr-
ella (U Cuyo, Mendoza), Roberto Jaras-Roja (U
Talca), Nick Vink, Jan Lombard (Stellenbosch
U), Sebastian Riera (U Göttingen), Luca Rossetti
(U Padova), Boris Bravo-Ureta (U Connecticut),
Antonio de Zanche (Veneto Agricoltura)

An international network approach to
the economic analysis of wine grape
production systems

Roberta Capitello, Diego Begalli (U Verona),
Maria De Salvo (U Catania)

Winegrowers' risk perception. The
perspective of wine cooperative
members in northern Italy

Luigino Barisan, Federica Bianchin, Luigi
Galletto (U Padova)

Planting a new vineyard with no
authorization. The profitability to buy
vineyard land in Italy

József Tóth, Péter Gál (Corvinus U Budapest)

Efficiency Drivers of the New Wine World

Paul Merton (Ethos Wines Group)

Patterns of relative champagne cost
within the same producer. Time series
and cross-sectional analysis of the cost
of entry-level and premium champagne



16:00-17:30 SALA DELLE COLONNE A	Session #2B: Sustainability & Consumers I Chair: Steve Charters (Burgundy School of Business)
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Alexandre Mondoux (ETH Zurich)	Should we put ice in wine? A difference-in-difference approach from Switzerland
Rumina Dhalla (U Guelph)	Implications of identity for organizational strategic responses to institutional pressures for sustainability in the Australian wine industry
Steve Charters, Lara Agnoli, Valeriane Tavilla (Burgundy School of Business)	Tell me a story about terroir. Analyzing the appeal of different terroir stimuli for consumers
Lisa Yip, Haiyan Song (Hong Kong Polytechnic U), Steve Charters (Burgundy School of Business)	Exploring the meaning of wine to the Chinese and French wine consumers
Chen Yue, Ramu Govindasamy (Rutgers U), Kathy Kelley (Pennsylvania State U)	Super-core wine consumers - A study from the Mid-Atlantic United States
Kathy Kelley, Jennifer Zelinskie, Denise Gardner, Michela Centinari (Pennsylvania State U), Ramu Govindasamy (Rutgers U), Brad Rickard (Cornell University), Karl Storchmann (NYU)	Consumer preference for sustainable wine attributes - A conjoint analysis

16:00-17:30 SALA DELLE COLONNE B	Session #2C: Tasting, Quality & Experiments I Chair: Denton Marks (U Wisconsin-Whitewater)
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Benoît Faye, Eric Le Fur (INSEEC Bordeaux)	About the "constancy" of wine hedonic coefficients over time
Christine Mauracher, Marco Valentini (U Ca' Foscari Venezia), Alessandra Castellini (U Bologna), Isabella Procidano (U Venice)	How much more are consumers willing to pay for organic wine? Survey evidence from Italy
Inge Jonaityte (Ca' Foscari U Venice)	Learning to choose: How use of salient cues can aid decision-makers to evaluate and select wine optimally
Jonathan Steyn (U Cape Town)	Exploring the resonance of the old vines category's value proposition amongst wine consumers in South Africa
Denton Marks (U Wisconsin-Whitewater)	Thinking "Fast and Slow" and otherwise and wine consumer decisions
Christopher Bitter (Vintage Economics)	Reevaluating the gold standard

Tour of & Dinner at Abbazia di Praglia (Praglia Abbey)

Via Abbazia di Praglia 16, Teolo

Buses Leave at 18.30h from Prato della Valle

Via Prato della Valle 71 (200m from Botanical Garden)



