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GENERAL CHARACTERISTICS OF THE WINE CONSUMER – A SYSTEMATIC REVIEW

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Abstract: This systematic review contributes to a better understanding of the behavior of wine consumers and their typical characteristics for each segment, or sub-segment, of wine. What emerges from the literature selected by the systematic review is that wine consumers' preferences differ greatly from country to country and that specific sociodemographic characteristics, if well known by wine producers, can act as anticipators of certain consumer behaviors for decision making. wine buying decisions. Among them, it was noted that product involvement plays a crucial role in the wine drinker's decision, reinforced by the familiarity and knowledge that the consumer has about wines.

Keywords: Wine, Consumer behavior, Marketing.

INTRODUCTION

One of the great challenges for wine producers in Brazil, if not the greatest of them, is to introduce the habit of consumption of the drink by the population (GUARCHE, 2016). In this sense, studies on the wine consumer market are justified, with the aim of getting to know this audience in depth and devising more efficient strategies to achieve established objectives, such as, for example, inserting the habit of wine consumption in the population.

According to IBRAVIN – Instituto Brasileiro de Vinhos – (2013), price is the main purchase decision-maker in sales channels. About 50% of establishments say that their customers choose the wine they buy on the basis of price or cost-effectiveness, leaving other attributes that characterize the wine as secondary. However, according to the consumer's perception, the flavor attribute appears as the main decision-maker, making this a multifaceted concept that involves a great complexity of characteristics, such as: the taste of the wine, the degree of acidity and even the color of the wine; concepts seen

by the sales channel as pre-defined by the consumer, with the price being what actually defines the purchase.

Most wine consumers are men, especially when it comes to fine wine, in which they represent 92% of the consumption observed by establishments, whereas in the case of sparkling wines the situation is reversed, women are the main consumers, reaching 60% of sparkling wine consumption.

Although wine has a more consolidated image among older people, according to IBRAVIN (2013), its popularity has been increasing among younger people. The research carried out by the Brazilian wine institute shows secondary data that showed that wine consumption among young people aged 14 to 17 was 40% higher compared to the adult population, with table wine being the main driver of this movement. The situation of fine wine is the opposite, according to the institute, the probability of consumption increases among the highest age groups. It is in the 35 to 54 age group that the highest consumption is observed: 90% of the fine wines purchased or consumed in the sales channels come from this age group.

According to the authors Hall, Lockshin and O' Mahoney (2001), the following values are associated with wine consumption:

- Interest in socialization and fraternization;
- Harmonization with health;
- Opportunity to impress others.

Knowing the factors that lead consumers to opt for a particular product over another is one of the conditions for understanding the market dynamics itself, and that's where marketing comes in, as seen above. Understanding which are the attributes that have the greatest power of influence on the consumer's decision and which are the ones that, although they add value, do not have the power of influence, allows identifying which

are the factors that must be worked on and optimized in order to obtain the consumer preference.

According to INBRAVI (2009), the factors that interfere in the consumer's decision are: the brand of the wine (13%), the indication of a sommelier/attendant (11%), the origin of the wine (11%) and the flavor (8 %) which, although with a smaller impact, still influence a considerable portion of wine sales. And the research carried out by the institute reveals that attributes such as the type of grape, the recommendation of friends, the design and the aroma, have little influence on the consumer's choice process in the sales channel. The research ends up showing how wine represents a class of product that has a high degree of symbolism, its consumption is closely linked to complex rituals, in which situational factors are very important in determining how this product is selected, purchased and consumed. That is why it is important to study the target market of these consumers so that the organization knows how to strategically position its brand.

REVISÃO BIBLIOGRÁFICA MARKETING

Companies cannot make a decision without knowing what their customers' needs are, as competition is fierce, giving organizations little margin for error. This way, it is necessary for organizations to look for ways to reach their target customers, thus demanding their offers. In this sense, Strategic Marketing plays a fundamental role in bringing the organization closer to consumers. According to Cobra (1992), it is necessary that marketing is consumer-oriented, and it is necessary to find out what the consumer wants, and from that point on, guide a more rationalized production with the information collected from its target audience. This is marketing's centered approach to identifying consumer

needs. This way, the adoption of marketing by the company can provide the achievement of the organization's objectives, such as the survival and continuity of the company in the long term.

