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Consumers wine preferences according to purchase occasion: Personal consumption and gift-giving

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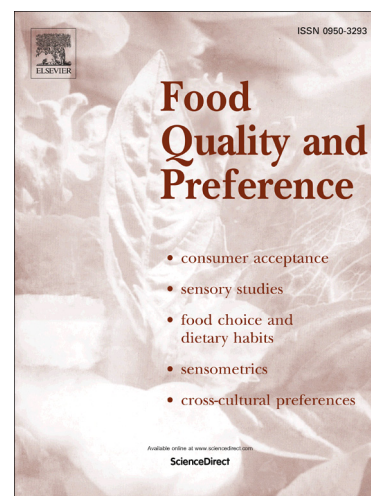
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# **Consumers wine preferences according to purchase occasion: Personal consumption and gift-giving**

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**Abstract**

We tested the hypothesis that individuals may act differently when buying a bottle of wine for themselves than they do when buying wine as a gift. Using a between-subject design, we estimated the differences in consumer preference for these two occasions. We conducted a choice experiment

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