



Observatori de la vinya, el vi i el cava



REVISIÓ BIBLIOGRÀFICA

**“SUPPORT A LES VENDES DE VINS LOCALS al
SECTOR HORECA. CENTRE D'INTERÈS: CATALUNYA”**

SELECCIÓ REALITZADA PER:





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DESCRIPCIÓ BREU DE LA BIBLIOGRAFIA

Existeixen principalment cinc subcategories en el context de la bibliografia revisada. Aquestes es recullen a continuació:

- a. Multi atributs dels vins i dels restaurants
- b. Efecte de la carta de vins sobre les vendes de vi als restaurants i posicionament estratègic
- c. Demanda i preferències del consumidor vers els vins
- d. Sopars i àpats als restaurants i relació amb el vi (maridatge)
- e. Efecte de l'enoturisme i el turisme sobre les vendes de vi
- f. Efecte de l'aprenentatge o efecte "sommelier" sobre les vendes de vi als restaurants

En aquesta secció es recull la bibliografia relacionada amb la demanda i les preferències del consumidor. En passades edicions es compilaren articles relacionats amb estudis multi atributs de vins i restaurants, i l'efecte de l'enoturisme i el turisme sobre les vendes de vi. Les altres subcategories es presentaran en reculls posteriors.





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TÍTOL 1	Using simulations from discrete choice experiments to measure consumer sensitivity to brand, region, price, and awards in wine choice <i>Simulacions a partir d'experiments d'elecció per mesurar la sensibilitat del consumidor a les marques, regions d'origen, preus i premis en l'elecció d'un vi.</i>
AUTHOR (s)	Larry Lockshin, Wade Jarvis, François d'Hauteville and Jean-Philippe Perrouy
PUBLICATION	Food Quality and Preference, Volume 17, Issues 3-4, April-June 2006, Pages 166-178, Seventh Sensometrics Meeting, Davis, USA, 28-30 July 2004

SUMMARY:

The complexity of the wine category has forced researchers to try different means to understand **how consumers choose wines**. This research uses a discrete choice experiment approach to understand how different consumer groups when choosing wine use key extrinsic cues. We extend common practice by using a simulation algorithm to show how relative purchase rate changes as brand, region, price, and award are changed. The results show that low involvement consumers use price and award to a greater degree than high involvement consumers. A gold medal increases the choice probability the most, but mainly at the lower and middle price points, and a well known region amplifies the desirability of small brands more than large brands. The results are complex across the four factors and two levels of involvement, but provide a realistic appraisal of how consumers use extrinsic cues in combination when choosing wines. The strong differences in choice behaviour between low and high involvement consumers show this to be a viable segmentation strategy and one that other researchers should consider utilizing.



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TÍTOL 2	A Consumer Purchasing Behaviour for Wine: What We Know and Where We are Going <i>Comportament de compra de vins del consumidor: el què sabem i cap a on ens dirigim</i>
AUTHOR (s)	Prof Larry Lockshin,
PUBLICATION	Wine Marketing Research Group, University of South Australia John Hall, Victoria University, Australia

SUMMARY:

The area of Wine Marketing has not been recognised as a formal area within marketing or business. However, the number of practitioners world-wide and now the number of academics working in this area has grown. As little as 10 years ago, the major journal in the area, *The International Journal of Wine Marketing*, was the only outlet for publishing in this area. Programs, like the diploma of Wine Marketing at the University of Adelaide (formerly Roseworthy Agricultural College), were limited in number and scope. Most of these programs used standard marketing and business textbooks, with added assignments for the wine industry. This was mainly due to the dearth of empirical research in wine marketing. In a short period of time this situation has changed dramatically. There are now university programs in various aspects of wine marketing and wine business in most wine producing countries and a few of the major wine consuming countries, like the UK. Many of these programs are offered at postgraduate as well as undergraduate level and are beginning to utilise the growing body of research on this sector. What do we know empirically about wine marketing? This question is much too broad to answer within the confines of one paper. Wine marketing includes many sub-areas of research. Traditionally, we would speak of the 4 Ps of marketing, product, pricing, promotion, and placement and their concomitant areas in wine marketing, such as branding, new product development, pricing, public relations, managing the sales force, and distribution. Beyond this, the area wine marketing should include specialty topics, such as consumer behaviour for wine, wine tourism and cellar door (direct sales), supply chain management from the vineyard and supplier to the end user, labelling and packaging, wine events, medals and show awards,





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promotional activities, exporting including market choice and channel within market choice, selecting and managing agents, protecting intellectual property (names and logos), and world regulation of wine and alcohol. Each of these areas has seen some research in the past decade and each could be the subject of a review such as this one.