Marketing is understood as an organizational science that aims to establish consumer relations between companies and customers, in which both obtain the satisfaction of their needs and desires through the exchange of value. In this relationship, profitable organizational needs are satisfied through the sale of products. On the other hand, customer needs can be understood as a set of feelings inherent to human beings (KOTLER; ARMSTRONG, 2003), among which physiological, safety, social, respect and self-actualization needs can be punctuated. Thus, marketing develops products that satisfy the demands of different customer segments, starting with human feelings, thus creating mutual relationships.

According to Kotler and Keller (2015), marketing involves the identification and satisfaction of human and social needs. For the authors, marketing is the art of science of selecting target markets and capturing, maintaining and retaining customers through the creation, delivery and communication of superior customer value. Theorists Gilbert, Churchill and Peter (2005) conceptualize marketing as a process of planning and executing the conception, pricing, promotions and distribution of ideas, goods and services in order to create exchanges that satisfy individual and organizational goals, and complement that marketing guides the organization to satisfy the needs and desires of customers as a means of achieving its own objectives, such as profit, for example.

Aaker (2004), in turn, argues that the marketing concept demands customer satisfaction, that is, more than profit maximization. The organization must be

customer-oriented, seeking to understand their needs and their satisfaction, in a way that is beneficial to both the consumer and the company. And the author also adds that every organization must obtain information about consumer needs and gather marketing intelligence in order to help the company to satisfy those needs effectively. Contributing to the discussions, Kotler and Keller (2015) are categorical in stating that the company's success process does not depend only on the degree of excellence of the work of each organizational department, but also on the degree of excellence of how the various departmental activities are performed. coordinated to drive core business processes, namely:

- Market understanding process: all activities related to the collection of information about the market, its dissemination and use by the organization;
- New offering development process: all activities related to research, development, and launching of high quality products, quickly and within budget;
- Customer acquisition process: all activities related to target market definition and prospecting for new customers;
- Customer relationship management process: all activities related to relationship building, offers and agreements most appropriate for each customer;
- Complete order management process: all activities related to receiving and approving orders, timely dispatch of goods and collecting payments.

From the perspective of modern marketing, organizational strategies are not only focused on product characteristics, but based on information from the customer's purchase

decision process (KOTLER; ARMSTRONG, 2003). Marketing, according to Kotler and Keller (2015), establishes target markets and the value proposition to be offered based on the analysis of the best opportunities identified in the market. The buying process is also influenced by external and internal factors that influence consumer buying behavior consciously or unconsciously (KOTLER; ARMSTRONG, 2003). Among them can be highlighted:

- Cultural factors influence the purchase process and marketing professionals seek to know how culture, subculture and social class interfere in this behavior;
- Social factors are understood as small reference groups such as family and religious, as well as other human actions, such as the social roles and status;
- Other factors that interfere in this process are personal factors such as age, stage in the life cycle, occupation, financial situation, lifestyle, personality and even self-image;
- Motivation, perception, learning, beliefs and attitudes, which are understood as psychological factors, can also be cited as important elements in this process.

An example that associates the consumption and the influence of these factors is the Brazilian consumption of wine related to the Christian religious culture, which encourages the consumption of this drink at times such as Easter and Christmas. Another example of the consumption aspect and the influence of its factors are the social aspects, such as the association with an image of sophistication and a certain social group, as well as the reaffirmation of a consumer self-image that seeks to show others how they would like to be seen. Following this form of association,

we sought to insert other examples that demonstrate how marketing relates needs to consumer products.

Kotler and Armstrong (2003) give the example of buying a book, in which people have the mistaken idea that books are bought just to be read. According to the authors, the books show the particular taste of others, show their culture, their tendencies, in which their objective is to associate or associate those to whom they gave books as a gift to all the other refined owners of works such as Edgar Allan's. Poe or sensitive properties of works such as Virginia Wolf. The result of this is that it is possible to sell books as a consumer product with seductive displays and eye-catching posters, emphasizing the glamor of the book and the fashion of best sellers and most sought-after authors.

