

# Consumer's perception of sustainable wine: a conceptual framework

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## Background

In the recent years, wine sustainability has been growing very rapidly in popularity. Farmers, producers, marketers and research institutes in the wine business seem to be interested and involved in changing the production of wine towards more sustainable methods. However, consumers' positive environmental perception for wine still seems sceptical. It is not clear whether consumers add value to sustainable wines and pay attention to organic labels.

## Aim/method of the research

This paper aims to examine, through research background, focus groups and interviews, the personal attitudes and expectations of consumers in the purchase of organic wine. The focus groups were analysed by means of a content analysis using NVivo program, a specific CAQDAS (Computer-aided qualitative data analysis software).

## Research questions

Despite the organic market's boom, one product remains an unpopular outlier: environmentally friendly wine.

- What is the difference in the perception between organic products and organic wine?
- Is eco-labeling a key factor to drive the purchase of environmentally friendly wine?
- What factors could influence consumers choice of organic wine rather than conventional wine?

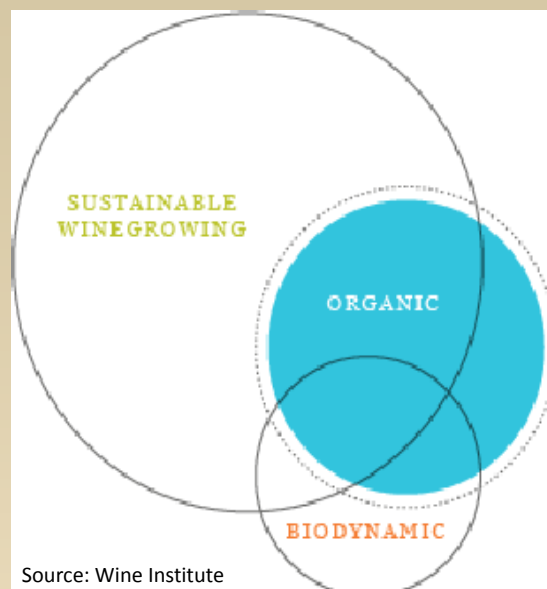
## What is an organic wine?



European regulation No 203/2012 regards detailed rules on organic wine.

Organic wine is made from grapes which are not only farmed organically, but also processed in accordance with the standards of organic winemaking practices.

## Non conventional winegrowing methods



## Factors preventing the purchase of organic wine

- Lack of availability in the market
- Relatively high prices
- Low real awareness about the relationship between wine and environment
- Prejudices about the taste

## Final considerations

- Consumers' environmental beliefs are needed
- Awareness and understanding of organic wine
- Low influence of eco-claims
- Organic or sustainable?

## Conclusions

Although nowadays sustainable wines are still a niche market, a change in marketing strategy to communicate the positive image and benefits of environmentally friendly practices may turn into a competitive advantage in the future. Further studies are needed to clarify attitudes and values of the sustainable wine consumer and investigate the actual purchase behaviour and the willingness to pay for such products.