JUNE 30, 2017		
8:30 – 9:00		
Orto Botanico (Botanical Garden)		
REGISTRATION, Foyer AUDITORIUM		
9:00-10:30		
AUDITORIUM		
Session #3A: Wine History		
Chair: Vicente Pinilla (U Zaragoza)		
Vicente Pinilla, Maria Isabel Ayuda (U Zaragoza), Hugo Ferre (U Politecnica de Cataluña)		Causes of world trade growth in wine, 1850-1938
Amy Azzarito (UC Davis)		From historic ephemera to economic data-Mapping historic wine pricing
Graham Harding (U Oxford)		Advertisements of every kind to bring their brand into notoriety-Brand innovation and brandolatry in the nineteenth-century champagne trade
J. François Outreville (Burgundy School of Business), Eric Le Fur (INSEEC Bordeaux)		Macroeconomic issues on vintages in France since 1930
Richard White (U Alabama Huntsville)		Who needs enemies when you have elected officials? The history & legal barriers of wine manufacturing in Alabama
Carol B Stevens (Colgate U)		Viticulture and migrant identity in the Russian Empire (19th-early 20th centuries)
9:00-10:30		
SALA DELLE COLONNE A		
Session #3B: Wine Business II		
Chair: Angelo Zago (U Verona)		
Angelo Zago (U Verona), Philippe Bontems (Toulouse School of Economics)		Promoting EU wine trade in a world of heterogeneous firms. Incentives for quality and collective reputation
Pierre Li (U Puget Sound), Cynthia Howson (U Washington Tacoma)		Firm innovation in the absence of effective regulation. Overcoming barriers to credibility in Chinese wine
Louis Antoine Saisset (Supagro Montpellier)		From Val d'Orbieu to InVivo wine: the emergence of a new way of strategic partnership and governance in the French wine industry
Matteo Migheli, Valentina La Porta (U Torino)		Growth strategies of wineries evidence from a sample of Italian firms
Paola Corsinovi (U Geisenheim), Davide Gaeta (U Verona), Emanuele Fontana (Agricultural Credit Expert)		Are business networks a new opportunity to increase the competitiveness of the wine sector?
Bonnie Canziani, Erick T. Byrd (U North Carolina Greensboro)		Exploring the influence of regional brand equity in an emerging wine sector



9:00-10:30

SALA DELLE COLONNE B

Session #3C: Sustainability & Consumers II

Chair: Daniel Moscovici (Stockton U)

Stefania Troiano, Francesco Marangon, Federico Nassivera (U Udine), Gianluigi Gallenti, Marta Cosmina, Paolo Bogoni, Barbara Campisi (U Trieste)

The importance of domestic origin and sustainable values in millennials' preferences and willingness to pay for wine

Morten Scholer (MS-Coffee, Switzerland)

Sustainability standards in coffee and wine. What are the differences?

Daniel Moscovici (Stockton U), Lionel Valenzuela (U Técnica Federico Santa María)

Sustainability. Best management practices - Wineries in Santiago Chile and New Jersey USA

Isabel Schäufole, Ulrich Hamm (U Kassel)

Wine consumers' attitudes towards sustainability cues and their real purchase behaviour – Data from a household panel

Rebekka Schütte, Holger Bergmann (U Göttingen)

Attitude of winegrowers towards cover crops in vineyards

Wallace Huffman (Iowa State U), Jonathan McFadden (USDA-ERS)

Consumer demand for low-acrylamide-forming potato products evidence from lab auctions

10:30 – 11:00

Coffee Break



11.00 – 12:30
AUDITORIUM

Session #4A: Determinants of Wine Prices
Chair: Günter Schamel (Free U Bozen-Bolzano)

Günter Schamel (Free U Bozen-Bolzano)	Supply chain organization, wine quality and prices in South Tyrol
Alexandre Mondoux (ETH Zurich), Philippe Masset, Jean-Philippe Weisskopf (Ecole Hôtelière de Lausanne)	The pricing of a highly differentiated products in a very competitive and opaque market – the complex case of Swiss wines
Emmanuel Paroissien (U Bordeaux)	Multivariate forecasting of wine prices
Robin Goldstein (UC Davis)	Do premium and generic prices diverge over time?
Günter Schamel (Free U Bozen-Bolzano), Anna Ros (Univ Innsbruck)	Hedonic pricing models for wines from Friuli Venezia Giulia
Fernandez-Perez Adrian, Bart Frijns, Alireza Tourani-Rad (Auckland U of Technology), Jean-Philippe Weisskopf (Ecole Hôtelière de Lausanne)	Are there bubbles in wine?