As can be seen, the purchase of books is directly related to the image that an individual has of himself, and he seeks his self-image in this object of consumption. As in wine, we can see the use of a sophisticated figure of speech associated with human interaction, such as wines: young, unpretentious, smooth, aggressive, rough, austere, velvety, flat, soft, flavorful, fruity and harmonious (DARDEAU, 2002).

It is necessary to know what people think, what they want, desire, dream and especially what motivates them to consume. This way, planning and marketing strategies are fundamental for those who propose to offer products aimed at the target audience. Kotler and Keller (2015) argue that organizations have to prepare themselves in the best possible way to offer what is intended in order to meet the needs of target markets, using effective price, communication and distribution. And in this sense, marketing has a Mix, known as the 4P's of marketing, to reach different audiences.

The marketing function, referring to

the Marketing Mix, encompasses product decisions, which include identifying product launch opportunities and adapting them to customer needs; price decisions, which are selected in order to generate competitive advantage and return for the company; promotion decisions, relating to investments in communication strategies and sales promotion; and the decisions of place or distribution, which involve the choice of sales channels that satisfy the needs of customers (GONÇALVES et al. 2008).

FACTORS INFLUENCING CONSUMPTION BEHAVIOR

Due to the importance of understanding the behavior, preferences and attitudes of wine consumers, studies are developed with the aim of helping to understand the variables that influence the purchase process. Analyzing and knowing the behavior of wine consumers is important for the market, both for those who sell it and for those who produce it. The present chapter of the project aims to list variables that influence the wine consumer's purchase process.

Understanding the purchasing decision process of wine consumers is essential to create consistent strategies oriented to meet the real needs of consumers. See what leads consumers to recognize a need, to seek information about the product they want to purchase, attributes that they take into account, how they make the decision to buy. Blackwell, Miniard and Engel (2013) argue that consumer decision-making is influenced and shaped by a series of factors and determinants, which help to define who consumers are and the consumption habits they present. These factors and determinants fit into four categories: cultural, social, personal and psychological factors (KOTLER; KELLER, 2012).

Cultural factors exert the greatest influence on consumer behavior, followed by

social factors, personal factors and, finally, psychological factors. Most of the time, marketers cannot control these factors, but they must take them into account (KOTLER; ARMSTRONG, 2007).

Culture, subculture and social classes are classified as cultural factors, with culture being the main determinant of a person's desires and behavior (KOTLER; KELLER, 2012). Blackwell, Miniard and Engel (2013) point out that culture has been conceptualized as a set of social behavior patterns that are symbolically transmitted through language and other means to the members of a society. Subcultures are segments within a culture that share distinct values and behavior patterns that differ from those belonging to the general culture (CHURCHILL; PETER, 2010).

In addition to cultural factors, consumer buying behavior is influenced by social factors such as reference groups, family, social roles and status. Reference groups are people who somehow influence thoughts, attitudes and decisions related to purchasing behavior (KOTLER; KELLER, 2012). Another cultural element that influences consumption behavior is the family, as it is a dominant agent in the transmission of values in most cultures (BLACKWELL; MINIARD; ENGEL, 2013). As for social roles and status, each person plays a role in a group and, in that group, has a certain position, which can be called status. Consequently, this group influences the purchase behavior of the individual, since there is a strong source of information.

Consumer purchasing decisions are also influenced by personal characteristics such as age and stage in the life cycle, occupation and economic circumstances, personality, self-image, lifestyle and values. Regarding age, Bretzke (2003) considers that the choice of different products and services is linked to this characteristic, as there are changes in habits and new expectations arising from maturity.

However, consumption patterns are also shaped according to the life cycle of the family and the number, age and sex of its members at any point in time (KOTLER; KELLER, 2012).

