Portuguese quality wine and the region-of-origin effect: consumers' and retailers' perceptions

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Abstract

This study investigates the relative importance of region of origin associated with extrinsic (price, brand, promotion) and intrinsic (grape, type of wine, colour, age, special references) cues in the decisions of final consumers and small retailers to buy Portuguese quality wine. In order to attain this goal we conducted a survey through face-to-face interviews in the Minho region. The results show that the dominant factor of influence in the acquisition of wine is the region of origin, both for final consumers and small retailers.

JEL classification: O18, Q13, D12, L81.

Keywords: region of origin; consumer behaviour; Portuguese quality wine; wine producers' strategy; retail and wholesale trade.

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