11:00-12:30
SALA DELLE COLONNE A

Session #4B: Wine Tourism
Chair: Robin Back (U Central Florida)

Robin Back (U Central Florida), Linda Shea, Linda Lowry (U Massachusetts, Amherst)	The effects of a winery visit on brand loyalty. A quasi-longitudinal study
Nuray Turker (Karabuk U), Faruk Alaeddinoglu (Yuzuncu Yil U)	Winemaking - a tradition in the Assyrian community in Mardin, Turkey
Radu Mihailescu (Stenden U of Applied Sciences)	Development of organic wine production. A wine tourist perspective in South Africa
Kyuhoo Lee (Sonoma State U), Melih Madanoglu, (Florida Atlantic U), Inhyuck "Steve" Ha (Western Carolina U), Anisya Fritz (Lynmar Estate, CA)	Exploring the key factors affecting winery visitors' spending? A case study of a winery in Sonoma County, California
Nuray Turker (Karabuk U), Faruk Alaeddinoglu, (Yuzuncu Yil U)	Identifying critical success factors in Turkish wine tourism from the perspectives of travel agencies
L. Martin Cloutier, Laurent Renard (U Quebec Montreal), Sébastien Arcand (HEC Montreal), E. Michael Laviolette (Toulouse Business School)	Strategic representations and perceptions of the wine route and cider route in Quebec. A tale of two contrasts?



11:00-12:30 SALA DELLE COLONNE B	Session #4C: Growing Grapes Chair: Alejandro Gennari (U Nacional Cuyo)
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Aur�lie Ringeval-Deluze (U Reims)	Characteristics and specificities of grape-growers in Champagne
Sarah Quintanar (U Arkansas at Little Rock), Eric Sims (Sonoma State U)	Analyzing barrel purchasing decisions on winery costs
Andrea Menini (U Padua)	Experience management practices and wineries' economic performance the Italian case
Ga�lle Le Guirriec-Milner (Neoma Business School, Reims)	Are women wine-growers/wine-makers like others?
Anna Smaga-Trzaskalska (Kozminski U)	Women in the Polish wine industry – business, lifestyle or both
Felix Sebastian Riera, Bernhard Br�mmer (U G�ttingen), Alejandro J Gennari (U Nacional de Cuyo)	Political economy of energy subsidies for grapevine irrigation in Mendoza, Argentina

11:00-12:30 TEATRO BOTANICO	Session #4D: Tasting, Quality & Experiments II Chair: Jeff Bodington (Bodington & Co)
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Philippe Masset, Jean-Philippe Weisskopf (Ecole h�teli�re de Lausanne)	The origins and the price of status: Evidence from the fine wines of Pauillac and Pomerol
Alfonso Piscitelli (U Naples Federico II), Luigi Fabbris (U Padua)	Wine's preferences based on intrinsic attributes: A sensorial wine tasting experiment
Florine Livat, Olivier Gergaud (KEDGE Business School, Bordeaux), Bradley Rickard (Cornell U)	Eat, drink and vote!
Augustin V Ruiz Vega, Consuelo Ria�o Gil, (U La Rioja), Cristina Calvo Porral (U La Coru�a)	Positive and negative emotions to wine PDO Rioja effects on consumer behavior
Alessandra Castellini, Antonella Samoggia (U Bologna)	Millennial consumers' attitude towards innovative wine products
Jeff Bodington (Bodington & Co)	Consider rank preference models when evaluating wine tasting results

12:30 – 14:00
FOYER AND TERRACE
1st floor, Botanical Garden

Lunch Break



14.00 – 15:30 AUDITORIUM	Session #5A: Wine Experts & Wine Tasting Chair: Don Cyr (Brock U)	
Florine Livat, Hervé Remaud (KEDGE Business School, Bordeaux)	Wine experts and novelty effect	
Don Cyr, Lester Kwong, Ling Sun (Brock U)	An exploration of the relationship between Robert Parker and Neal Martin <i>en primeur</i> wine ratings	
Ömer Gokcekus (Seton Hall U), Samin Gokcekus (U Durham)	“Lumping and splitting” in expert ratings’ effect on wine prices	
Jing Cao, Lynne Stokes (Southern Methodist U)	Comparison of different ranking methods in wine tasting	
Dom Cicchetti (Yale University)	The interplay of the reliability and accuracy of wine tasters’ binary judgments	
Robert Hodgson (Humboldt State U)	2008 revisited	