With regard to core or personal values, according to the understanding of the authors Kotler and Keller (2012), they are the system of beliefs that underlie consumer attitudes and behavior, and, unlike attitudes, values transcend situations or situations. events and are more enduring because they are more central to the personality structure (BLACKWELL; MINIARD; ENGEL, 2012).

As for the psychological factors, there are four that must be taken into account: motivation, perception, learning and memory. Motivation is defined by Kotler and Armstrong (2007) as a need strong enough to make a person seek to satisfy it. According to Kotler and Keller (2012), the next step of a motivated person is action and the way he will act will depend on his perception of the situation. Perception is the mental process through which an individual, influenced by his worldview, selects and interprets certain stimuli existing in the external environment. So when people act, they learn. Learning, for is the action by which the experience results in changes in terms of knowledge and behavior (BASSO, 2015).

METHODOLOGY

For the present study, the method of systematic literature review – RSL was used. Theorists Galvão and Pereira (2014) consider RSL's as secondary studies, which have their data sources in primary studies. Primary studies are scientific articles that report first-hand research results. When it is verified that the primary studies included in a systematic review follow homogeneous procedures, their results are combined, using meta-analysis techniques. Methods for preparing systematic reviews include:

- Elaboration of the research question;
- Literature search (Phase 01);
- Selection of articles (Phase 02);
- Data extraction (Phase 03);
- Assessment of methodological quality;
- Data synthesis;
- Evidence quality assessment and;
- Writing and publishing results.

The selected works were based on a general research on the topic “wine consumers profile” on the “Scopus” base platform. From this general theme, 326 documents originated. And according to the objective of this research, the search strings (cited below) were applied, originating 68 articles for the first phase, where the authors read the titles and abstracts of these 68 articles. Then, those articles that have to do with the proposed objective of the research were selected, observing the inclusion (i) and exclusion (e) criteria, listed as follows: (i) answers the research question; (i) it is a scientific article; (i) full article available; (e) does not answer the research question; (e) document that is not a scientific article; (e) repeated article (e) paid article. The table below presents the strings applied on the base platforms:

The software Start (Systematic Review Automatic Tool) was used to support data extraction, which according to Montebelo (2007) is a support tool for Systematic Reviews. Its objective is to support the planning, execution and final analysis of a Systematic Review, regardless of the subject or area of research, making it more agile, accurate and replicable. The tool structures the protocols, includes the criteria for exclusion and choice of articles, quality issues, builds the clouds of keywords, main authors, years of publication and provides final spreadsheets such as extracting quotas.

In phase 01, the survey of articles, 326 documents had been surveyed. After applying the strings, 68 articles resulted in the reading

phase, between pairs, of the title and abstract of these 68 articles. In phase 02, the authors read the introductions and conclusions of the 68 articles in order to select those that answer the problem of this research. Of the 68 articles, 14 articles were selected that respond to the aforementioned problem, thus moving to the next phase, phase 03, where the data extraction process culminates. Moving forward in the studies, phase 03 was marked by the complete reading of the 21 selected articles, seeking to answer the guiding question R1, which was also an inclusion and exclusion criterion: R1- What characteristics of the wine consumer public? The articles that answered continued in the study, while the works that did not answer this question were eliminated.

RESULTS OBTAINED

Table 2 presents the articles selected for data extraction. The table contains the codes of articles numbered 1 to 14, titles, years of publication, journals in which they were published, authors’ names and quality assessment of articles according to the criteria established and described in the methodology.

Figure 01 presents the main keywords of the selected articles identified by the Start program, which had some such as: Wine, Consumer-Behaviour, Market-segmentation, among others, as can be seen in Figure 2.

