

A Work Project presented as part of the requirements for the Award of a Master's degree in Management from the Nova School of Business and Economics

UNDERSTANDING THE MAIN FACTORS DRIVING VODKA CONSUMPTION

How are vodka brands perceived in the Portuguese market?

What are the most important attributes considered by Portuguese consumers when choosing a vodka?

Ignacio Adolfo Abril Caro

Work project carried out under the supervision of

Prof. Pedro Gardete

20-01-2023

Abstract

There has been an increasing growth of the distilled beverages consumption in Portugal, mostly among young generations. Recent studies proved young consumers drink almost four times more vodka than the average Portuguese consumer. The present research focuses on understanding consumer behaviour in the vodka market through interviews with market experts and vodka consumers and conducting structured surveys.

It was verified that quality is associated with price, being the two most important attributes in the consumer decision-making of vodka and that although Portuguese vodka consumers are essentially price driven, they have minimum standards for quality. In addition, Cirôc and Grey Goose were perceived as the highest quality and sophisticated brands, while Eristoff and Absolut are more associated to excitement and enthusiasm.

Key words

Consumer Behaviour, Purchase Decisions, Perceptual Map, Conjoint Analysis, Alcoholic Beverage, Spirits, Vodka, Brand Perceptions Preferences, Attributes

This work used infrastructure and resources funded by Fundação para a Ciência e a Tecnologia (UID/ECO/00124/2013, UID/ECO/00124/2019 and Social Sciences DataLab, Project 22209), POR Lisboa (LISBOA-01-0145-FEDER-007722 and Social Sciences DataLab, Project 22209) and POR Norte (Social Sciences DataLab, Project 22209).

Table of Contents

1. Introduction	6
1.1. Context of the research	6
1.2. Problem Definition	8
1.3. Research Question	8
1.4. Work project overview	8
2. Contextual Background/Literature Review	9
2.1. A background contextualization on Alcohol Consumption	10
2.1.1. Statistic Data on Alcohol Consumption.....	12
2.1.2. Overview on vodka brands in the Portuguese market.....	15
2.1.3. Main trends in consumer behaviour towards alcohol choices.....	17
2.1.4. The pandemic effects in consumer behaviour towards alcohol.....	19
2.2. Consumer Behaviour & Decision-making	20
2.2.1. Attributes considered by Portuguese consumers when making a choice.....	20
2.2.2. Demographic Influences on Portuguese Consumer Behaviour.....	22
2.2.3. Brand Image and the effect in Consumer Behaviour.....	23
2.2.4. Aaker's Brand Personality Dimensions.....	24
3. Methodology	26
3.1. Preliminary Interviews	27
4. Results	29
4.1. Preliminary Interviews	29
4.1.1. Interviews with market experts.....	29
4.1.2. Interviews with consumers.....	32
5. Discussion	34
6. Conclusions	38

7. <i>Limitations</i>	40
8. <i>References</i>	41

List of Figures and Tables

Figure 1 - Alcohol consumption per person in Europe (2018)	13
Figure 2 - Spirits consumption per person in Europe (2019).....	14
Figure 3 Classic vodkas of Eristoff, Smirnoff, Absolut, Misss, Grey Goose and Cirôc.....	15
Figure 4 Vodka brands ranked according to respondents of the study	37

1. Introduction

1.1. Context of the research

When stepping forward to the final stage of our academic journey, we were challenged to choose a market of our interest and delve deeper into the field of consumer behaviour. Thus, as young students, we frequently struggle with finding a balance between our academic responsibilities and social life, in which alcohol plays a frequent role, since *“students relate to drinking alcohol socially”* (Hoopes 2012) and *“alcohol consumption occurs frequently in social situations”* (Orlando Recovery Centre 2022).

According to Expresso (2017), *“wine and beer remain practically tied in Portuguese consumers’ alcohol preferences”*, which is supported by Portugal’s weekly average wine consumption of 2,5 bottles and 4,6 liters of beer (Observador 2021). However, young consumers above the age of 16 have been showing a tendency towards distilled drinks - with higher alcohol levels – instead of beer, cider, or wine, mostly because they are looking for a higher level of intoxication (Renascença 2020). As a matter of fact, a study from Renascença (2020) with young consumers revealed 60% of them chose distilled drinks the last time they drank alcohol. This means we have been assisting to an acquisition of consumption models which are very similar to the Nordics (Diário de Notícias 2015) and that *“there is an intense consumption and increasingly frequent of distilled beverages”* (Diário de Notícias 2015).

Moreover, the global pandemic strongly influenced the kind of drinking experiences people have at home. In fact, we could see an acceleration of home experiences trend driven by the fact consumers developed new skills and desire to prepare mixed drinks – which are made with distilled beverages like vodka, whiskey, rum and so forth - explaining why the cocktail preparation increase since the covid-19 started (Euromonitor 2022; Plata, Motoki and Velasco 2022).

Breaking the spirits market into categories, the fact that according to Marktest (2019), “*young consumers average vodka consumption is four times higher than the national average*” caught our attention to the increasing trend of vodka consumption, which is estimated to keep showing strong growth rates (Euromonitor 2022).

All of what was mentioned above, along with the expected lack of information available on the spirits market¹ in Portugal, raised our interest in diving into the topic, directing our attention to the vodka category.

When considering beer brands, we know there are essentially two brands with a huge market share in the Portuguese market: Super Bock and Sagres (Portugalist 2021), which preference generally varies according to cultural and traditional factors – “*People from the north tend to prefer Super Bock, while people from the south tend to drink Sagres. Probably due to the location of the fabrics*” (Quora 2022). In terms of wine brands, and aware of the fact Portugal is one of the ten largest wine producers in the world – meaning the supply is extremely elevated (Clube dos Vinhos Portugueses 2022) – Casal García, Mateus Rosé and Monte Velho were identified as the favourite brands for Portuguese consumers (Grande Consumo 2020), perhaps due to its wide distribution availability. However, when it comes to vodka, we know Eristoff brand is the market leader in Portugal (Euromonitor 2022), but in truth, we do not know the reason behind that preference. The only characteristic known is that a purchase decision can be driven by product attributes – such as price and quality – as well as by a connection/loyalty to a

¹ Another way of referring to the distilled beverage market

certain brand – related to the brand personality (MaRS Startup 2022) and the purpose of this study is exactly to dive deeper into understanding consumer behaviour in the vodka market.

1.2. Problem Definition

The sort of existing associations regarding vodka brands among Portuguese consumers, and which vodka attributes do they consider and prioritize when making a choice.

1.3. Research Question

To better understand consumer behaviour in the vodka market and extending the scope of this study to both brand perceptions and attribute importance of the product, we believe in the relevance of addressing the following questions:

- 1) How are vodka brands perceived in the Portuguese market?
- 2) What are the most important attributes considered by Portuguese consumers when choosing a vodka?

Nevertheless, the questions above were defined to serve as a useful guide for an overall understanding of this growing market in Portugal, meaning the study aims to reach meaningful conclusions regarding the consumer behaviour in the Portuguese vodka market.

1.4. Work project overview

This work project will start by a contextual background of concepts, definitions, and topics regarding consumer behaviour we considered to be useful for our research,

such as what drives alcohol consumption, attributes Portuguese consumers value in their purchase choices, and the importance of brand image in consumer behaviour, among other subjects. Followed by the contextual background, a detailed description of the methodology used in the study was provided, explaining how we conducted the research that allowed us to answer the questions initially defined.

Once covered the contextual background and methodology, all results found were revealed and therefore analysed, making it possible to draw conclusions about the study and get to a few meaningful deductions, driving us closer to understand consumer behaviour in the vodka market by meeting the research questions. Later, we identified the main limitations faced along the study, coming up with pertinent recommendations for future studies.

In respect of the results, it was possible to understand some consumer perceptions regarding some vodka brands as well as understating how important are attributes like price, quality, flavour, and country of origin in when choosing a vodka. Further, although we were able to confirm Portuguese vodka consumers are essentially price-driven, we could still identify two main groups of consumers based on their attribute consideration in vodka purchases.

2. Contextual Background/Literature Review

To ensure the relevance of our study, it is important to place the research within the context of existing literature on Portuguese consumer behaviour and focus the foundation of knowledge on the alcohol beverage, since our purpose is to understand Portuguese consumer behaviour in the vodka market.

Therefore, this chapter starts with a brief background contextualization on alcohol consumption in Portugal, so that we understand the motivations behind the drinking

habits of Portuguese consumers and the alcohol consumption scenario in Portugal. This scenario contextualization includes a short overview of the vodka brands in the Portuguese market, the main trends affecting both the alcohol beverage and spirits markets that were considered relevant for the scope of our study and also the pandemic effects on consumer behaviour, especially regarding alcohol consumption.

The second part of the contextual background includes a review on consumer behaviour and decision-making of Portuguese consumers, identifying the most important factors in the overall Portuguese purchase behaviour and focusing later on the attributes considered in purchases of alcoholic drinks. Here, some relevant demographic differences – by gender, age and income level – on attribute consideration are also identified, ending with the literature on an efficient research method used to uncover these preferences – a Conjoint Analysis. Furthermore, once the brand of the product was in the prior top three of attribute consideration, the topic of brand image and its effect on consumer behaviour was attentively covered, pointing out Aaker's Five Dimensions of Brand Personality as a useful tool to help organising the communication of a brand. Still in the brand image matter, the creation of a Perceptual Map is brought up as a way of simplifying the interpretation of consumers' perceptions regarding a brand or several brands after collecting information about the topic.

2.1. A background contextualization on Alcohol Consumption

Alcohol consumption depends on the context in which each person is inserted as well as on his/her own motivations. These motivations differ mainly according to gender, ethnicity, age, social reasons, and survival (A. Abbey et al. 1993). It should be noted that many social inequalities exist, which lead to some population groups being at a higher risk of alcohol consumption, including adolescents, women with higher education, and

people in both lower and higher income groups. Over the past two decades, although real income has increased, the relative prices of alcohol have remained stable, making alcohol more affordable (OECD 2022).

It has been possible to verify and analyse several studies on the motivations that lead to alcohol consumption among them drinking to improve sociability, to increase power, to escape problems, to get intoxicated, to have fun, or for ritualistic reasons (A. Abbey et al. 2015). However, the study on alcohol consumption behaviour mainly focuses on two groups: personal-affect motives and social-affect motives (Mulford and Miller 1960). In this first group, the main motive for alcohol consumption is to cope with or avoid feelings and emotions of discomfort/sadness with certain situations in which the individual is against inserted (Mulford and Miller 1960). In the second group, people drink to become sociable on a variety of occasions, but they may also drink at certain times and on special occasions, mainly for the purpose of entertainment. Many researchers have found that drinking alcohol to cope with problems is more likely to lead to abuse than social drinking (Cahalan et al. 1967; Cooper et al. 1988; Farber et al. 1980; Johnson et al. 1985; Abbey, Smith and Scott 2015).