14.00 – 15:30 SALA DELLE COLONNE A	Session #5B: Wine Regions Chair: Sonya Huffman (Iowa State U)	
Laura Onofri, Vasco Boatto, Federica Bianchin, (U Padova), Maikol Furlani, Francesco Pecci, Federico Perali (U Verona)	What is the future of the wine-grape industry in Veneto? Evidence from a micro-macro-based prediction framework	
Sonya Huffman (Iowa State U)	Overview and developments in the Bulgarian wine Sector-1996-2015	
Richard Yntema (Otterbein U)	Pioneering Holland's jenever industry producing and consuming Dutch distilled liquors in the early 17th century	
João Rebelo, Sofia Gouveia, Patrícia António (U Trás-os-Montes & Alto Douro)	Export intensity and economic performance of wineries evidence from the Douro region	
Luigino Barisan, Cristian Bolzonella, Vasco Boatto (U Padova)	Development of a system dynamics simulation model for governing wine consortia. The prosecco wine system's case study	
Tânia Gonçalves, João Rebelo (U Trás-os-Montes & Alto Douro)	Econometric modelling of climate change on wine production: A time series approach to Douro region	



14.00 – 15:30

SALA DELLE COLONNE B

Session #5C: Quality, Value, Regulation

Chair: K Christopher Branch (Loyola Law School)

Burak Kazaz (Syracuse U), Tim
Noparumpa (Chulalongkorn U), Scott
Webster (Arizona State U)

Wine futures. Pricing and allocation as
levers against quality uncertainty

Richard Belzer (Good Intentions Paving
Company)

Top 10 impacts of wine listicles on market
prices

Germán Puga, Alejandro Gennari,
Jimena Estrella Orrego (National U Cuyo,
Mendoza)

The future of wine regulation in Argentina
Mendoza -San Juan agreement in the
wine industry?

Luca Buccoliero, Elena Bellio, Elisa Solinas
(Bocconi U)

How to build a compelling wine tasting
experience to create territorial value

Thomas McCluskey (Dublin City U),
Antonio Spiga (KEDGE Business School,
Bordeaux)

The impact of sustainability drivers in the
European SME wine sector - An
explorative comparative study

K Christopher Branch (Loyola Law School,
Los Angeles)

Economic impact of the United States
Food Safety Modernization Act on small
and medium wineries

15:30 – 16:00

Coffee Break



16.00 – 17:45
Room – AUDITORIUM

Session #6A: Production, Sustainability, Global
Warming Chair: Julian Alston (UC Davis)

Julian Alston, Jim Lapsley (UC Davis), Torey Arvik (Sonomaceuticals LLC)	The economics of precision winemaking: General concepts and application to testing for <i>Brettanomyces</i> in California
Bernd Frick, Patrizia Fanasch (U Paderborn)	The returns to eco-wine production. A quantile regression approach
Patrizia Fanasch (U Paderborn)	Survival of the fittest. The impact of eco- certification on the performance of German wineries
Stefano Solari (U Padova), Valentina Zufferli (U Udine)	Traceability as an innovation in the wine industry. A step towards transparency and territorial embeddedness of production in Italy
Magali Delmas (UC Los Angeles), Olivier Gergaud (KEDGE Business School, Bordeaux)	Sustainable practices and wine quality: Is there value in certification?
Rossella Sorio (ICN Business School, Nancy), Béatrice Siadou-Martin (Cerefige-U Lorraine)	Impact of global warming on the alcohol content of wine - Consumer perceptions, a prospect theory approach
Britta Niklas (U Bochum), Wolfram Rinke (U Burgenland)	Annual weather changes and wine prices of German wines - a hedonic pricing model



16.00 – 17:45

SALA DELLE COLONNE A

Session #6B: Trade II

Chair: Fulvia Farinelli (UNCTAD)