TÍTOL 3	The relationships among overall quick-casual restaurant image, perceived value, customer satisfaction, and behavioural intentions <i>Relacions entre la imatge global percebuda en els restaurants de menjar ràpid, satisfacció del client i intencions de comportament</i>
AUTHOR (s)	Hadmark Julia, Lindberg Charlotte, Remahl Linda
PUBLICATION	Physiology & Behavior 90 (2007) 712–716

SUMMARY:

The purpose of this research is to explain the relationships among overall quick-casual restaurant image, perceived value, customer satisfaction, and behavioural intentions in the quick-casual restaurant industry. The findings indicate that overall quick-casual restaurant image significantly influences perceived value, and overall quick-casual restaurant image and perceived value had a significant role in influencing customer satisfaction. Additionally, overall quick-casual restaurant image, perceived value, and customer satisfaction are significant predictors of customers' behavioural intentions. Finally, customer satisfaction can act as partial mediators in the relationship between overall quick-casual restaurants image/perceived value and behavioural intentions. Furthermore, we discuss the theoretical and managerial implications of the findings and future research ideas.



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TÍTOL 4	Consumer research in the restaurant environment. Part 2: Research design and analytical methods <i>Investigació del consumidor en l'entorn del restaurant. 2ª part: disseny de recerca i mètodes analítics</i>
AUTHOR (s)	Jaksĭa Kivela John Reece Robert Inbakaran
PUBLICATION	International Journal of Contemporary Hospitality Management 11/6 [1999] 269±286

SUMMARY:

In Part 1, a model of dining satisfaction and return patronage was developed and described. Based on extensive review of the relevant consumer behaviour literature the model was developed and underpinned by the disconfirmation and expectancy theory. As noted in the article, disconfirmation theory is widely accepted as an account of the process by which customers develop feelings of satisfaction or dissatisfaction, that is, when customers compare new dining experiences with some basis that they have developed from prior experiences. On the other hand, the assumption that a customer will weigh various restaurant attributes is based on expectancy theory. In the majority of studies using disconfirmation theory, expectations are formed according to customers' pre-experience beliefs and standards that they use to measure their purchase experience. These theories bring together the social, psychological and cultural concepts into four distinct groups of variables: input variables both internal and external, process variables and output variables (Lowenberg et al., 1979; Finkelstein, 1989). This paper is a continuation and explains: how the model of dining satisfaction and return patronage was operationalised, that is, how the research instrument was developed; how the sample size and survey procedures were developed and conducted; and how the selection of analytical procedures



TÍTOL 5	Techniques to Increase Impulse Wine Purchases in a Restaurant Setting <i>Tècniques per augmentar l'impuls de compra de vins als Restaurants</i>
AUTHOR (s)	Tim H. Dodd PhD, Director ,
PUBLICATION	Texas Wine Marketing Research Institute, Texas Tech University, Lubbock, TX, 79409-1162

SUMMARY:

The purpose of this study is to examine the influence of menus and personal selling techniques by the wait-server staff on wine sales in a restaurant setting. The results of previous research, that found wine to be an impulse purchase, were supported by this research. The study found that placing wine on the food menu will have a significant impact on wine sales.