If we focus the spirits market, we realize above all other alcoholic drinks, they are the ones more associated with moments of fun and socialization (Brito 2017), while wine for example is rather for relaxing situations and therefore usually consumed at home (Davies et al 2021). In fact, spirits drinks are the ones with the strongest impact on emotions, either positive such as feeling energized and sexy, or negative, like aggressiveness (Ashton et al 2007) and that is why these drinks are normally consumed when a higher level of alcoholic intoxication is desired (Callinan and MacLean 2016). There are several forms of consumption used to reach this level, the most common being mixing between several drinks, using spirits in shots, and also mixing them with other drinks so that

consumption and intoxication becomes easier and faster (Callinan and MacLean 2016). Moreover, results from a few studies ranked champagne, wine, and martinis as the classiest alcoholic drinks and vodka red bull, beer and sex on the beach were considered the least classy (Purves and Eadie 2018).

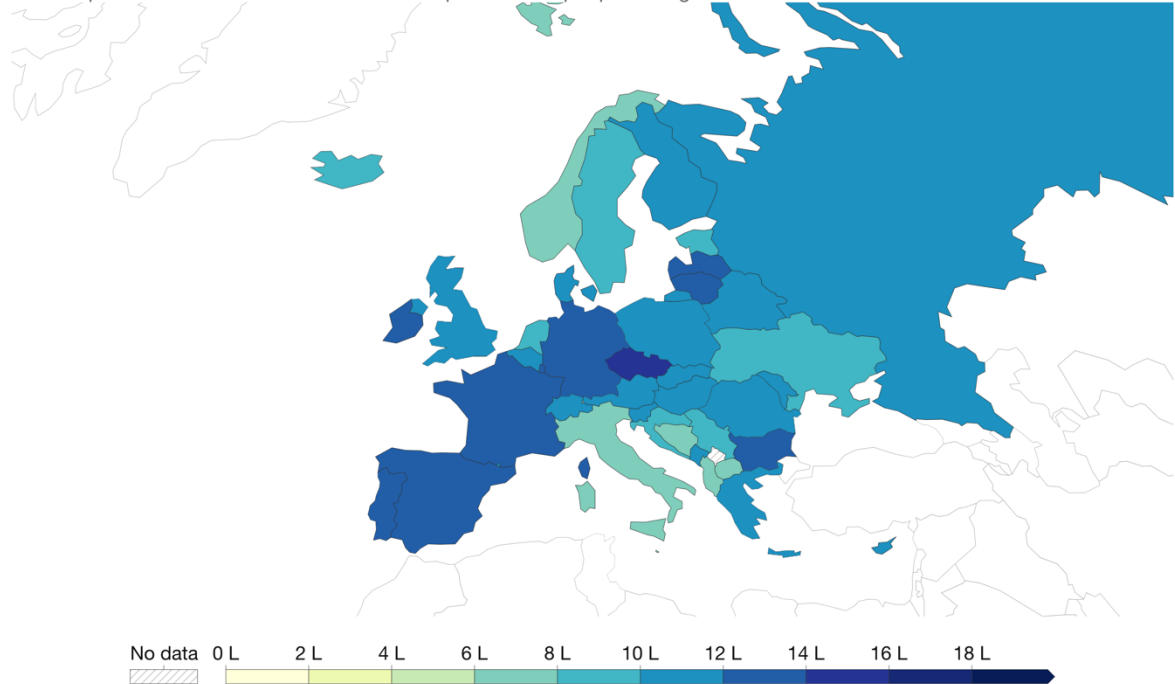
2.1.1. Statistic Data on Alcohol Consumption

The amount of pure alcohol sold annually in litres per person aged 15 and older is considered to be the amount of Alcohol Consumption. It is important to refer that drinking alcohol increases the likelihood of developing several malignancies, strokes, and social problems including liver cirrhosis, among other detrimental health and social effects. Alcohol also contributes to homicide, suicide, assault, accidents, injuries, and other violent crimes and other forms of impairment and death (WHO 2022). However, member states of WHO agreed in 2010 on a global strategy to reduce the harmful use of alcohol providing a fresh set of enabling and targeted suggestions for reducing alcohol abuse (WHO 2022).

Alcohol consumption per person, 2018

Consumption of alcohol is measured in liters of pure alcohol per person aged 15 or older.

Our World
in Data



Source: World Health Organization (via World Bank)

OurWorldInData.org/alcohol-consumption • CC BY

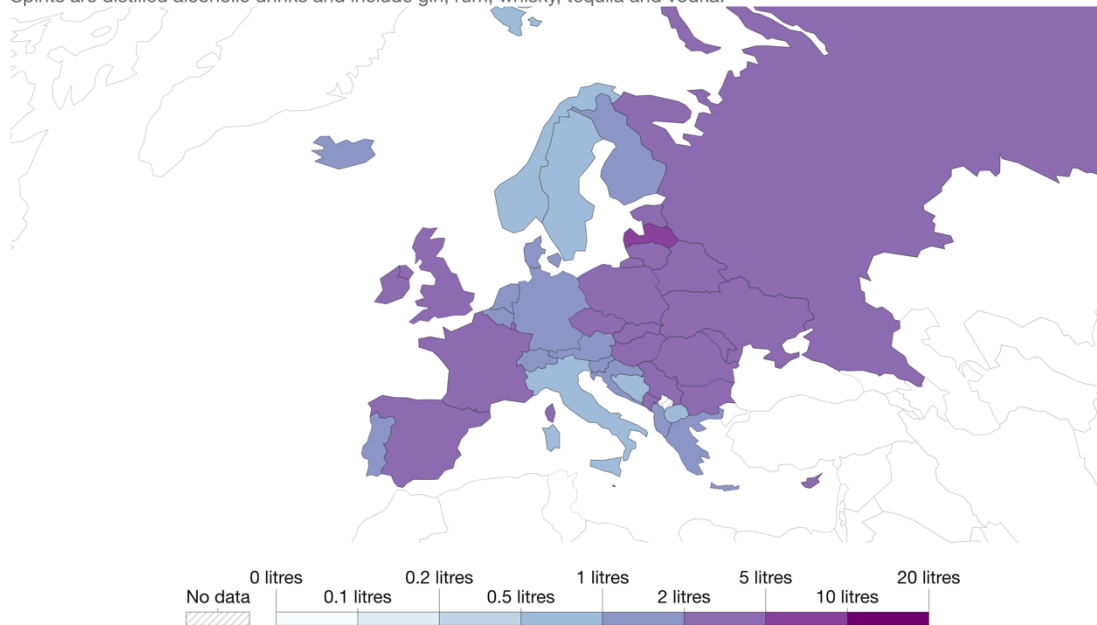
Figure 1 - Alcohol consumption per person in Europe (2018)

The global average consumption was 6.18 litres per person in the last year available (2018). However, it is possible to analyse that Portugal was well above the world average, with a total of 12.03 litres per person annually. After the Czech Republic, which is the European country where more alcohol is consumed, Portugal finds itself inserted in this second group of European countries that consume more alcohol annually.

Spirits consumption per person, 2019

Our World
in Data

Spirit consumption per person, measured in liters of pure alcohol per year.
Spirits are distilled alcoholic drinks and include gin, rum, whisky, tequila and vodka.



Source: WHO Global Health Observatory (GHO)

OurWorldInData.org/alcohol-consumption • CC BY

Figure 2 - Spirits consumption per person in Europe (2019)

However, when compared with the consumption of spirits, which include drinks such as gin, rum, whiskey, tequila and vodka, the latter being the drink used in the research study we can see consumption is very low compared to the rest of Europe, with only 1.34 litres of pure alcohol consumed per person. This proves that Portugal is a country where the consumption of beer and wine is the main source of consumption, with the consumption of spirits being more residual. Nevertheless, Marktest (2019) revealed young consumers have been leaning towards a preference for distilled drinks, mostly a high fondness for vodka. Besides, this trend is estimated to keep growing in the next years (Euromonitor 2022).

2.1.2. Overview on vodka brands in the Portuguese market

Considering this is a contextual background to our research on the consumer behaviour of vodka, we should on identifying the vodka brands currently selling in the Portuguese market and briefly understand the context of each one. Therefore, according to Garrafeira Soares (2018), Eristoff, Smirnoff, Absolut, Misss, Grey Goose and Cirôc are the six main vodka brands selling in Portugal.



Figure 3 Classic vodkas of Eristoff, Smirnoff, Absolut, Misss, Grey Goose and Cirôc

To start, Grey Goose is a French vodka is a respectful brand in the market and frequently used in cocktail preparation. It is known for its use of excellent materials and unique production process which involves a special type of water from the Cognac

Region, and by its one-time distillation² (Liquor 2014). Grey Goose's prices are usually around the 47.00 euros³, being the most expensive vodka among the six mentioned (Continente 2022). Also practising relatively high prices, yet lower than Grey Goose's, Cirôc's is another French vodka which around 30.00 euros (Garrafeira Soares 2018) and it is considered by most one of the best vodkas of the market. This reputation is associated to Cirôc's use of fresh French grapes in their vodka production, making their taste soft and inimitable (Bacardi Limited 2022).

Moreover, at a price of 12.00-13.00 euros, Smirnoff is Diageo⁴-owned vodka brand originated in Russia which was once topped 10 by an annual survey of the world's leading drink brands (Parsons 2010). The ten distillation processes together with the use of not so noble ingredients reflect the lower quality of the brand when compared to brands like Grey Goose and Cirôc, although considered a pleasant and accessible option (Redação Buscapé 2022). Selling their vodkas at a similar price as Smirnoff, Eristoff is a brand originated in Georgia, where the recipe of their vodkas was born (The Whiskey Exchange 2022), but currently produced in France (Eristoff Official Website 2022). It stands out for its impactful branding based on the wolf animal, a mascot present in the brand logo, as a representation of the "*fearless, instinctive & unconstrained*" (Eristoff Official Website 2022) attitude present in the brand personality. Furthermore, Absolut is a vodka brand from Sweden, whose branding is based "*perfection and (...) its own*

² Distillation is the process of heating alcohol until it becomes a vapor and then condensing that vapor. Vodka that has been distilled more times will have a higher purity and therefore be smoother to drink

³ All mentioned prices were standardized to a 70cl bottle of a pure vodka (unflavoured). However, all brands offer flavoured options with no significant price differences

⁴ The largest multinational alcoholic beverage company, based in London, England

uniqueness”, aiming to *“make it more appealing to the younger generations”* (Amanda 2017), with their vodka rounding the price gap of 16.00-17.00 euros. Lastly, Misss is a Portuguese brand whose prices are the lowest among all six, considering their vodka costs around 5.00-6.00 euros (Garrafeira Soares 2018).