Leo Dana, Calin Gurau (Montpellier Business School)

Innovative internationalization from NZ to the US - symbiotic marketing in the wine industry

Imre Ferto (Hungarian Academy of Sciences CERS-HAS)

Economic crisis and fragility of world wine trade

Sofia Gouveia, João Rebelo, Anthony Macedo (U Trás-os-Montes & Alto Douro)

Dynamics of wine exports empirical evidence of a Portuguese (Douro) wine region

Fulvia Farinelli (UNCTAD), Karina Fernandez-Stark (Duke U), Javier Meneses, Nanno Mulder (UN-ECLAC), Soledad Meneses, Karim Reuse (Chilean National Oeno Assoc)

The use of knowledge intensive services in the Chilean wine industry

Haiyan Song, Anyu Liu (Hong Kong Polytechnic U)

Modeling and forecasting the demand for imported wine in China

Alfredo Coelho (Bordeaux Sciences Agro), Federica Demaria (CREA), Victor Manuel Castillo (U Guadalajara)

Cross-border mergers and acquisitions in the wine industry: an examination of its determinants

Susana Gordillo, Esther Sánchez, Juan Pott Godoy (U Nacional Cuyo, Mendoza)

The impact of inflation on the different links of the wine chain (Mendoza, Argentina)



16.00 – 17:45

SALA DELLE COLONNE B

Session #6C: Signaling Wine Quality

Chair: Luca Rossetto (U Padova)

Jaqueline Dutton (U Melbourne), Nadine Normand-Marconnet, Jason Jones (Monash U)

Comics, cues and cultural credibility. French wine labels for targeted cross-cultural marketing

Luca Rossetto, Luigi Galletto, Federica Bianchin (U Padova)

The communication of Italian wines in United States

Pawel Oleksy, Marcin Czupryna (Cracow U of Economics)

Information matters. How does digital communication and social media affect liquidity and price behaviour in the wine market

Bettina König, Christian Pfeiffer, Marcus Wieschhoff (U of Applied Sciences Burgenland)

The importance of origin as quality indicator for sparkling wine consumers

Neal Hulkower (McMinnville, OR), S. Lynne Stokes (Southern Methodist U)

Toward valuing Willamette valley Pinot Noir as a cultural good

Lee Cartier (Okanagan College)

Extending your brand as an industry growth strategy. Identifying growth opportunities for small wineries

Byron Marlowe (Washington State U), Axel Dreyer, Juliane Ratz (U of Applied Science Harz)

Wine tastings in the context of cellar door sales - Characteristic tasting offers and price policy as compared to international standard

During all Coffee Breaks
Foyer AUDITORIUM

Poster Sessions

Carlos Bopp, Alejandra Engler, Roberto Jara-Rojas (U Talca)

Economic performance of Chilean wine-growers: the impact of production approaches and the adoption of technologies

Yann Durrmann (U Strasbourg)

Which theoretical approach for the coordination between firms in the organizations "wine AOC"? The importance of the informal coordination mode

Eleonora Carini, Giovanni Sogari, Mattia Gandini (U Parma)

Sustainability and its influence on sensory perception. A case study in the wine industry

Giovanni Sogari, Chiara Corbo, Eleonora Carini, Caterina Limido (U Parma)

Drivers and barriers behind sustainability programmes in the Italian wine sector

Juha Karvonen (U Helsinki)

The current and future viticulture climate classification of Southern Finland, and the effect of the climate change on it



JUNE 30 20:00

Gala Dinner at Restaurant Pedrocchi
Via VIII Febbraio 15, Padova (downtown)



VALORITALIA



PROSECCO SUPERIORE
DAL 1876



PROSECCO DOC
ITALIAN GENIO



L'innovazione in viticoltura



PATROCINIO
REGIONE DEL VENETO





DOC Consortium

Located in Treviso downtown
This is the biggest consortium
Production 400 millions bottles

DOCG Consortium

Conegliano-Valdobbiadene located in Solighetto
The oldest consortium going back to 1962
Production 90 millions bottles

DOCG Consortium

Asolo and Montello
Production 10 millions bottles





JULY 1 TOUR TO VENICE

09.00

Tour by bus (1 hour and 20 minutes trip)

Bus Tour Starting Point: Prato della Valle,
Via Prato della Valle 71

We will visit the Enological School, the labs and the winery.