ANALYSIS OF RESULTS

Related literature reports different characteristics for different wine consumer profiles. wine is a multifaceted product with a wide range of intrinsic and extrinsic quality suggestions. The desirable characteristics for the consumer when choosing a wine are not homogeneous and must be identified. Based on this information, producers can develop products for different consumer segments. Due to the highly differentiated nature of wine, results are product-specific

Search protocol	Context: Wine consumer behavior
Review actions	Descriptions
Database	Works indexed in high visibility databases: Scopus
Publication type	Only peer-reviewed articles in the final stage of publication in open access.
Document Type	Article
Language	English Portuguese and Spanish.
data range	Exploring all articles in the time range 2016 to May 2020.
Search terms	Scopus: TITLE-ABS-KEY (vinho E consumidores E perfil) E (LIMIT-TO (PUBYEAR, 2021) OU LIMIT-TO (PUBYEAR, 2020) OU LIMIT-TO (PUBYEAR, 2019) OU LIMIT-TO (PUBYEAR, 2018) OU LIMIT-TO (PUBYEAR, 2017)) E (LIMIT-TO (SUBJAREA, "BUSI") OU LIMITE A (SUBJAREA, "ENGI") OU LIMITE A (SUBJAREA, "ECON") OU LIMITE A (SUBJAREA, "SOCI") OU LIMITE A (SUBJAREA, "PSYC") OU LIMITE -TO (SUBJAREA, "COMP") OU LIMITE-TO (SUBJAREA, "MULT") OU LIMITE-TO (SUBJAREA, "DECI") OR LIMIT-TO (SUBJAREA, "ARTS") OU LIMIT-TO (SUBJAREA, "MATE")) Timespan: All years.
Inclusion criteria	
Semantic relevance to the research topic	1) Works indexed in high visibility databases: Scopus. Database covering the most relevant management journals used for study coverage and scope.
	2) Only scientific articles in the final stage of publication with restriction for the periods included and published in English and Portuguese.
	3) Full article available.
	4) Works with a thematic focus in the areas of Business and Management, these works may be relevant to the research topic, depending on the content of studies.
Relevance to the research problem	5) The person answers the research question -Documents with a primary focus covering the research topic in the relevant topics (Challenges and Strategies)
Exclusion Criteria	
Semantic relevance to the research topic	1) Duplicate database documents;
	2) Documents in publication stage article in press
	3) Payed article
	4) Works that do not have a thematic focus on the areas of Business and Management.
Relevance to the research problem	5) Person does not answer research question -Document with secondary focus that does not cover the research topic in the relevant topics (Challenges and Strategies)

Table 2 - Research protocol

Source: Prepared by the authors (2021).

Nº	TITLE	AUTHORS	YEAR	JOURNAL
A1	Sustainability in Wine Tourism: Trends in the Brazilian Market	Barbosa, F.S. and De Oliveira, J. and Sellitto, M.A.	2021	Sustainability and climate change
A2	Investigating australian consumers' perceptions of and preferences for different styles of sparkling wine using the fine wine instrument	Verdonk, N. and Ristic, R. and Culbert, J.A. and Pearce, K. and Wilkinson, K.L.	2021	Foods
A3	Segmentation of wine consumers based on level of involvement: a case of Lebanon	Koksal, M.H.	2021	British Food Journal
A4	Wine consumption preferences among generations X and Y: an analysis of variability	Rodríguez-Donate, M.C. and Romero-Rodríguez, M.E. and Cano-Fernández, V.J.	2021	British Food Journal

and difficult to generalize. The mapping of these characteristics of this specific audience has to take into account their social contexts, for example. And so, if necessary, develop a specific wine for a particular audience in the context explored.

Of the 15 articles selected in Phase 3, 21 quotas were obtained that answered, in some way, the problem question of the Systematic Review: R1 – What characteristics of the wine consumer public? This question guides the entire discussion and the most diverse types of characteristics were identified, realizing that the contextualization of the consumer public interferes in the types of characteristics.

The wine choice process is a complex task and, therefore, consumers tend to adopt risk reduction strategies in order to reduce the chance of a bad choice, namely: information research, brand loyalty, price and experience. of previous consumption. In addition, challenges related to wine consumption patterns arise from the presence of new consumers with specific cultural background and different buying habits, behavior and preferences (A11). Given the diversity of wine consumers, it is expected that different motivations and constraints support the wine choice process. Thus, the segmentation of the wine market has been widely applied to reach groups of homogeneous consumers with similar needs and desires, according to several variables, such as sociodemographic, psychographic or behavioral. Therefore, it is in this context, explained by Article 11, that the characteristics of the wine consumer will be discussed.