2.1.3. Main trends in consumer behaviour towards alcohol choices

When studying any organization, business or market, a trend analysis becomes relevant in obtaining *“(…) greater insights on how the marketing is reacting, what are the primary preference of consumers and what are the strategies (…)”* (Question Pro n.d.). It is a common way of more than knowing competition, understanding market behaviour (Bahattacharya 2021). In that matter, here are some relevant trends identified in the scope of the topic under study:

- **At-home drinking**

The pandemic brought up the preference for the comfort of drinking at home and this is not expected to go away any time soon due to the convenience of buying affordable alcohol and trying cocktails at home, while avoiding loud and crowded public spaces (OpenInfluence 2022).

- **Gen Z preference for spirits**

A study of Berenberg (2020) showed young consumers are now choosing spirits like vodka or gin over wine or beer. One of the reasons for that growing preference might be related to the fact *“there is a limit as to how you can enjoy a spirit like gin, but with vodka the possibilities are endless (…)* One day you could be mixing it in a *Bloody Mary* or an indulgent *Espresso Martini*, the next a *dry Martini*.” (Huddleston 2021). The truth

is that *“most teens are not regular drinkers, but those who do drink on a monthly basis are frequently imbibing in order to get drunk”* (Partnership to End Addiction 2021) and vodka is one of the drinks able to make people feel intoxicated faster (Dominico 2022).

- **The rise of RTD’s**

The RTD (ready to drink) options – sold in a format which is already ready for immediate consumption, meaning there is no need of mixing or preparing - come along with people looking for a flavoursome and easy alternative (Bland 2022). This category is estimated to present high growth rates in the next years (PennState Extension 2022).

- **Flavoured Vodka category on the rise**

Flavoured vodkas share has grown approximately 5% on the online alcohol ordering and delivery platform Dizly since 2019 (Kaplan 2022). Also, Nielsen showed a growth of almost 60% in the flavoured vodka category in 2020 (Huddleston 2021). Even though *“we were told for a long time that vodka should be colourless, odourless and neutral tasting but I don’t think that was ever the case for good vodkas”*, the category peaked and has been diversified into flavours by many brands operating in the market (Huddleston 2021). According to Mancall-Bitel (2017), *“Flavoured vodka gives people what they want”* and is in fact a pleaser because they are able to look for the flavour they enjoy the most.

- **Emotional connection to brand values**

Nowadays, consumers seem to pay more attention to how brands work to impact the society and environment in order to make the world a better place. This means consumers look for brands in which they can see their own values represented, as well as

their needs and wishes satisfied – “*Alcohol helps me have a good time*” (Gen Z consumers in PennState Extension 2022).

- **Rise of premium and luxury**

Mostly in consumers who were able to remain financially stable during the pandemic season, there has been a rise in the popularity of premium and luxury drinks. This can be explained, for instance, by the fact these people could not spend money on holidays and are therefore more willing to fall for indulgences and affordable luxury driven by the desire to experiment (Bland and OpenInfluence 2022) – “A person may not be buying a Rolex or a BMW, but they can afford a \$80 bottle of Scotch” (Ozgo 2022).

- **Sustainability and solidarity**

This is a global trend in the majority of the markets, accelerated by the pandemic effects on consumer’s awareness related to environmental, health, social and economic issues. In the case of alcohol brands, consumers may start paying more attention to its environmental position and practices as well as the packaging (Bland 2022).

2.1.4. The pandemic effects in consumer behaviour towards alcohol

It is a known fact that the pandemic situation had a clear effect in people’s emotions and hence in their purchase behaviour both due to the isolation itself where people cannot maintain such close contact with friends and family, but also the fear that people were living, which led to an increase in daily stress and constant worry - two factors that lead to an increase in alcohol consumption (Blaine and Sinha 2017; José, Van Oers, Van de Mheen, Garretsen and Mackenbach 2000).

Besides the fact that people who deal with stress daily were less likely to reduce their alcohol consumption even during a pandemic than those who do not experience that kind of emotions, they also had to find new ways of being, as well as new ways of consumption. Also, in a study carried out by students from a university in the United States, it was reported a decline in the use of alcoholic beverages, explained by the lack of moments of socialization, as well as the change in regular consumption places, as they shifted from big parties and clubs to smaller house parties and gatherings. In addition, some mentioned the presence of family members when drinking at home as a shift on the consumption pattern. (Jackson, Merrill, Stevens, Hayes, White 2021).

2.2. Consumer Behaviour & Decision-making

2.2.1. Attributes considered by Portuguese consumers when making a choice

When analysing the consumer behaviour in a certain market, more than studying their preferences and number one choices, it is crucial to understand the motivations behind them. This means we should try to identify what are the main factors – attributes or characteristics – consumers have into consideration when making a purchase, as well as which one(s) they usually prioritize over the others. To gather that information, we should first of all understand the overall behaviour of Portuguese consumers and then dive deeper into the attributes considered when buying a vodka.

When Portuguese consumers choose a product, the most relevant factors are quality, price and brand (Almeida 2022). In fact, although Portuguese consumers are essentially price-driven – *“The importance given to price has been in the top priorities for portuguese consumers for a long time”* (O Jornal Económico 2021), as when making a purchase, they normally tend to look for the lowest prices, they also pay a strong attention to the brand as well as the quality of the product (Tecno Alimentat 2019; DECO

2022). This means even though Portuguese consumers are mainly price-driven, some of them might be willing to pay more for a brand they trust (Observador 2017), which is often connected to the perceived quality of the product. Moreover, although a study of Observador Cetelem Consumo Ssustentável (2022) showed almost half of the Portuguese are willing to turn their daily purchases more sustainable, price is still the main obstacle to sustainable purchases, due to the fact sustainable products are usually more expensive. In essence, yet sustainability is increasingly growing in the mind of Portuguese consumers and therefore in their purchasing choices, price is still the overall number one factor. However, as much as low prices might be attractive to consumers and brand managers, they can sometimes result in a negative effect on consumer's perception towards a certain brand since high prices are normally associated to high quality products (Palm 2018).

If we now focus on consumer behaviour in alcohol choices, we verify besides price, quality and the brand of the product, the country of origin also plays an important role among the attribute consideration for Portuguese consumers when buying an alcoholic product such as vodka. This can be explained by the association between the country of origin and the quality of the product, even if there are no physical changes in the product itself (Palm 2018). Also, experiencing an alcoholic drink can cause several oral sensations such as irritation, tingling, sweetness, bitterness and burning - depending on, for example, the distillation process, flavour, and level of alcohol. This variation in taste responsiveness can also act as a determinant in alcohol choices and habits (Cravero, Laureati, Spinelli, Bonello, Monteleone, Proserpio, Lottero, Pgliarini and Dinella 2020).

Everything considered, it seems reasonable to say price, quality, and brand, together with the country of origin and factors related to the oral sensation like alcohol

percentage and flavour are the main overall attributes consumers have into consideration when choosing an alcohol beverage such as vodka.

2.2.2. Demographic Influences on Portuguese Consumer Behaviour

If truth be told, “*Consumer behaviour is a rather vast concept with many visible factors influencing it but also there is the hidden part which lies in the consumer*” (Tunkkari 2017). Therefore, once identified the most important factors in Portuguese consumer behaviour, it is crucial to keep in mind that cultural, social, personal and psychological factors can also play a relevant and primary role in consumer behaviour (Teixeira 2010). Within the scope of alcohol consumption, it is possible to identify some demographic influences driving a considerable part of consumer behaviour of alcohol,

To start, we can state “*different age groups play a significant role in deciding consumer attitudes*” (Nassar and Gad 2021), mostly since younger consumers are globally more likely to be price sensitive, as a significant part of them is still financially dependent from their families (AHDB 2021). In a matter of fact, even though some drinks like flavoured vodkas are perceived as for young people with low status due to its low alcohol levels (Purves and Eadie 2018), a study of *Jornal Notícias* by Margato (2016) showed gin and mostly vodka are the preference of young Portuguese consumers in the age of 13-18, suggesting they prefer to drink alcohol in “shots” due to the fact “*It is the cheapest and fastest option*” to get intoxicated (Salvador 2015). On the other hand, although middle aged consumers in their 40s and 50s are still working, they do not like wasting their money, meaning they give a higher importance to quality, yet will not lose sight of the relationship between quality and price (Pardo 2018). Furthermore, older generations above their 60s, whose favourite beverages are essentially wine and beer – drinks associated with relaxing moments (Statista 2022) – tend to be less price sensitive

and more responsive to emotional factors such as the value of the brand (Coming of Age Agency 2019) - *“older consumers seem to prefer long-established (older) brands over newer brands”* (Phua 2020). All of this leads us to believe not only that young consumers are most likely to prioritize the factor price in their alcohol purchase choices, looking for the most convenient way of getting drunk, while older generations tend to pay a higher attention to quality and other factors. In essence, we can say price sensitiveness decreases with age, as affordability increases, and the alcohol consumption contexts change.

Moreover, *“Gender also plays a role in defining how customers behave and purchase”* (Zoovu 2022). Some studies have proved woman are more price sensitive and therefore pay more attention to discounts (Garcia 2018), while men being more task-driven, usually get used to certain brands and become loyal to them, instead of spending more time considering the different alternatives (Zoovu 2022).

2.2.3. Brand Image and the effect in Consumer Behaviour

As we all know, *“products are made by the companies and brands are made by the customers”* (Abigail 2018) and the truth is that *“the image of a brand is ultimately a decisive factor that determines the product sales”* (Abigail 2018). Besides that, as mentioned before, the brand is one of the more important factors for Portuguese consumers when making a purchase (Almeida 2022).

According to Aaker (1993), brand image is *“a set of associations relating to things like product attributes, benefits or price, that are organized in meaningful ways.”*, which can be built up by personal experiences and pre-existing knowledge about the brand, for instance, the country of origin. As defined by Keller (1993), brand image is the result of *“perceptions about a brand reflected as associations in the minds of consumers”*. Brand image is often automatically formed rather than created, as a result of

attributes and characteristics such as the appeal of the products, the ease of use and reputation (Abigail 2018).

At this present moment, we are certain about the power a brand can have in consumer's mind, as well as the way its elements – name, design, symbol, etc - are accepted by the target audience. (Cravero, et all 2018). Thus, all brand elements work as psychological triggers which therefore create certain associations in consumer's minds (Lumen n.d.), developing the so-called perceptions. In essence, and according to Prof. Moura (2021), *“stimuli are exposed repeatedly to consumers, and as consequence of all these efforts, an image is built”*. However, as mentioned earlier, the way brands are perceived do not depend only on their own efforts, meaning those perceptions are also under the influence of the values and personality traits of each consumer, together with their contact with other products and other consumers of the brands (Prof. Moura 2021). For instance, we might believe a brand is “conservative” when compared to a more “liberal” competitor or that a brand is more “sophisticated” while other is “basic” and so forth.