12.00

Lunch at the Enological School

14.00

Winery Tours



«Tour 1»

ASTORIA winery

LE COLTURE winery



«Tour 2»

IL COLLE winery

VILLA SANDI winery



BORGOLUCE

«Tour 3»

BORGOLUCE winery

BORTOLOMIOL winery



«Tour 4»

LA TORDERA winery

VAL D'OCA winery







JULY 2 – 8:30- 21:00
TOUR TO VENICE

08.30

Tour by bus to Venice/Tronchetto terminal (1 hour)
Bus Tour Starting Point: Prato della Valle,
Via Prato della Valle 71

10.00

Boat trip to San Erasmo Island (45 min.).
Visit of the gardens and vineyards of Michel Thoulouze and tasting.

12.30

Tour by boat to Torcello (30 min.).
Torcello is a small island in the northern area of the Venice lagoon;
beautiful view of San Marco in Venice.

13.00

Lunch at restaurant "Trono di Attila" in Torcello island.

14.30

Walking along vineyards of "Consorzio Vini Venezia" in Torcello island.

16.30

Leaving Torcello island to Piazza San Marco (1 hour).

19.00

Departure from Piazza San Marco to Tronchetto terminal (30 min.)

19.30

Back to Padua by bus (1 hour)

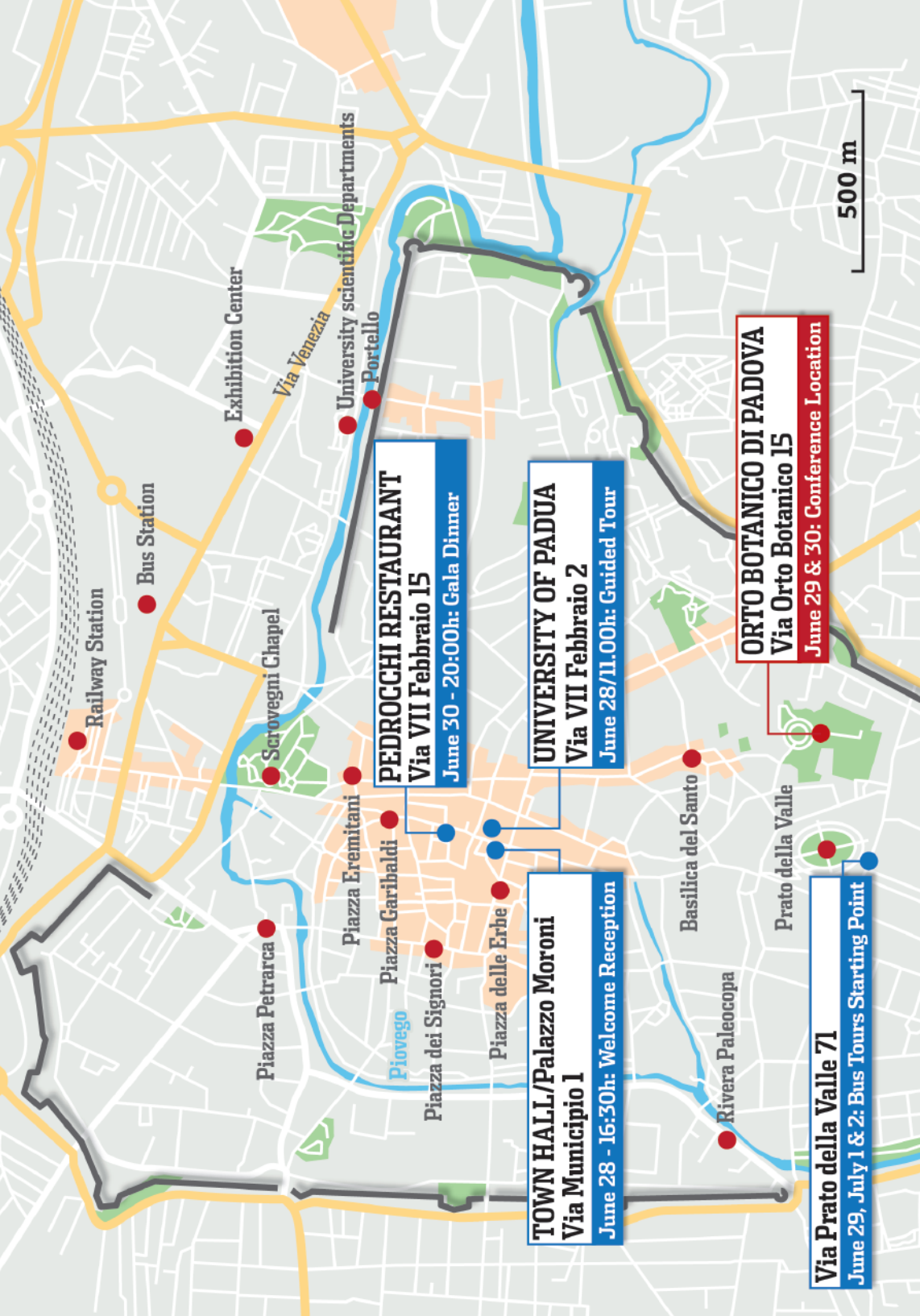
20.30

Back in Padua

* The stop at Piazza San Marco is dependent on the time available.
When participants want to stay in Venice for a longer time,
they can go back to Padua by train from Venice railway station.
Trains leave every 15 minutes, the ride is no more than 25 min.







Railway Station

Bus Station

Exhibition Center

Scrovegni Chapel

Piazza Petrarca

Piazza Ermitani

Piazza Garibaldi

Piazza dei Signori

Piazza delle Erbe

TOWN HALL/Palazzo Moroni
Via Municipio 1
June 28 - 16:30h: Welcome Reception

PEDROCCHI RESTAURANT
Via VII Febbraio 15
June 30 - 20:00h: Gala Dinner

UNIVERSITY OF PADUA
Via VII Febbraio 2
June 28/11.00h: Guided Tour

ORTO BOTANICO DI PADOVA
Via Orto Botanico 15
June 29 & 30: Conference Location

Via Prato della Valle 71
June 29, July 1 & 2: Bus Tours Starting Point

Prato della Valle

Basilica del Santo

Rivera Paleocopa

Via Venezia

University scientific Departments

Portello

500 m

Padua 2017 Abstract Submission

I want to submit an abstract for:

Conference Presentation

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Keywords

Wine, Market segmentation, Consumer Behavior, Multivariate Data Analysis