Article 15, in its first quota, presents the most important variables considered by wine consumers, as shown in quota Q1A14 – *“In-depth interviews revealed five factors that are so important when choosing wine, namely price, brand, flavor, origin and type of wine. The results of the joint analysis pointed to price*

as the most important factor, followed by the type of wine. Red was the most preferred type. Brand, flavor and origin follow in that order of importance, with millennials preferring to buy familiar brands, sweet wines and Indian origin.”

The A11 says that the characteristics of these audiences can be divided into three groups ranging from experienced to non-experienced audiences, that is, that profile of audience that knows about wine and goes to the audience that does not know about wine. And this distinction will reflect on the characteristics and the power of purchase decision. How does Q1A11 present – *“Using multivariate statistical techniques, three buyer/consumer profiles emerged: experienced consumers, less experienced consumers, and inexperienced consumers. This segmentation shows that Port Wine consumers can be grouped according to their involvement with the product, consumption occasion and price they are willing to pay”*. Complementing article A3 presents the following discharge - Q1A3 – *“It is claimed that low-involvement consumers are more likely to use price, while high-involvement consumers are more likely to make use of the grape variety as a quality cue, however, they did not find significantly valid evidence for the importance. decreasing price with greater involvement. They also reported that high-involvement consumers place greater emphasis on wine region and wine style than low-involvement consumers. Tustin and Lockshin (2001) found that region of origin was more important than price in purchasing decisions made by highly involved wine consumers.*

The high-involvement group of people as a segment that relates to the product category on a daily basis, and likes to learn more about it; who pays attention to advertisements, reading them even in detail and processing them from a cognitive point of view; who are subscribers to specialist magazines, regularly visiting websites, visiting points of sale and discussing

these topics with friends; they also buy larger quantities of wine and spend more money per bottle than people with low involvement. The group of low-involvement people, on the other hand, has the following characteristics: although they eventually like a certain product category, they do not cognitively process ads; they are primarily influenced at the point of sale, not even talking to salespeople, nor do they take a long time to make the purchase decision; their decision making tends to depend essentially on information such as price, variety and brand. Reinforcing what has been debated, the A5 complements with its Q2A5 quota – *“The consumer’s level of knowledge, by influencing the evaluation of its quality, can also play a fundamental role in the choice and purchase of a wine”*

Another important factor considered for the wine consumer, especially those who have a high involvement with the product, is the origin of the wine, the location where the wine is produced. As the article 18 quota shows - Q1A8 – *“The influence of place of origin on price-related product evaluations is country-specific. Choosing a bottle of wine is not alien to quality and territoriality. However, the very idea of quality is susceptible to several declinations: physico-chemical contents, external appearance, color, alcohol content, organoleptic factors and the brand’s reputation. All of these elements represent an aspect of quality, but they are all elements that differ from one wine to another. All this must be linked to a high degree of information asymmetry to the detriment of the consumer”*. Article 7 notes that information about the country of origin of the wine increases the probability of the consumer, who is in doubt, to buy it. As can be seen in the following quote Q1A7 – *“The presence of geographic clues, reflecting cultural and ethnic origin, and identifiable through terms such as country of origin (COO), region of origin (ROO), place of origin, appellations*

of origin (DO) has inspired much research to obtain information useful for managers to reduce risk in consumers’ purchasing decisions.

