

## Ithaca 2018 Abstract Submission

### Title

Habits, attitudes and credence towards wine. Where and how do Italian millennials' wine consumers find the information they need?

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Conference Presentation

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### Keywords

Wine consumptions, Young people, university students, Food behavior, social media

### Research Question

Where do young people look for information? How much do they know about vines and denominations? What selection criteria do they adopt?

### Methods

After an extensive analysis of the literature, an online questionnaire carried out among Italian young people wine consumers (sample of 400 people)

### Results

Preliminary findings of the qualitative analysis suggest different choice attributes and risk aversion according to the level of competence, knowledge on wine attribute and involvement, origin and characteristics.

### Abstract

Abstract Purpose - Wine consumption in Italy has always received a lot of attention in the marketing literature. Nevertheless, less attention has been focused on wine consumption devoted to the young generation and in particular focusing on different media usage. This paper aims to analyse how young people perceive and evaluate the quality and safety of wine and which attributes most influence their wine choice, consumption and affected risk behaviours. Hypothesis how different knowledge, involvement and media usage influence wine choice strategies

were tested. The analysis is focused on Italian millennials for which wine consumption is shifting from a traditional part of food culture to occasional drinking. Overall, risk behaviour in alcohol consumption (no moderate habitual consumption, binge drinking – i.e. to drink six or seven glasses of alcoholic beverages on a single occasion) concerns a growing share of the young adult population aged 18-24 (22% of males and 8.7% of females) and this behaviour often occurs during socialization moments.

Design/methodology/approach – After an extensive analysis of wine frequency consumption, purchase occasion (comprising binge drinking), wine price and style wine selection and personal traits related to wine, a review of social media, blogger, influencer specialized in wine and firm using internet has been realized to prepare an online questionnaire carried out among Italian young people wine consumers. A sample of 400 people (200 university students of two different areas of studies -food science and other areas- and 200 young working people) took part in the survey. Data elaboration were carried out through SPSS 24.0 statistical software package. The questionnaire is divided into socio demographics and consumption description. The consumer analysis part includes the analysis of the main barriers to the purchase and consumption of wine, assuming that some of the main obstacles are a general change in lifestyles, health reasons, economic issues and personal tastes.

The process that leads to the purchase of wine provides an initial phase of research of information that has been radically changed by the emergence of the internet. We will then analyze the use of the main tools offered by the network such as blogs, forums, company sites, social networks, applications and e-commerce sites. Where do young people look for information? How much do they know about vines and denominations? What selection criteria do they adopt? The final part of the questionnaire is focusing on analyzing the consumption of wine through specific questions: do they consume wine and why? On which occasions? What risks do they perceive when consuming moderately wine?

#### Preliminary findings

##### Wine consumption

In 2014 the percentage of population aged 11 and over who had consumed at least one alcoholic drink during the year was 63%. This rate has slightly decreased if compared to the previous year (63.9%).

From 2005 to 2014 the number of daily consumers decreased from 31% to 22.1%. The number of people consuming alcohol at least once outside mealtimes has been increasing (from 25.7% in 2005 to 26.9 in 2014) and also the number of occasional consumers (from 38.6% in 2005 to 41% in 2013).

In 2014, 50.5% of people aged 11 and over drink wine, 45.1% drink beer, and 39.9% drink alcoholic aperitifs, digestive liqueurs, spirits or liqueurs.

Overall, risk behaviors in alcohol consumption (no moderate habitual consumption, binge drinking – i.e. to drink six or seven glasses of alcoholic beverages on a single occasion – and alcohol consumption by youths aged 11 to 17) concern 8,265 million people of the overall population (15.2% from 15.9% in 2013).

Groups of the population most at risk of no moderate consumption are: the elderly (38% of males and 8.1% of females), the young adult population aged 18-24 (22% of males and 8.7% of females) and the adolescents aged 11-17 (21.5% of males and 17.3% of females).

The population most at risk of binge drinking is the young adult group (aged 18-24), with a 14.5% share (21% of males and 7.6% of females). This behavior often occurs during socialization moments (ISTAT).

The statistics, by market research firm Unicab, showed 69% of Italians over 65 drink wine every day, while only 13% of 16- to 35-year-olds do the same.