More than being a logo, a name and a jingle, a brand is a promise, for example, Disney promises a magical happiness. Therefore, for a brand to develop its promise or essence, it can be useful to explore relevant models of how to define a brand (Guttman 2019). The Jennifer L. Aaker's Five Dimensions of Brand Personality was outlined in the Journal of Marketing research and has become the most common framework to help organising the communication of a brand. This model suggests the set of human characteristics and personality traits which can be associated to a brand (Visualbe 2018; Prof. Moura 2021).

2.2.4. Aaker's Brand Personality Dimensions

As mentioned above, this brand personality model suggested by Jennifer Aaker in a paper published in 1997 at the Journal of Marketing Research is currently the most popular scale used in the marketing and management fields. It proposes five human dimensions of a personality:

Sincerity: referring to down-to-earth, truthful, and honest brands which usually communicate their commitment to the world and concerns towards consumers, avoiding scandals and appealing to a sense of community. E.g.: Patagonia is given as a good example of a sincere brand, mostly due to its active voice for environmental issues.

Excitement: involves brands perceived as imaginative, inspiring, spirited and who normally use colourful logos. They are often portrayed in exciting places and situations. E.g.: Red Bull, which is frequently exposed in sports competitions and other large events.

Competence: these brands are seen as reliable, intelligent, efficient, and responsible. E.g.: Apple, due to the work ethic implemented by the famous founder Steve Jobs, based on perfection.

Sophistication: sophisticated brands are the ones seen as upper class, charming, glamorous, and even romantic. Usually, these brands are normally inserted in luxury and premium industries. E.g.: multiple fashion brands, for instance, Louis Vuitton.

Ruggedness: this final dimension refers to brands which are perceived as outdoorsy, wester, masculine and therefore tend to be male oriented. These brands generally use dark colours like black, navy blue and grey, they also show their products outdoor, in rivers, mountains, oceans, cliffs, etc or in extreme circumstances like heavy rain, snow and so forth. E.g.: Patagonia, Marlboro, Jeep, Timberland.

3. Methodology

In this chapter it was possible to provide an explanation for the methodology used to conduct the research, starting with the interviews (with market experts and consumers).

After doing a literature review and exploring the research objectives, we decided to conduct the research using qualitative methods. Firstly, and from a qualitative point of view, a series of interviews were conducted, reaching experts in the alcohol market in Portugal as well as potential vodka consumers (Table 5 and 6).

It is worth referring that since the literature review includes a series of findings from studies and investigations concerning other markets and nationalities other than the Portuguese (the focus of our study), it is crucial to understand their applicability in the Portuguese market. Thus, we understood the importance of using a qualitative approach to test the elements and factors stated by the literature, validating some of the findings and rejecting the ones considered not to be pertinent for the subject of our study.

Through these first interviews, it was possible to create a list of general knowledge and perspectives about the market and consumer behaviour in the alcohol market in Portugal.

Thus, the methodology of this research can be divided into four different parts: (1) *preliminary interviews* conducted with market professionals and potential consumers, as previously mentioned, which allowed the understanding of the consumer preferences and of the market experts as well as their behaviours, helping in the definition of the attributes used in the questionnaire on the perception of Vodka brands; (2) the discussion of the results, where we could agree and reject some findings explored in the literature review.

3.1. Preliminary Interviews

The nine interviews conducted were divided in two groups, using a different questionnaire for each one. First, we interviewed two experts in the alcohol beverage market in Portugal, followed by seven interviews with different potential consumers of vodka.

The first set of interviews with two alcohol market experts, whose professional experience ranged from 8 years to 12 years, lasted for 34 and 45 minutes respectively, and for both, a single (semi-structured) script was developed (Table 5). The first one (with the experts) was focused on the following aspects: (1) professional experience, (2) relevant descriptors to segment consumers, (3) market perceptions, (4) attributes, and (5) extra question regarding Covid-19 (Table 5) and allowed the creation of a personalised overview of the alcohol market in Portugal. The Professional Experience section's goal aimed to know the participant's expertise in the industry as well as their jobs and responsibilities within the market, while the Descriptors questions were intended to evaluate the peculiarities of the various customer segments. Moreover, the goal of the market perceptions section was to obtain a general understanding of how the experts believe customers perceive the various market competitors, what criteria they believe is used to compare one vodka brand over another, and also some vodka consumption habits consumers have. Finally, the questions of the attributes sought to determine which vodka attributes consumers valued the most when making a purchase. Even though we were able to get in contact with 2 experts in total, it is important to mention that we attempted, through LinkedIn and via email, to contact other experts in the alcohol beverage market. However, did not get further responses. In addition, we tried a contact given by our thesis advisor, yet without success.

We then proceeded to the interviews with vodka consumers, our second group of interviews. People interviewed were contacted through LinkedIn, WhatsApp groups and Instagram, aiming to get people from a varied spectrum. Unfortunately, we also went through some difficulties in receiving positive responses to conduct interviews. Even with a number of 10 consumers agreeing to do the interview at the beginning, we ended up with a total of 7 participants, meaning 3 dropped out. This second group of interviews with potential vodka drinkers lasted between 30 to 40 minutes, using a single (semi-structured) script (Table 6). Like the market experts' interviews, the interviews were done via video call. This script included the following: (1) demographics, (2) motivations, (3) market perceptions, and (4) attributes.

Regarding the first section, the goal was to organize participants by gender, age, education, employment status and household income. With the second section, the objective was to understand the reasons why consumers consume vodka as well as their drinking contexts. Thirdly, they were asked whether they knew the following vodka brands: Eristoff, Absolut, Grey Goose, Cîroc, Misss, Smirnoff and also to talk about the vodka market in general, i.e. the first things that came to their mind. This would allow us to understand any existing associations. Fourthly, and finally, they were asked what attributes they considered most important when buying a bottle of vodka.

The semi-structured, non-rigid interview for both groups allowed interviewees freedom to talk about whatever came to mind. There was active listening, and it was avoided asking too many questions. This form of interviewing sought to "*contribute to a better understanding of social realities and to draw attention to processes, meaning patterns and structural features.*" (Hopf, C. 2004). That is, to have a deeper and more detailed knowledge of the trends in the alcoholic drinks market in Portugal, focusing on

the vodka market, and thus to understand the consumption patterns, the brands themselves, and the processes in general.

4. Results

4.1. Preliminary Interviews

The interview phase took place from 24 September to 31 October 2022. During this period, we interviewed a total of 9 people, part of the two groups referred to in the methodology: *market experts* and *vodka consumers*. The main takeaways from these interviews are developed below, split into the two different groups referred before.

4.1.1. Interviews with market experts

We interviewed two experts in the alcohol market, with a professional experience ranging from 8 to 12 years. The first interviewee is currently Event Manager at Taylor's, "*one of the oldest of the founding Port houses. [and] It is dedicated entirely to the production of Port wine and in particular to its finest styles.*" (Taylor 's 2022), while the second interviewee is Category Development Manager at Bacardi Ltd, "*The world's largest privately-held spirits company.*" (Bacardi Limited 2022).

Both interviewees, when asked about the relevance of the descriptors age, gender, education, and household income, stated that they were relevant and important for assessing different consumer segments. The first interviewee also suggested adding to these the *employment status* descriptor, because it could give us interesting insights for the study, namely whether there is a greater tendency for a certain behaviour in a certain employment status. On the other hand, the second interviewee did not make any suggestion regarding the initially predefined descriptors, but when asked whether or not it would make sense to include the descriptor regarding the *employment situation*, she

agreed and stated that it could in later stages give us interesting insights. Thus, regarding the second question we concluded and decided to accept the proposal of the first interviewee and include *employment status* as a way to assess consumer segments.

Then, and after evaluating the descriptors considered important for them, and which later allowed analysing the data obtained through the quantitative questionnaire (perceptual maps), we moved on to the following question, focused on the perception of the vodka market by these experts. The purpose of this question was to understand, through their experience, what leads a certain consumer to consume a certain alcoholic beverage, as well as their perception and opinion on the vodka market, and finally with a focus on the vodka brands considered for the study. This was a fairly general question, but it allowed the interviewees not to be limited in their answers. Several conclusions emerged from this. According to the interviewees, what causes the consumption of alcoholic beverages depends on the consumer, as well as the type of alcoholic beverage in matter. This issue can be divided into two axes. One axis has to do with the experience (experiential) and the other one has to do with the characteristics of the product themselves (functional). The experiential axis is related to the whole experience involving the consumer when he consumes a certain alcoholic beverage. In this axis, both stated that people consume alcohol as a way of relaxing and uninhibition, i.e., in a social environment or with friends on a night out. On the functional axis, there is a reference to the product attributes. They refer that there are consumers who claim to consume a certain alcoholic beverage, namely vodka, because of the product's characteristics. That is, depending on the brand, origin of the product, quality in the distillation process, flavour, among others.

Following the line of thought of the interviewees, we introduced the third question which was effectively related to the attributes that consumers consider when buying an

alcoholic beverage, and specifically vodka. One of the interviewees referred, from a market expert point of view, that it is known that in Portugal the consumer's decision starts with the category, which is selected in the consumer's mind before arriving at the place of purchase, and here the experience axis is taken into consideration. They buy certain beverage depending on the place and situations they will consume it. Normally, after choosing the category, we move on choosing the brand, which most of the times it is already defined by consumers before arriving at the place of purchase. The interviewee gave explanatory examples with different types of alcoholic drinks. In the case of whiskey in Portugal, as a rule, the consumer already knows which brand to choose, and they already have a brand image defined in their mind through brand equity, brand awareness, or even the tradition of consumption of a specific brand. In the case of vodkas and gins, the consumer pays more attention to factors such as price or position, i.e. whether it is a premium or standard brand. The consumer of this type of drink is very sensitive to price, and thus generally choose one brand over another depending on price, promotion or added value (such as the different flavours). These consumers are more concerned with the functional axis. The second interviewee replied in a rather more simple and impulsive way "*Oh, price always!*". She considers that the most important factor considered by consumers when buying vodka is price, but she says people normally try to strike a balance between price and quality (which from her point of view, the more quality the less hangover). In the context of the attributes question we showed respondents different brands of vodka and asked for suggestions on whether we should consider any brands more for the study at hand. The brands presented were Eristoff, Absolut, Grey Goose, Misss and Smirnoff. Both interviewees mentioned that the Cîroc brand is one of the most sophisticated vodka brands in the world and should be considered for the study. The working group accepted this suggestion and included Cîroc in the study.