The importance around issues related to the country of origin of products seems to be growing, along with the volume of international transactions, as consumers have a greater variety of imported products to choose from. The Q2A2 quota reinforces this point by saying that – *“Extrinsic indications, including country or region of origin, brand, recommendations, price, occasion and symbolism, are also important drivers of the perceived quality of sparkling wine, and thus, influence wine purchasing decisions.”*

And on the consumer’s purchase decision, article 06 presents another debate, online purchasing power, where it has been a new challenge for wineries to join this specific audience. Q2A6 – *“From a marketing perspective, we see changes in consumer behavior, decision-making and influencing factors. We see greater interaction with online, we see consumers informing themselves about products, service brands searching online, following influencers, contributing to vlogs, reading and contributing to product reviews.”*

The systematic review also resulted in the diversity of the characterization of this public across age, generations, genders and nationality. The Q1A4 quota refers to age, the older the more chances of consuming, as shown by the Q1A4 quota – *“Age has a positive effect on the probability of consuming large amounts, that is, older individuals, regardless of their generation, are more likely to consume more than a quarter of a liter per week than younger individuals. This highlights the need to involve young people more in wine culture.”* As for gender, Q1A9 presents – *“Gender is a characteristic that leads to different behaviors in wine consumption. These differences in wine consumption between men and women have been attributed to multiple factors and show*

different patterns depending on the geographic area. In traditional wine-producing countries, wine consumption has been fundamentally associated with men. In wine-producing countries that are emerging or are being incorporated into the wine supply around the world, this trend appears to be the opposite, as women are consuming more and more wine, even to a greater extent than men.”

Article 13 complements, on gender and age, noting that Q1A13 – *“shows that men are more likely to be interested in wineries or vineyard tours, while young adults (<25 years) are less likely.”*

Q2A2 – *“Extrinsic cues, including country or region of origin, brand, recommendations, price, occasion, and symbolism, are also important drivers of perceived sparkling wine quality [7,21-23], and thus, influence wine purchasing decisions. sparkling wine”*.

A new feature for this consumer is the concern with the sustainable way, it is a strong trend for the next generations of consumers. A1 explains a little about this point in the following quote - Q1A01 – *“Studies by Montella (2017) and Barbosa et al. (2018) point to a change in the profile of wine consumers, demonstrating a relatively new and strong interest in acquiring products and services related to green themes. This interest drives the concept of sustainable wine tourism”*. In addition, the A10 also talks about the conscious consumer and presents a case study with a winery that develops the work of recycling the wine bottle and that this action was well accepted by those who participated in the interview. As the following quota shows: Q1A10 – *“The majority of survey participants were willing to bring empty wine bottles to a winery for recycling (85 percent). Collectively, 77 percent of participants were members of only three of eight segments developed using a predictive decision tree algorithm, with 90 percent of participants in those segments*

willing to bring empty wine bottles to a winery tasting room to be recycled.. Two segments were made up of Millennials and Generation X, and the third by Baby Boomers, two with moderate to extreme interest in natural cork used to seal wine bottles, and the like.”

And with issue, in terms of costs, A12 realized that this public that is interested in a sustainable process would be willing to pay a higher price to acquire the product with a green label. Q1A12 – *“The growing presence of sustainable Sicilian wine has led the research group to investigate and analyze consumer behavior and their potential willingness to pay a premium price for wine obtained through sustainable production processes. The analysis of consumer behavior in relation to wine made with sustainable production methods is carried out in order to provide potentially useful indications to Italian and Sicilian wine companies in particular on the production and marketing strategies to be undertaken in a future perspective.”*. Complementing the debate, the A5 also observes this public movement to look at premium and sustainable products Q1A5 – *“Mainly driven by changes in consumer choices, preferences and lifestyles, some organic wine markets have evolved considerably (Gilinsky et al., 2016). There are more and more consumers who are concerned and willing to try and pay premium prices for healthy products (Nielsen, 2018) that generate opportunities for companies and induce innovation, new forms of differentiation and the adoption of sustainable strategies”*.

FINAL CONSIDERATIONS

The importance that the wine market assumes in the world, both in terms of production and consumption, associated with its complexity caused by market segmentation. And because it is a product with consumers that have very heterogeneous characteristics, it became the question for the development

of this investigation. The systematic review aimed to identify the characteristics of the wine consumer profile. To reach the objective, the Systematic Review method was used.

In view of what was exposed in the systematic review, that each style of wine has

a specific consumer profile, this research aims to understand the behavior of Brazilian wine consumers during the pandemic. Thus, trying to understand about this target audience from the theory of planned behavior.

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