Research Question

To identify homogeneous groups of consumers/buyers of a worldwide recognised fortified wine and to design strategic policies to stimulate the domestic demand and to enhance the firms' competitiveness.

Methods

A total of 678 usable online questionnaires of Port wine consumers were collected. Market segmentation was carried out applying multivariate techniques, namely multiple correspondence analysis and cluster analysis.

Results

Based on oenological knowledge and wine price, two segments of consumers were found, denominated as 'regular' and 'price driven'. Strategic policies measures are highlighted according to each segment.

Abstract

The wine market is characterised by radical changes both on supply and demand side. Countries such as Italy, France, Spain and Portugal with a long history in the production and consumption of wine are currently under a strong pressure to decrease the consumption of this good, given the current legislation for the reduction of alcohol consumption. On the other hand, "new world" countries including the United States of America, Australia, South Africa, Chile and Argentina showed a significant increase in wine production and consumption. According to Coface (2015), the consumption of wine in Europe declined between 2000 and 2014, particularly in countries such as Spain (-34%), Italy (-26%) and France (-17%).

The current changes in the wine market have influenced the consumer behaviour, which evolves from traditional to complex forms of perceiving the psychological and social needs of consumption. The evaluation of product quality has become one of the central factors in the purchase decision. In wine-consuming countries, consumers show a preference towards local or vineyard designations since they possess higher involvement as well as oenological knowledge. The main challenge for wine producers is to understand the preferences and purchase habits of wine consumers in order to produce according to the consumer's needs. Applying distinct methodologies,

several studies have emerged in the literature to understand the behaviour of wine consumers, through the identification of different segments based on stakeholders' attitudes and wine attributes.