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TÍTOL 6	<p>Wine origin and organic elaboration, differentiating strategies in traditional producing countries</p> <p><i>Origen del vi i producció ecològica, diferenciant estratègies en els països tradicionalment productors</i></p>
AUTHOR (s)	Rodolfo Bernabe´u Linda Bramble Donald Ziraldo
PUBLICATION	International Journal of Contemporary Hospitality Management Vol. 20 No. 3, 2008 pp. 302-312

SUMMARY:

This article aims to analyse various wine differentiation strategies (price, origin, type and production system) to counteract the commercial success of new wine producers compared to traditional ones. The methodology consisted of a survey of 400 Castilla-La Mancha wine consumers during the month of March 2004, whose preferences were determined through several multivariate techniques. Findings – Three consumer segments were identified: the first shops for wine mainly by price, the second, by origin and the third, by a combination of price and type of wine. In this sense, except for the first segment, where competition by a cheaper wine from other places could endanger the local market, possible strategies would be to continue emphasising origin in a traditional approach and to search for a new wine differentiation based on organic production. Both strategies, which can be carried out jointly, would require government backing in addition to support from the business sector. This paper contributes to a greater knowledge of Spanish consumer habits by analysing the degree of influence that various factors have on attitudes towards the purchasing of wine.



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TÍTOL 7	Marketing New York Wine In New York City <i>Marketing de vi de Nova York a la ciutat de Nova York</i>
AUTHOR (s)	Trent Preszler
PUBLICATION	Staff Paper Department of Applied Economics and Management Cornell University, Ithaca, New York 14853-7801 USA (http://www.aem.cornell.edu/research/researchpdf/sp0301.pdf)

SUMMARY

The finest restaurants in Portland, Oregon, feature primarily Oregon-produced wines. Likewise, strong regional pride dictates that most fine restaurants in Seattle carry predominantly Washington wines; and the same generalization can be made about the presence of California wines in San Francisco. Wines produced in the State of New York (NY), however, have traditionally been shut out of the upscale New York City (NYC) market. Industry leaders have spearheaded a surge in the quality of New York's *vinifera* wines in the past quarter century, and are now questioning more seriously why their products do not enjoy broad acceptance in what is the biggest, most important, and closest urban market for the NY wine industry.



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TÍTOL 8	Managing wine and wine sales <i>Gestió de vi i de les vendes de vi</i>
AUTHOR (s)	J. E. Fattorini
PUBLICATION	London: International Thomson Business Press (1997) xvii + 166 pp, ISBN 0-412-72190-2

SUMMARY

In *Managing Wine and Wine Sales*, Fattorini has managed to produce a highly readable and user friendly introduction to the management, marketing and sale of wine in restaurants. Building on his own experience as a manager of a high street wine retailer, he provides a wealth of useful anecdotal information and conveys his message throughout with a suitable blend of common sense and logic. In a nutshell, his whole approach can be summarized in a phrase from Chapter 8: 'Wine is a fun subject and the whole purpose of wine is that it is there to be enjoyed. Successful wine sales means communicating this sense of enjoyment to the customer' (p.134). This book forms part of International Thomson Business Press' series on Tourism and Hospitality Management, which is designed to publish textbooks on tourism, hotel and hospitality education, particularly at degree and postgraduate level. With this in mind, each chapter begins with a boxed set of key concepts, and concludes with a short list of questions and exercises, as well as a couple of annotated items of further reading. There is a short concluding bibliography. These aspects make the book very easy to follow, and the practical exercises will be of use to students as they seek to explore some of the issues addressed. Nevertheless, the book is very much an introductory text, and it would appear more suitable to the practical requirements of people running, or planning to establish, a restaurant, rather than to the academic demands of a university degree course. The written style of the text is deceptively simple, and manages to convey a wealth of very useful tips and advice for those in the restaurant business. It nevertheless lacks the depth of detail that those approaching the subject from a more rigorous stance might seek, and the bibliography could undoubtedly be considerably lengthened and strengthened



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through reference to the extensive material published in relevant academic journals.

TÍTOL 9	An exploratory assessment of situational effects in buyer behaviour. <i>Valoració exploratòria d'efectes de simulació en el comportament del consumidor</i>
AUTHOR (s)	Russel W. Belk
PUBLICATION	Journal of Marketing Research May (1974) http://www.jstor.org/pss/3150553

SUMMARY

Circumstances, contexts, or situations are often cited but rarely examined as explanations for unpredicted behaviors. This article reports an exploration of the amounts and patterns of variance in selected purchase decisions as a function of consumption and purchase contexts. Results for the two product categories studied reveal sizable situational effects.