Finally, we asked a question about the change in consumer habits during Covid-19. Interviewees commented that during Covid-19 there was a major shift in channels from the on-trade to the off-trade (the on-trade being the HORECA channel, consisting of bars, restaurants, and hotels, and the off-trade being supermarkets and grocery stores). With the closure of restaurants, bars, and hotels, consumption shifted more towards the retail trade. However, there was not such a retraction as was thought, as consumers also changed their mode of consumption, starting to consume more of this type of alcoholic beverage at home. In 2022, we continue to see that this consumption at home continues to be maintained even with the on-trade already fully open. Even though Portugal is a beer and wine world, spirits have been growing. More connected to spirits, and possibly due to the economic situation we are facing, there is a polarisation, which means that there is a great consumer demand for low-priced and private label products, but also a great demand for premium segments. It is believed that the standard segment will remain less strong and will pull back. Normally, in a crisis, people look for low prices but, in this case, there is a demand for premium brands.

4.1.2. Interviews with consumers

The interviewees, aged between 21 and 52 years, were mostly women, covering five of the seven interviewees. Regarding their level of education, four are currently finishing their Bachelors, which is the largest representation of the sample, two are finishing their master's degree, and the remaining did not finish their degree, but have been working for over 25 years. Thus, six of the interviewees are currently students, and 1 is self-employed. Finally, the great majority of the interviewees have a household income between 1500 and 2500 euros. These descriptors were used, and will be used

throughout the study, taking into account the opinion of the market experts, who gauged the importance of using them to evaluate the respondents.

Moving on to the following question on what consumers' motivations for vodka consumption, as well as the situations in which they consume vodka, we noted some hesitation in the answers. However, and in general, most consumers stated that they consumed vodka with friends, in situations of socializing at night in bars or discos, or even in the pre-discotheque. That is, we noticed that there is consumption not only at the nightlife entertainment place, but also before that moment. People get together, usually at their homes or friends' homes, with the group they intend to enjoy that night, and there is a consumption of vodka, with the aim of arriving at the nightspot with a higher level of alcohol in the blood. When asked why they do it, the majority justified that "*things become more fun*". In addition, two young drinkers mentioned that since the start of the Pandemic their drinking habits have also changed slightly. They mentioned that they also started to consume this type of alcoholic beverage at home with their parents, in moments of relaxed conviviality, for example, after a long day of work, while chatting. So, it is possible to assess, as had been previously mentioned by the market experts, that there is effectively a change in the consumption pattern by some consumers, who ended up including "in-home" in their consumption habit. Furthermore, and still within the context of understanding their knowledge of the market, we also tried to show them the vodka brands that seemed interesting to the study. Thus, consumers were shown the vodka brands Eristoff, Absolut, Grey Goose, Misss, Smirnoff and Cîroc. Six of the interviewees knew all the vodka brands, and only one did not know the brand Misss. The only respondent who did not know the Misss brand was also the oldest consumer interviewed, thus giving us a perception that this vodka is not so interesting to older people.

To conclude this questionnaire, we decided to question respondents regarding the characteristics/attributes they consider and evaluate before buying a vodka. Unconsciously, and in general, all interviewees referred mainly to two attributes, namely price and quality. However, when referring to quality, the interviewees got the impression that they associated quality with the vodka's position/branding in the market and did not have much knowledge on the distillation process, which is effectively what characterises the quality of a vodka. Furthermore, the attributes country of origin and flavour were mentioned, and one of the interviewees also mentioned the packaging.

5. Discussion

This chapter of the work project was created with the purpose of delving into the meaning, importance and relevance of the results, explaining how our they relate with our previous findings from the literature review and guiding the project towards an overall conclusion.

We can verify that the most important attributes in Portuguese purchase decisions of vodka meet the ones mentioned in both the literature review – price and quality – as well as in the preliminary interviews, where experts and consumers highlighted that as Portuguese consumers are mainly price-driven, their alcohol choices are made considering price as a prior factor. In fact, although our research proved people tend associate the price with quality levels, they are still willing to give up quality for a lower price. Nevertheless, as mentioned in the literature review, “*price sensitivity decreases with age*” (Coming of Age Agency 2019) and this is why the research results showing price as the number one factor in vodka purchase was emphasized among younger generations (18-29), who are mainly looking for “*the cheapest and fastest option to get intoxicated*” (Salvador 2015). In reality, this is the segment of vodka consumers we

identified as “Young Price-Driven Consumers” in our research, where 28% of our participants can be included. At the same time, since as mentioned before in the literature review, older consumers usually have a higher purchase power and tend to drink at more peaceful environments, our results revealed that for the age gap of 40–59-year-old consumers, price is not as important as it is for youthful generations. Therefore, these older consumers are constantly seeking for quality, meaning they are willing to abandon a low price option for a higher quality vodka, and are hence part of the “Wise Spenders” group. In this case, our research uncovered that these group of consumers who strongly value the quality levels of a vodka also consider the origin of the product as a relevant factor in their purchase decision, verifying the literature statement on the fact that there is an *“association between the country of origin and the quality of the product, even if there are no physical changes in the product itself”*, mainly among older generations of consumers (Palm 2018).

The country of origin was not considered relevant for the vodka purchase choice of participants in general. Nevertheless, Portugal was considered the country of preference among respondents, supporting the fact *“Portuguese consumers prefer to buy national products every time they are given the alternative”* (Marktest 2020). Oppositely, Russia was elected as the least favourite country of origin, something likely to be explained by the Russian invasion to Ukraine in the present year of 2022.

Moreover, even though our research proved flavour was considered the less important attribute in vodka purchases of Portuguese consumers, there are still some relevant insights to discuss regarding consumers’ attitude towards this trend. First of all, we showed there was no significant preference for flavoured or unflavoured vodka among participants, with half of them choosing flavoured option and the other half preferring the traditional one. Furthermore, *“many women tend to prefer sweeter drinks”* (Heil 2020)

and that is “*one of the reasons why brands like Bacardi are targeting their new flavoured products to female consumers*” (Heil 2020). In accordance with this previously stated, our results showed female consumers have in fact a higher consideration for the flavour when buying a vodka, which means women are more likely to choose a flavoured vodka rather than men. Although “*older consumers seem to prefer long-established (older) brands over newer brands*” (Phua 2020), our research revealed this preference for what is traditional might not apply to product preferences, since participants over 40 years old were the ones who chose flavoured option – instead of the pure traditional vodka - with a highest frequency.

As mentioned before, literature defends brand – right after price and quality - as one of the prior top three factors considered most important in Portuguese consumers’ decision making and in reality, “*products are made by the companies and brands are made by the customers*” (Abigail 2018), meaning brands are in reality what consumers perceive from it. Therefore, we could conclude Grey Goose, followed by Cirôc, are perceived as the highest quality brands from the ones selected to the study – and hence more sophisticated and competent ones – a fact that can be supported by the Grey Goose’s use of excellent materials and unique production process, involving a special type of water from the Cognac Region and therefore distilled once (Liquor 2014) , together with Cirôc’s use of fresh French grapes in their vodka production, making the their taste soft and inimitable (Bacardi Limited 2022). As expected, these prime levels of quality and sophistication result in higher prices, which doesn’t seem to be unwarranted for consumers according to the research results, where they considered Grey Goose and Cirôc’s prices extremely fair-minded. On the other hand, Misss is perceived as the brand with the lowest quality levels and therefore less sophisticated and competent, explaining why its particularly low prices were deemed reasonable giving its poor quality.



Figure 4 Vodka brands ranked according to respondents of the study

All things considered, we know Absolut and Eristoff are the most enthusiastic brands, something the study has proved to be associated with brand originality and sincerity. This means even with lower quality levels and considered less sophisticated, they are more able to create enthusiasm and excitement among consumers. We also believe consumers who drink vodka in social and celebrative contexts – Young Price-Driven consumers group - are more likely to choose a brand who allows them the same enthusiasm they are feeling in those moments. For instance, since young consumers are normally the ones who drink in celebrations and parties, we can deduce youthful consumers would naturally be more drawn to brands like Absolut and Eristoff, which were considered the most capable of producing cheerful and exciting emotions in consumers with its original branding. However, as Miss's' prices are considerably lower than Eristoff's and mostly Absolut's, they are likely to end up choosing a Miss's' vodka when they are given the alternative, since this group of consumers is primarily price-driven. On the other hand, if the drinking circumstance is, for example, a formal event such as a work dinner – as a main part of consumers from the Wise Spenders group -, they might be looking for a more

premium alternative like Grey Goose or Cirôc, not only because they are brands perceived as highly sophisticated, but also because of their higher levels of quality.

6. Conclusions

In this very last part of the work project, we are leaving a clear understanding of our main findings regarding the consumer behaviour in the vodka market, addressing our research questions by providing a clear and concluding answer for each one of them.

To begin with and regarding the first research question on “*How are vodka brands perceived in the Portuguese market?*” we learned throughout the study that from the six brands selected for this study, Absolut and Eristoff are perceived as the most exciting and enthusiastic brands, which is likely to be related to the originality and sincerity of the brands. In addition, Grey Goose and Cirôc were considered the most sophisticated and competent brands according to participants, which we concluded to be strongly associated with the high-quality levels of their vodka. This means even though Absolut and Eristoff are not considered as sophisticated and competent as Grey Goose or Cirôc, Absolut and Eristoff are more capable of producing cheerful and exciting emotions in consumers. On the other hand, Smirnoff and mainly Misss were perceived as the brands with the lowest quality, yet participants believe their prices are fair-minded giving the poor quality. If truth be told, all these conclusions concerning consumers’ perceptions about the vodka brands were extremely relevant for the overall purpose of our study – “*Understanding Portuguese Consumer Behaviour in the vodka market*” - since according to literature review findings factor “brand” is in the top three prior factors of Portuguese consumer behaviour.

Secondly, when seeking an answer for “*What are the most important attributes for Portuguese consumers when choosing a vodka?*” we realized the two main factors

driving Portuguese purchase behaviour right before the product brand – price and quality – are also the two attributes considered by our participants the most relevant in vodka purchase. Further, we could also notice a positive correlation between the attributes price and quality, meaning people tend to associate higher prices greater quality levels as well as the other way around. Concurrently, flavour and the origin of the vodka were not considered as relevant as price and quality in the decision-making. However, when presented the alternative of a Portuguese vodka among other options from Russia, Poland or France, respondents preferred the Portuguese vodka.

Even though we could not notice any significant gender disparities in the decision-making of participants, there were outstanding differences when analysing the decision-making by age group. In this matter, although Portuguese vodka consumer are mainly price-driven, that behaviour is emphasized among the first segment of “Young Price-Driven Consumers”, composed by consumers between 18-29 years old who prioritize price over any other factor and hence look for the cheapest vodka available. Furthermore, we have the “Wise Spenders”, whose purchase is not exclusively driven by price but instead by a constant seek for quality, meaning they are willing to pay more for a higher quality option. Also, this second segment tends to associate quality to the origin of the vodka.

Lastly, besides leading readers towards a better understanding of the underexplored consumer behaviour in the Portuguese vodka market, we believe this research can contribute to future studies by raising an interest for the consumer behaviour in the spirits market as well as by providing potential ideas for upcoming research.

