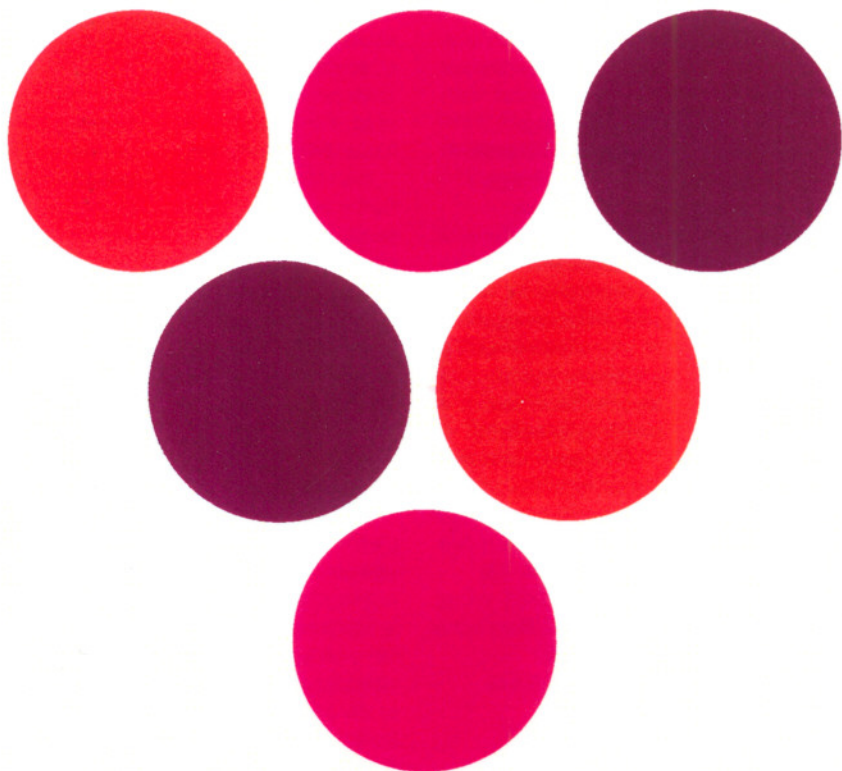


Vineyard Data Quantification Society
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Young Adults and the Consumer of Wine Perceptions, Attitudes and Behaviour

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Relatively little information is known about what young adults think today in relation to perceptions, attitudes and consumption of wine. In that way this exploratory study pretends to answer some questions like: what are the motives that young adults have for the consumption or non-consumption of wine? Is there any intention for the non-consumer becomes a consumer in the future? What is the frequency that younger consume wine? In which locals and occasion? Which factors influence the choose of the wine to consumption? What are their knowledge and their perceptions about the relation wine / healthy? Are there significant differences between the behaviour of girls and boys? Or between different social classes? What are their attitudes in relation to wine?

The methodology of the investigation of this work is based on the Theory of Planned Behaviour and focus the analysis on the empiric information that result from the focus groups.

The process has beginning with the administration of recruiting questionnaires. The questionnaires had 20 questions of close response and had been made in the presence of the interview. In total we obtained 231 questionnaires of a convenience sample constituted by young adults' volunteers, consumers and no-consumers, both genders, with age between 18-25 years old, and who studies in the Escola Superior de Biotecnologia, Porto, in one of these educational systems: University or Professional Education (level 4 UE). Next, has been realised 4 focus groups conducted by a structured way trough a discussion guide, with little involvement of the moderator.

The data obtained from the questionnaire have been analysed statically by using the software Statistical Package for the Social Sciences (SPSS). The data of the focus groups were all recorded in audio-visual format and the text has been analysed with content analysis (N Vivo8).