

Accepted Manuscript

Behavioural patterns in Mediterranean-style drinking: Generation Y preferences in alcoholic beverage consumption

Lara Agnoli , Marco Boeri , Riccardo Scarpa , Roberta Capitello ,
Diego Begalli

PII: S2214-8043(18)30085-5
DOI: [10.1016/j.socec.2018.06.001](https://doi.org/10.1016/j.socec.2018.06.001)
Reference: JBEE 364



To appear in: *Journal of Behavioral and Experimental Economics*

Received date: 22 February 2018
Revised date: 5 June 2018
Accepted date: 6 June 2018

Please cite this article as: Lara Agnoli , Marco Boeri , Riccardo Scarpa , Roberta Capitello ,
Diego Begalli , Behavioural patterns in Mediterranean-style drinking: Generation Y preferences in
alcoholic beverage consumption, *Journal of Behavioral and Experimental Economics* (2018), doi:
[10.1016/j.socec.2018.06.001](https://doi.org/10.1016/j.socec.2018.06.001)

This is a PDF file of an unedited manuscript that has been accepted for publication. As a service to our customers we are providing this early version of the manuscript. The manuscript will undergo copyediting, typesetting, and review of the resulting proof before it is published in its final form. Please note that during the production process errors may be discovered which could affect the content, and all legal disclaimers that apply to the journal pertain.

Highlights

- Eight drinking patterns emerge, some of them far from the Mediterranean tradition
- Risky patterns are more linked to youngest individuals and women
- Socialization is the main motivation for alcohol consumption
- Wine, the traditional drink in Mediterranean culture, is re-discovered and re-evaluated

Download English Version:

<https://daneshyari.com/en/article/7241928>

Download Persian Version:

<https://daneshyari.com/article/7241928>

[Daneshyari.com](https://daneshyari.com)