7. Limitations

In this final chapter, we will address the various limitations of our study and hence provide new study ideas for future studies.

When conducting the qualitative part of our study through the preliminary interviews, we faced an expected difficulty of contacting industry members to carry out the interviews, which limited our research to only two market experts and consequently, the structuring process of the following questionnaires. Although at a less significant level, the same situation occurred with the consumers interviews, where only 7 interviews were carried out, meaning the sample size was not as representative of the population under study as we intended to. Furthermore, qualitative studies are not measurable, and the information provided often cannot be confirmed, since interviewed consumers respond based on their opinion rather than statistical data. Therefore, as a reference for future studies, our suggestion stands on carrying out a greater number of interviews with both industry workers and consumers.

Moreover, even though the perceptual map questionnaire was generated using eight attributes, we believe in the relevance of using a higher number of dimensions for a future study, aiming to reach more meaningful insights. In the second part of our quantitative study carried out through the conjoint, we encountered some limitations regarding the creation of the questionnaire. First of all, despite a total of 304 entries in the conjoint questionnaire, most did not answer, many left the questionnaire incomplete, and some were excluded, due to not living in Portugal in the last 5 years, explaining why only 113 responses were considered for the study.

8. References

Aaker, Jenifer. L. (1997). Dimensions of Brand Personality. *Journal of Marketing Research*, 34(3), 347–356. <https://doi.org/10.1177/002224379703400304>

Abbey, Antonia, Mary Jo Smith, and Richard O. Scott. "The relationship between reasons for drinking alcohol and alcohol consumption: An interactional approach." *Addictive behaviors* 18, no. 6 (1993): 659-670.

Abbey, Antonia, Mary Jo Smith, and Richard O. Scott. "The relationship between reasons for drinking alcohol and alcohol consumption: An interactional approach." *Addictive behaviors* 18, no. 6 (1993): 659-670.

Abdullah-Al-Mamun, Muhammad Khalilur Rahman, and S. D. Robel. "A critical review of consumers' sensitivity to price: Managerial and theoretical issues." *Journal of International Business and Economics* 2, no. 2 (2014): 01-09.

Alba, Joseph W., and J. Hutchinson. "Consumer psychology." (2007).

Alcohol.org. "Alcoholic Beverages We Love and Hate | Alcohol.Org." Accessed September 28, 2022. <https://alcohol.org/guides/alcoholic-beverages-we-love-and-hate/>.

Almeida, Rita. "Compras online sobem depois da pandemia e 97% dos portugueses vão manter este comportamento". *Hipersuper*. Accessed November 20, 2022. <https://www.hipersuper.pt/2022/12/05/compras-online-sobem-da-pandemia-97-dos-portugueses-vao-manter-comportamento/>

Alpers, Silvia Eiken, Jens Christoffer Skogen, Silje Mæland, Ståle Pallesen, Åsgeir Kjetland Rabben, Linn-Heidi Lunde, and Lars Thore Fadnes. "Alcohol consumption during a pandemic lockdown period and change in alcohol consumption

related to worries and pandemic measures." *International journal of environmental research and public health* 18, no. 3 (2021): 1220.

Amanda. "Absolut Rebrand as Part of Their Global Strategy | The Branding Journal." *The Branding Journal*, November 3, 2016. <https://www.thebrandingjournal.com/2016/11/absolut-rebrand-as-part-of-their-global-strategy/>.

Amine, Abdelmajid. "Consumers' true brand loyalty: the central role of commitment." *Journal of strategic marketing* 6, no. 4 (1998): 305-319.

Andrews, Betsy. "The 14 Best Vodkas to Drink in 2022." *Liquor.com*, April 28, 2022. <https://www.liquor.com/best-vodkas-4846777>.

Animals. "Gray Wolf - Pictures, Facts, and Map." Accessed November 27, 2022. <https://kids.nationalgeographic.com/animals/mammals/facts/gray-wolf>.

Arora, Shubham. "Brand Image And Its Impact on Buying Behaviour". *Medium*. Accessed November 17, 2022 <https://medium.com/business2change/brand-image-and-its-impact-on-buying-behaviour-faa61776664>

Ashton, Kathryn, Mark A. Bellis, Alisha R. Davies, Karen Hughes, and Adam Winstock. "Do emotions related to alcohol consumption differ by alcohol type? An international cross-sectional survey of emotions associated with alcohol consumption and influence on drink choice in different settings." *BMJ open* 7, no. 10 (2017): e016089.

Aswani, Serina. "Key Trends Driving the Global Beverage Alcohol Industry in 2022 - IWSR." *IWSR*, December 16, 2021. <https://www.theiwsr.com/key-trends-driving-the-global-beverage-alcohol-industry-in-2022/>.

Awware. "Perceptual map: how-to, types and tools" *Awware*. Accessed November 14, 2022 <https://awware.co/blog/perceptual-map/>

Bacardi Limited. "Bacardi Limited The Largest Privately Held Spirits Company in the World." Accessed November 28, 2022. <https://www.bacardilimited.com/>.

Bartoníková, Anna. "Persuasive strategies in alcohol advertisements." (2016).

Bates, L. "UK consumer decision-making styles." *Journal of Marketing Management* 14, no. 1-3 (1998): 199-225.

BevAlc Insights Team, "Category on the Rise: Flavored Vodka". Bevalcinsights. Accessed November 14, 2022 <https://bevalcinsights.com/category-on-the-rise-flavored-vodka/>

Bhattacharya, Joydeep. "the Significance of Trend Analysis Marketing". *Business 2 community*. Accessed November 5, 2022 <https://www.business2community.com/marketing/the-significance-of-trend-analysis-marketing-02434394>

Blaine, Sara K., and Rajita Sinha. "Alcohol, stress, and glucocorticoids: From risk to dependence and relapse in alcohol use disorders." *Neuropharmacology* 122 (2017): 136-147.

Bland, Alecia. "The 19 Biggest Spirits Industry Trends in 2022." *Unleashed Software*, July 6, 2022. <https://www.unleashedsoftware.com/blog/the-19-biggest-spirits-industry-trends-in-2022>.

Boyle, Peter J., and E. Scott Lathrop. "The value of private label brands to US consumers: an objective and subjective assessment." *Journal of retailing and Consumer Services* 20, no. 1 (2013): 80-86.

Britannica, T. "Editors of Encyclopaedia." *Argon. Encyclopedia Britannica* (2020).

Buscape. “Melhores vodka de 2022: 16 opções com diferentes valores”. Buscape. Accessed November 20 2022 <https://www.buscape.com.br/vodka/conteudo/melhor-vodka>

Cahalan, Don, Ira H. Cisin, and Helen M. Crossley. *American drinking practices: A national survey of behavior and attitudes related to alcoholic beverages*. Social Research Group, George Washington University, 1967.

Callinan, Sarah, and Sarah MacLean. ““If I wanna get really drunk I would drink vodka”: drink choices associated with acute intoxication for young Australians.” *Drugs: Education, Prevention and Policy* 23, no. 5 (2016): 397-403.

Camilleri, Mark Anthony. "Market segmentation, targeting and positioning." In *Travel marketing, tourism economics and the airline product*, pp. 69-83. Springer, Cham, 2018.

Candan, Burcu, Sevtap Ünal, and Aysel Erciş. "Analysing the relationship between consumption values and brand loyalty of young people: A study on personal care products." *Management* 29 (2013): 46.

Capucho, Joana. “Jovens Portugueses Já Bebem Alcool Como Os Nórdicos.” DN, October 30, 2015. <https://www.dn.pt/portugal/jovens-portugueses-ja-bebem-alcool-como-os-nordicos-4862005.html>.

Conjointly. “What Is Conjoint Analysis? - Conjointly.” Accessed September 26, 2022. <https://conjointly.com/guides/what-is-conjoint-analysis/>.

Continente. Produto: Vodka Grey Goose. Accessed December 2, 2022 <https://www.continente.pt/produto/vodka-grey-goose-grey-goose-4852133.html>

Continente. Produto: Vodka Grey Goose. Accessed December 2, 2022 <https://www.continente.pt/produto/vodka-grey-goose-grey-goose-4852133.html>

Cooper, M. Lynne, Marcia Russell, and William H. George. "Coping, expectancies, and alcohol abuse: a test of social learning formulations." *Journal of abnormal psychology* 97, no. 2 (1988): 218.

Correia, Rafael. "52% dos consumidores portugueses já compram produtos sustentáveis". *Distribuíca Hoje*. Accessed November 15, 2022 <https://www.distribuicao hoje.com/consumo/52-dos-consumidores-portugueses-ja-compram-produtos-sustentaveis/>

Davies, Emma L., Richard Cooke, Larissa J. Maier, Adam R. Winstock, and Jason A. Ferris. "Where and what you drink is linked to how much you drink: an exploratory survey of alcohol use in 17 countries." *Substance Use & Misuse* 56, no. 13 (2021): 1941-1950.

DeCoster, Jamie. "Overview of factor analysis." (1998): 2017.

Diffords Guide. "Eristoff Vodka". *Diffords Guide*. Accessed November 4, 2022 <https://www.diffordsguide.com/beer-wine-spirits/1160/eristoff-vodka>

Dimarco, Lisa. "What Alcohol Gets You Drunk Fast and Tastes Good? Top 10 for 2022." *Liquor Laboratory*. Accessed November 8, 2022 <https://liquorlaboratory.com/alcohol-that-gets-you-drunk-fast-and-tastes-good/>

Dinis, Nádia. "Cerveja e Vinho São Bebidas Preferidas Dos Portugueses - Hipersuper." *Hipersuper*, January 8, 2009. <https://www.hipersuper.pt/2009/01/08/cerveja-e-vinho-sao-bebidas-preferidas-dos-portugueses/>.

Drink Ripples. "What You Need to Know: Spirits Marketing Trends in 2022 - Drink Ripples," December 18, 2021. <https://www.drinkripples.com/blog/what-you-need-to-know-spirits-marketing-trends-in-2022>.

Eristoff. “Eristoff History | Eristoff Heritage | Eristoff.” Accessed September 26, 2022. <https://www.eristoff.com/heritage/>.

Eristoff. “Eristoff Vodka,” May 2013. <https://www.diffordsguide.com/beer-wine-spirits/1160/eristoff-vodka>.

EUR-Lex. “REGULATION (EU) 2019/787 OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL of 17 April 2019”. Accessed October 10, 2022 <https://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:32019R0787>

Euromonitor. “Spirits in Portugal - Analysis”. Accessed September 15, 2022. <https://www.portal.euromonitor.com/portal/analysis/tab>

Euromonitor. “Spirits in Portugal - Analysis”. Accessed September 15, 2022. <https://www.portal.euromonitor.com/portal/analysis/tab>

Farber, Philip D., Khalil A. Khavari, and Frazier M. Douglass. "A factor analytic study of reasons for drinking: Empirical validation of positive and negative reinforcement dimensions." *Journal of Consulting and Clinical Psychology* 48, no. 6 (1980): 780.