In the wine market, Port wine is a symbol of Portugal both inside and outside Europe. It is a fortified wine, produced in the Demarcated Douro region, North of Portugal. It is distinct from other types of wines, due to its peculiar characteristics in terms of flavour, aroma, alcohol content, ageing and colour, but it maintains the characteristic of an experience good in which many intrinsic attributes are attested only at the moment of consumption. Based on its characteristics, Port wine can be divided into two major categories, 'traditional mention' (Tawny and Ruby types) and 'special categories' (Reserve, Vintage and Late Bottled Vintage) and it is sold in the market with several labels or brands which difficult the choice process. In the current scenario, the main challenge for wine producers is to understand the purchase and consumption behaviour of Port wine consumers. Knowing the motivations of distinct consumers segments is vital to guide the production towards the desiderata of the demand. Promoting an efficient, risk-free and rapid choice for each consumption situation is the goal of marketing strategies.

The present study intends to contribute to a better understanding of the Port wine consumption in Portugal, through the analysis of purchase and consumption behaviour. In order to reach the proposed goal, an online questionnaire was conducted and structured into three main groups: (1) sociodemographic; (2) purchasing and consumption habits of Port wine (determinants of the purchase; occasion of consumption and place of buying); (3) degree of involvement with the product (oenological knowledge and types of Port wine usually consumed). The sample obtained consisted of 678 buyers and consumers of Port wine, in which 61% are men, the majority lives in the North region, where Port wine is produced and traded. The average age of respondents is 47 years old. To identify the most relevant market segments, we apply multivariate data analysis techniques such as "multiple correspondence analysis" followed by a "cluster analysis" using the IBM Statistical Package for Social Sciences (SPSS) software, version 24. These techniques take into account the existence of multiple factors that are relevant for the analysis of consumption behaviour of Port wine, and the qualitative nature of majority of the independent variables gathered in the survey.

For the implementation of the multiple correspondence analysis, nineteen dimensions were initially specified. Two components were able to explain more than 31% of total variance (the first component retained 18 % of the total variability, while the second component retained 13 % of the total variability). The value of Alpha Cronbach for the 1st and 2nd components is 0,708 and 0,585 respectively. The first dimension refers to the consumption habits of Port wine, while the second is related to wine purchase habits, namely the extrinsic and intrinsic attributes determining the Port wine' choice. The main variables that discriminate the consumer groups are the level of oenological knowledge and the price of wine. Individuals with high oenological knowledge are men, over 45 years old, consume the Port wine special categories and are willing to pay between 50€ and 100 €/bottle. On the other hand, individuals with less oenological knowledge consume occasionally, among friends and family and are mostly young women. For the remaining individuals the choice of Port wine is driven by the price factor. Considering the preliminary results, it can be concluded that there are potentially two groups of Port wine consumers in Portugal: "regular" and "price driven". Promoting campaigns to test and to learn about the intrinsic attributes of each type of Port wine might be one of the strategies to increase the domestic competitiveness of the market.

Regarding the changes of the structure of production and consumption of wine and in the absence of extensive studies on the behaviour of buying and consuming Port wine, the present study contributes to a better understanding of the motivations and needs of the Portuguese consumer. For future research it is necessary to evaluate other attributes such as the flavour, aroma, alcohol content and image to better segment Portuguese wine consumers.

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Contribution to understand the profile of the wine consumer: a multivariate data analysis

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Funding: This work was supported by the project NORTE -01-0145-FEDER-000038 (INNOVINE & WINE – Innovation Platform of Vine & Wine) and by European and Structural and Investment Funds in the FEDER component, through the Operational Competitiveness and Internationalization Programme (COMPETE 2020) [Project No 006971 (UIC/SOC/04011)]; and national funds, through the FCT – Portuguese Foundation for Science and Technology under the UID/SOC/04011/2013.

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