According to the experts, one of the main reasons for the decline was ‘social evolution’. ‘Italian families have become more and more fragmented in the last 10 years. They’re not eating meals together and so wine is no longer a form of food. Wine does not have “nutritional function” anymore. The research also found that 30% of Italians do not consider wine to be a symbol of Italian gastronomy anymore. The cost of wine has also played a part in the drop in consumption. Nearly half of the Italian population (48.8%) spends less than €3 on a bottle of wine for everyday drinking, a situation exacerbated by Italy having the highest rate of unemployment among young people in Europe.

Nearly 35% of wine in Italy is now bought in supermarkets, which are introducing in-store educational schemes, such as touch-screen terminals, or wine experts on hand in the supermarket aisles (research revealed at Vinitaly (2011)).

The research also showed that nearly half of the 22% of Italians who have reduced their wine consumption in the last two years have done so for health reasons.

#### Wine and new Media: influencer and e-tailer

An extensive review of new media has been realized, to evaluate the real knowledge of wine consumer interviewed focusing on App and Blog and classifying the type of info delivered and the target audience.

Vinitaly Wine Club: App entirely dedicated to Italian wines, with a selection of over 1,000 bottles and 300

Denomination of Origin wines and the opportunity to participate in meetings, tastings and shopping recommended by the experts of Vinitaly.

VINIAMO: it's like "Spotify", but with wine instead of music. The customer chooses a wine that he/she knows, or that it is needed for an occasion, and automatically the system will suggest other labels that may please or interest us based on what we have already chosen, which if you want you can buy individually or by subscription based on playlists divided by type and 'topic'. For each wine there are two cards that describe the characteristics, the history and the combinations: "Falla Breve" (make it short), with anecdotes and stories that would use an ordinary person to recommend the wine to a friend and "Falla Lunga" (make it long), for those who want all the technical details.

HANDAPP : Wide wine showcase, with labels and directions from the nearest wineries and retailers.

The main feature of the App is to have a section also dedicated to professionals, retailers, agents and restaurateurs who are given the opportunity to make orders more consistent than those of individual drinkers.

SMARTWINE : App that in addition to the characteristics of wines and bottles also offers information on the surroundings of the cellars and on the possible food and wine activities and tourism in the area.

VIVINO : It works a bit like Shazam with music: just take a photo of a wine label to find out about price, features, reviews and food pairings, as well as being put in touch with the cellar and proceed with the purchase.

VINIX: It is in effect a social network in which you can meet friends with similar wine tastes. The characteristic of Vinix is that it allows you to create groups of purchase of the favorite labels so as to have doors since you move on the roped and you make substantial purchases, discounts and benefits.

TANNICO : Perhaps the most important wine e-commerce community in Italy with 7,500 labels available. Through the App you can subscribe to Club di Tannico and sign a monthly subscription of a selection of the best wines chosen by the staff sommelier.

UNIVINUM : International online store where you can buy the best wines, beers, spirits, and gastronomy products such as spices, cheese, caviar, chocolate.

During the research the most popular blogs on a global level were analyzed (n=100). The scores were attributed based on popularity, activity and interaction on the main social networks.

The analysis of the blogs was performed to understand which of these are used the most and which information the young Italian consumers are looking for.

In addition to the new media, the role of a traditional specialized press (Grandi Vini, Decanter, Wine Spectator and Vitae) and guides (Essential Guide to Italian Wines, Gambero Rosso and Dibenda, ect.) has been analyzed.

#### Firm active on social media

The strategies of the big Italians of wine were then analyzed with internet communication. The fourth edition of the FleishmanHillard Italia survey tells us about the online presence of the first 32 wineries by turnover (according to the survey by Mediobanca). Facebook is the most used, followed by Instagram; local vines and sustainability are the most developed themes; the use of e-commerce is still low (2017 data).

#### Preliminary findings of the quantitative analysis

Preliminary findings of the qualitative analysis suggest different choice attributes and risk aversion according to the level of competence, knowledge on wine attribute and involvement, origin and characteristics. Different food store selection and information source were found for different segments (age and personal characteristics).

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