Ferreira, Abílio. “Portugueses Bebem Tanto Vinho Como Cerveja.” *Jornal Expresso*, April 2017. <https://expresso.pt/economia/2017-04-21-Portugueses-bebem-tanto-vinho-como-serveja>.

Ferreira, Gaby. “Top 10 Melhores Vodkas (Smirnoff, Ciroc, Absolut) Para Comprar Em 2022.” *Casa Melhor*, July 13, 2021. <https://www.casamelhor.com/melhores-vodkas/>.

Garrafeira Soares. Vodka Miss Red 70 Cl. Garrafeira Soares. Accessed November 14, 2022 https://www.garrafeirasoares.pt/pt/portugal/espirtuosos/vodka-miss-red-70-cl/item_417.html?id=227&cat=238&pc=1

Garrafeira Soares. Vodka Miss Red 70 Cl. Garrafeira Soares. Accessed November 14, 2022 https://www.garrafeirasoares.pt/pt/portugal/espirtuosos/vodka-miss-red-70-cl/item_417.html?id=227&cat=238&pc=1

Gerstner, Eitan. "Do higher prices signal higher quality?." *Journal of marketing research* 22, no. 2 (1985): 209-215.

Ghebreyesus, Tedros Adhanom. "Addressing mental health needs: an integral part of COVID-19 response." *World psychiatry* 19, no. 2 (2020): 129.

Gigauri, Iza. "Perceptual Mapping as a Marketing Research tool for Brand Positioning". Research Gate. Accessed November 15, 2022 https://www.researchgate.net/profile/Iza-Gigauri/publication/334089201_Perceptual_Mapping_as_a_Marketing_Research_Tool_for_Brand_Positioning/links/5eb96e55299bf1287f7d49d9/Perceptual-Mapping-as-a-Marketing-Research-Tool-for-Brand-Positioning.pdf

Gilman, Rich, Jeffrey S. Ashby, Dina Sverko, Dan Florell, and Kristen Varjas. "The relationship between perfectionism and multidimensional life satisfaction among Croatian and American youth." *Personality and individual differences* 39, no. 1 (2005): 155-166.

Góis, Anabela. "Jovens Portugueses Bebem Mais Bebidas Destiladas e Mais Cedo Do Que Os Europeus - Renascença." *Rádio Renascença*, November 12, 2020. <https://rr.sapo.pt/noticia/pais/2020/11/12/jovens-portugueses-bebem-mais-bebidas-destiladas-e-mais-cedo-do-que-os-europeus/214530/>.

Grant, Amber. "A Thesis on Aspects of Perceptions of Alcohol Advertisements and Marketing Appeal: Empirical Analyses of Young Adults in the US and Uganda." (2021).

Grupo Marktest. "Sabe quantos portugueses bebem Vodka". Marktest. Accessed November 16, 2022 <https://www.marktest.com/wap/a/n/id~11cb.aspx>

Guttman, Ben. "Explaining the Five Dimensions of Brand Personality". Medium. Accessed November 16, 2022 <https://medium.com/digital-natives/explaining-the-five-dimensions-of-brand-personality-a22cd04c43e2>

Hampson, Daniel P., and Peter J. McGoldrick. "Antecedents of consumer price consciousness in a turbulent economy." *International Journal of Consumer Studies* 41, no. 4 (2017): 404-414.

Hoops, Sean B., "Socialization with Alcohol or Alcohol as Socialization: An Actor-Network Theory Approach to Understanding College Student Alcohol Use" (2012). Sociology Honors Projects. Paper 35. http://digitalcommons.macalester.edu/soci_honors/35

Hopf, Christel. "Qualitative interviews: An overview." *A companion to qualitative research* 203, no. 8 (2004).

<https://www.who.int/news-room/fact-sheets/detail/alcohol>.

Huddleston, Nigel. "How vodka is finding new fans – analysis. Drinks Retailing. Accessed November 15, 2022 https://drinksretailingnews.co.uk/news/fullstory.php/aid/20689/How_vodka_is_finding_new_fans_-_analysis.html

Indeed Editorial Team. "Perceptual Mapping: Types, Benefits and How to Create a Map". Indeed. Accessed November 16, December <https://www.indeed.com/career-advice/career-development/perceptual-mapping>

Jackson, Kristina M., Jennifer E. Merrill, Angela K. Stevens, Kerri L. Hayes, and Helene R. White. "Changes in alcohol use and drinking context due to the COVID-19

pandemic: a multimethod study of college student drinkers." *Alcoholism: clinical and experimental research* 45, no. 4 (2021): 752-764.

Johnson, Richard C., Sylvia Y. Schwitters, James R. Wilson, Craig T. Nagoshi, and Gerald E. McClearn. "A cross-ethnic comparison of reasons given for using alcohol, not using alcohol or ceasing to use alcohol." *Journal of Studies on Alcohol* 46, no. 4 (1985): 283-288.

Jose, Begona San, Hans AM Van Oers, H. Dike Van De Mheen, Henk FL Garretsen, and Johan P. Mackenbach. "Stressors and alcohol consumption." *Alcohol and alcoholism* 35, no. 3 (2000): 307-312.

Kaplan, Andrew. "Vodka Trends in 2022" Beverage Dynamics. Accessed November 17, 2022 <https://beveragedynamics.com/2022/06/12/vodka-trends-in-2022/>

Kilian, Carolin, Jürgen Rehm, Peter Allebeck, Fleur Braddick, Antoni Gual, Miroslav Barták, Kim Bloomfield et al. "Alcohol consumption during the COVID-19 pandemic in Europe: a large-scale cross-sectional study in 21 countries." *Addiction* 116, no. 12 (2021): 3369-3380.

Koschate-Fischer, Nicole, Wayne D. Hoyer, Nicola E. Stokburger-Sauer, and Jan Engling. "Do life events always lead to change in purchase? The mediating role of change in consumer innovativeness, the variety seeking tendency, and price consciousness." *Journal of the Academy of Marketing Science* 46, no. 3 (2018): 516-536.

Kuntsche, Emmanuel, Ronald Knibbe, Gerhard Gmel, and Rutger Engels. "Why do young people drink? A review of drinking motives." *Clinical psychology review* 25, no. 7 (2005): 841-861.

Lafley, A. G., and Roger L. Martin. "Customer loyalty is overrated." *Harvard Business Review* 95, no. 1 (2017): 45-54.

Lischer, Brian. "The Psychology of Brand Personality." Ignyte, July 21, 2021. <https://www.ignitebrands.com/the-psychology-of-brand-personality/>.

Lysonski, Steven, and Srinivas Durvasula. "Consumer decision making styles in retailing: evolution of mindsets and psychological impacts." *Journal of Consumer Marketing* 30, no. 1 (2013): 75-87.

Mancall-Bitel, Nicholas. "In Defense of Flavored Vodka". Thrillist. Accessed November 16, 2022 <https://www.thrillist.com/spirits/vodka/flavored-vodka-best>

Marktest. "Portugueses dizem comprar produtos nacionais sempre que podem". Accessed October 24, 2022. <https://www.marktest.com/wap/a/n/id~26de.aspx>

MaRS Startup Toolkit. "Product Value Proposition: Functional, Self-Expressive & Emotional Benefits | Entrepreneur's Toolkit – MaRS." Accessed September 28, 2022. <https://learn.marsdd.com/article/elements-of-a-products-value-proposition-functional-self-expressive-and-emotional-benefits/>.

Marshall, Alfred. "Principles of economics: unabridged eighth edition" Cosimo, Inc., 2009.

McLeod, Dr. Saul. "Likert Scale Definition, Examples and Analysis". Simplypsychology. Accessed November 13, 2022 <https://www.simplypsychology.org/likert-scale.html>

Meios & Publicidade. "Estudo: O Que Os Portugueses Esperam Dos Supermercados - Meios & Publicidade," December 14, 2017. <https://www.meiosepublicidade.pt/2017/12/estudo-os-portugueses-esperam-dos-supermercados/>.

Meios & Publicidade. "Estudo: O Que Realmente Influencia o Momento de Compra Dos Portugueses? - Meios & Publicidade," July 26, 2016.

<https://www.meiosepublicidade.pt/2016/07/estudo-o-que-realmente-influencia-o-momento-de-compra-dos-portugueses/>.

Moura, Francisco T. "Brand Personality: Understanding Aaker's 5 Dimension Model - LiveInnovation.Org." LiveInnovation.org, January 2, 2021. <https://liveinnovation.org/brand-personality-understanding-aakers-5-dimension-model/>.

Mulford, Harold A., and Donald E. Miller. "Drinking in Iowa. III. A scale of definitions of alcohol related to drinking behavior." *Quarterly Journal of Studies on Alcohol* 21, no. 2 (1960): 267-278.

Newman, Joseph W., and Richard Staelin. "Prepurchase information seeking for new cars and major household appliances." *Journal of Marketing Research* 9, no. 3 (1972): 249-257.

Noel, Jonathan K., Cara J. Sammartino, and Samantha R. Rosenthal. "Exposure to digital alcohol marketing and alcohol use: A systematic review." *Journal of Studies on Alcohol and Drugs, Supplement* s19 (2020): 57-67.

OECD iLibrary. "Preventing Harmful Alcohol Use". Accessed November 29, 2022. <https://www.oecdilibrary.org/sites/f98f97b1en/index.html?itemId=%2Fcontent%2Fcomponent%2Ff98f97b1-en#section-d1e6870>.

Open Influence Inc. "Alcohol and Spirits Influencer Marketing - Open Influence Inc." Accessed September 14, 2022. <https://openinfluence.com/alcohol-spirits-influencer-marketing/>.

Orlando, Jose. "Super Bock or Sagres? A Guide to Portugal Beer – Portugalist." Portugalist, October 10, 2017. <https://www.portugalist.com/portuguese-beer/>.

Pacheco, Filipe. "Jovens Com Consumo de Vodka Quatro Vezes Superior à Média Nacional - Hipersuper." Hipersuper, June 26, 2019. <https://www.hipersuper.pt/2019/06/26/jovens-consumo-vodka-quatro-vezes-superior-media-nacional/>.

Pacheco, Filipe. "Portugueses Valorizam Mais Preço e Marca No Momento de Compra - Hipersuper." Hipersuper, January 25, 2019. <https://www.hipersuper.pt/2019/01/25/portugueses-valorizam-preco-marca-no-momento-compra/>.

Panzone, Luca A. "Why are discounted prices presented with full prices? The role of external price information on consumers' likelihood to purchase." *Food quality and preference* 31 (2014): 69-80.

Papanagiotou, P., I. Tzimitra-Kalogianni, and K. Melfou. "Consumers' expected quality and intention to purchase high quality pork meat." *Meat science* 93, no. 3 (2013): 449-454.

