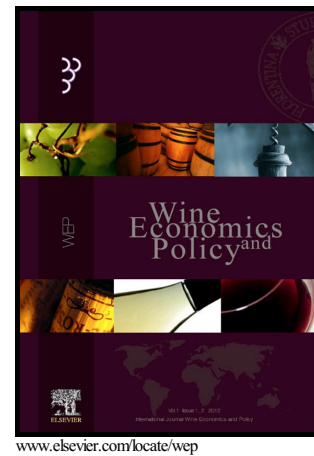


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## Different preferences for wine communication

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### Abstract

This study aimed at verifying the presence of variations in the reactions of different types of audiences to certain levers in the marketing mix for wine. Five samples of audiences were compared: wine professionals, organic produce specialists, wine tourists, and two samples of general tourists. The following marketing levers were considered: name of grape; information on organic production methods; type of closure; QR code; landscape; advertising language. Respondents' reactions were measured by conjoint analysis; comparisons were made by t tests. The results have shown a common sensitivity to certain levers, and a different or contrary sensitivity to others. In particular, all samples have demonstrated that: 1) certified organic wines communicated in standard wine-market style have the potential of becoming market leaders; 2) photographs facilitate the acceptance of technologically-advanced closures; 3) the presence of the QR code in printed advertisements increases the expected value of the product; 4) a landscape characterised by holistic "garden viticulture" increases preferences. Textual language was more effective with professionals, while photographic language was more effective with tourists. Supplementary information on the organic production methods, in addition to the mandatory labelling requirements, increased the preferences of professionals and wine tourists, and was counterproductive with the general tourists.

### Keywords

Consumer behaviour, wine consumer, conjoint analysis, wine communication

### 1. Introduction.

Wine communication is addressed to a variety of audiences, favouring different marketing tools in different situations. Audiences are typically composed by segments of the end consumers and by various categories of professionals and intermediaries including journalists, restaurateurs, wine-

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