Park, Young A., and Ulrike Gretzel. "Investigating the effects of product type on online decision-making styles." In *ENTER*, pp. 509-520. 2008.

Parsons, Russell. "Smirnoff 'Most powerful' alcohol brand." *Marketing Week*. Accessed November 16, 2022 <https://www.marketingweek.com/smirnoff-most-powerful-alcohol-brand/>

Partnership Staff. "Teen Drinkers Often Intend to Get Drunk, Survey Finds. Drugfree. Accessed November 20, 2022 <https://drugfree.org/drug-and-alcohol-news/teen-drinkers-often-intend-to-get-drunk-survey-finds/>

Pivcevic, Andrej. "How to Build The Best-Fit Conjoint Analysis In / Simple Steps". *Economalytics*. Accessed November 14, 2022. <http://economalytics.com/how-to-build-the-best-fit-conjoint-analysis-in-7-simple-steps/>

Popova, Svetlana, Jürgen Rehm, Jayadeep Patra, and Witold Zatonski. "Comparing alcohol consumption in central and eastern Europe to other European countries." *Alcohol & alcoholism* 42, no. 5 (2007): 465-473.

Prentice, Catherine, and Nikolai Handsjuk. "Insights into Vodka consumer attitude and purchasing behaviors." *Journal of retailing and consumer services* 32 (2016): 7-14.

Purves, Richard I., Martine Stead, and Douglas Eadie. "'I Wouldn't be friends with someone if they were liking too much rubbish': A qualitative study of alcohol brands, youth identity and social media." *International journal of environmental research and public health* 15, no. 2 (2018): 349.

Queiró, André, Daniel Faria, and Fernando Almeida. "Strengths and Limitations of qualitative and quantitative research methods" *European Journal of Education Studies* 3, no. 9 (2017) <https://doi.org/10.5281/zenodo.887089>. Quora. Accessed November 17. <https://www.quora.com/>

QuestionPro. "How to Trend Analysis is Vital for Efficient Market Research". Questionpro. Accessed November 16, 2022 <https://www.questionpro.com/blog/trend-analysis-vital-efficient-market-research/>

Quora. 2017. "Em Portugal, qual é a melhor, Sagres ou Superbock?" Accessed November 12, 2022. <https://pt.quora.com/Em-Portugal-qual-%C3%A9-a-melhor-Sagres-ou-Superbock>

Reading: Elements of Brand | Principles of Marketing. "Reading: Elements of Brand | Principles of Marketing." Accessed November 27, 2022. <https://courses.lumenlearning.com/clinton-marketing/chapter/reading-elements-of-brand/>.

Rettie, Ruth, and Carol Brewer. "The verbal and visual components of package design." *Journal of product & brand management* (2000).

Return.co "How to use online & mobile to influence: Alcohol Purchasing Decisions" Accessed 23 September Return.co "How to use online & mobile to influence: Alcohol Purchasing Decisions" Accessed September 23, 2022. <https://cdn2.hubspot.net/hubfs/729317/Whitepaper-Campaigns-2018/Alcohol%20Purchasing%20Decisions/How%20to%20use%20Online%20&%20Mobile%20to%20Influence%20Alcohol%20Purchasing%20Decisions%20-%20Return.co.pdf>

Rezaei, Sajad. "Segmenting consumer decision-making styles (CDMS) toward marketing practice: A partial least squares (PLS) path modeling approach." *Journal of Retailing and Consumer Services* 22 (2015): 1-15.

Ritchie, Hannah, and Max Roser. "Alcohol consumption." *Our world in data* (2018).

Rodrigues, Carina. "As Marcas de Vinho Preferidas Dos Portugueses - Grande Consumo." Grande Consumo. Accessed July 9, 2020. <https://grandeconsumo.com/as-marcas-de-vinho-preferidas-dos-portugueses/>.

Seetharaman, P. B., and Pradeep Chintagunta. "A model of inertia and variety-seeking with marketing variables." *International Journal of Research in Marketing* 15, no. 1 (1998): 1-17.

Shapiro, Carl. "Premiums for high quality products as returns to reputations." *The quarterly journal of economics* 98, no. 4 (1983): 659-679.

Silva, Ana Patricia, Gerry Jager, Hannelize Van Zyl, Hans-Peter Voss, Manuela Pintado, Tim Hogg, and Cees De Graaf. "Cheers, proost, saúde: Cultural, contextual and psychological factors of wine and beer consumption in Portugal and in the Netherlands." *Critical reviews in food science and nutrition* 57, no. 7 (2017): 1340-1349.

Silva, Miguel. "Portugueses Consomem Anualmente 12 Litros de Álcool, Segundo OCDE." *Observador*, October 11, 2022. <https://observador.pt/2021/05/19/portugueses-consomem-anualmente-12-litros-de-alcool-segundo-ocde/>.

Silva, Nuno M. "Portugal Entre Os 10 Maiores Países Produtores de Vinho | Clube de Vinhos Portugueses." *Clube de Vinhos Portugueses*, December 4, 2018. <https://www.clubevinhosportugueses.pt/vinhos/portugal-entre-os-10-maiores-paises-produtores-de-vinho/>.

Simonson, Itamar. Huber, Joel. Payne, John. "The Relationship between Prior Brand Knowledge and Information Acquisition Order". Jstor. Accessed November 18, 2022 <https://www.jstor.org/stable/2489161>

Sinha, Indrajit, and Rajeev Batra. "The effect of consumer price consciousness on private label purchase." *International journal of research in marketing* 16, no. 3 (1999): 237-251.

Sprotles, George B., and Elizabeth L. Kendall. "A methodology for profiling consumers' decision-making styles." *Journal of Consumer Affairs* 20, no. 2 (1986): 267-279.

Sprotles, George B., and Elizabeth L. Kendall. "A methodology for profiling consumers' decision-making styles." *Journal of Consumer Affairs* 20, no. 2 (1986): 267-279.

Statistics Solutions. N.D. "Conduct and Interpret a Factor Analysis - Statistics Solutions." Accessed October 9, 2022. <https://www.statisticssolutions.com/free-resources/directory-of-statistical-analyses/factor-analysis-2/>

Taylor Fladgate Port. "Taylor Fladgate Port - Since 1692 Making the Finest Port Wine." Accessed November 28, 2022. <https://www.taylor.pt/us>.

Tecno Alimentar. "Portugeses valorizam mais preço e marca no momento da compra". Tecno Alimentar. Accessed November 5, 2022 <http://www.tecnoalimentar.pt/noticias/portugueses-valorizam-mais-preco-e-marca-no-momento-da-compra/>

Trangenstein, Pamela J., Naomi Greene, Raimee H. Eck, Adam J. Milam, C. Debra Furr-Holden, and David H. Jernigan. "Alcohol advertising and violence." *American journal of preventive medicine* 58, no. 3 (2020): 343-351.

Van der Vorst, Haske, Engels, Rutger, C., Meeus, Wim, Deković, Maja, & Van Leeuwe, Jan. (2005). The role of alcohol-specific socialization in adolescents' drinking behaviour. *Addiction (Abingdon, England)*, 100(10), 1464–1476. <https://doi.org/10.1111/j.1360-0443.2005.01193.x>

Visuable Personal Branding Agency in London | New York | California | Toronto. "Brand Personality: What Is It? Do I Need It?," July 14, 2018. <https://visuable.co/blog-visuable/brand-personality-what-is-it-do-i-need-it>.

Vuik, Sabine, and Jane Cheatley. "Trends and patterns in alcohol consumption." (2021).

Wakefield, Kirk L., and J. Jeffrey Inman. "Situational price sensitivity: the role of consumption occasion, social context and income." *Journal of Retailing* 79, no. 4 (2003): 199-212.

Wall, Shelby. "Alcohol Consumption by Generation | Gen Z, Millennials & Baby Boomers." Pace Recovery Center, January 22, 2021. <https://www.pacerecoverycenter.com/alcohol-consumption-by-generation/>.

Wesley, Scarlett, Melody LeHew, and Arch G. Woodside. "Consumer decision-making styles and mall shopping behavior: Building theory using exploratory data analysis and the comparative method." *Journal of Business Research* 59, no. 5 (2006): 535-548.

William, Kate. "Perceptual Map 101: Definition, Examples, and How To Make One". Survey Sparrow. Accessed November 15, 2022, <https://surveysparrow.com/blog/perceptual-map/>

Williams, Abigail. "All You Need to Know About Brand Image". *The Branding Journal*. Accessed November 20, 2022 <https://www.thebrandingjournal.com/2021/03/brand-image/>

Wiśniewska, Paulina, Magdalena Śliwińska, Tomasz Dymerski, Waldemar Wardencki, and Jacek Namieśnik. "The analysis of vodka: a review paper." *Food Analytical Methods* 8, no. 8 (2015): 2000-2010.

World Health Organization. "Alcohol.". Accessed November 30, 2022.

World Health Organization. *Mental health and psychosocial considerations during the COVID-19 outbreak, 18 March 2020*. No. WHO/2019-nCoV/MentalHealth/2020.1. World Health Organization, 2020.

Wright, Steve. "Trends in global spirits production." *Brewer & Distiller International September* (2011): 25-27.

Yim, Chi Kin, and P. K. Kannan. "Consumer behavioral loyalty." *Journal of business research* 44, no. 2 (1999): 75-92.

Yoon, Kanghyun, and Thanh V. Tran. "Revisiting the relationship between consumer loyalty and price sensitivity: the moderating role of deal-proneness." *Journal of Marketing Theory and Practice* 19, no. 3 (2011): 293-306.

Appendix

1. Preliminary Interviews

- Questions

Professional Experience	<p>Can you tell me about your professional experience?</p> <ul style="list-style-type: none"> - Years of Experience - Role
Descriptors for the research	<p>Do you think the following descriptors are useful in describing the consumers?</p> <ul style="list-style-type: none"> - Gender - Age - Education - Household income <p>Is there any you would also use to assess them?</p>
Market Perceptions	<p>From your experience, tell us a bit more about the alcohol market, and if possible, the vodka market? How do you think consumers perceive the different alcohol brands: Eristoff, Absolut, Grey Goose, Misss, Smirnoff?</p>
Attributes	<p>According to your experience on the topic and in the field, what do you consider the most important attribute that users evaluate when drinking vodka?</p>

Table 1 Interview Questions - Market Experts

Demographics	<ul style="list-style-type: none"> - Gender - Age - Education - Employment situation - Household income
Motivations	<p>Why do you consume vodka? And in which situations?</p>
Market Perceptions	<p>Tell us a bit about the vodka market? Do you know these brands: Eristoff, Absolut, Cîroc, Grey Goose, Misss, Smirnoff?</p>
Attributes	<p>What characteristics you value the most about when buying your favorite vodka?</p>

Table 2 Interview Questions – Consumers