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Impact of wine labels change on consumer preferences - The case of Fiuza & Bright

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Abstract

The purpose of this thesis is to understand if the change on the labels of a specific winery Fiuza & Bright has a positive impact on consumer preferences. A survey was conducted in order to evaluate if the consumer prefers the new labels, when comparing with the previous ones. Consumer preferences and the features that can influence consumer-purchasing decisions were also evaluated. There were 447 surveys considered valid and findings indicate that almost 50% of the interviewed still prefer the previous labels, when comparing with the redesigned ones. Despite that, the new labels were considered to be more attractive, more in line with the winery's history and the whole wine range is more uniform with the new design. Another positive conclusion is that almost none of the interviewed individuals will decrease their consumption of Fiuza wines because of the new labels, which gives the winery leverage concerning this matter.

Keywords: Consumer preferences, Redesigning Wine Labels, Fiuza & Bright.

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1. Introduction

Fiuza & Bright (Fiuza) started as a partnership, in 1985, between the Fiuza family – a family of long tradition in viticulture –, and the internationally renowned Australian oenologist Peter Bright. With its offices located in Almeirim, with around 100 hectares of vineyards, Fiuza is one of the main players in the wine market from the Tejo region, and on the last decade it has increased its presence in the Portuguese wine market and also on the international market. Its main goal is to be the most recognized brand of the Tejo region and to be considered one of the most emblematic wineries from Portugal.

In a competitive market such as the wine market, there is an increasing effort from wineries to generate an attractive product – that can be perceived as an image of quality – to wine consumers. Comparing with other products, the decision of which wine to purchase is much more complex (*Lockin, 2001*), because consumers often make their choices among a large number of alternatives in a very short time (*Britton, 1992*). In addition, most consumers will consider the packaging as a direct reflection of the quality of the product (*Chaney 2000, Jennings and wood 1994*)

Therefore, understanding and investigating subjects such as how consumers choose wine, how the attributes of wine packaging can be important for them, or knowing the main sources that consumers seek when purchasing a bottle of wine, are crucial to understanding how to achieve success in the wineries business. (*Jennings and Wood (1994)*)

Rocchi and Stefani (2005) suggest the shape of the bottle and the design of the label should attract the attention of the potential purchaser, distinguishing a specific wine bottle from the ones of several competitors. This research focused on the importance that wine labels have on purchasing decisions of wine consumers.

Due to the labels importance, redesigning them became very common among wineries during the last years, in order to fit consumers preferences. In order to achieve this, it is important that wineries understand these consumer preferences, and that they should change their labels to ones that can adjust to what consumers are looking for. *(Stephen and Simone 2003)*

Many concepts such as self-confidence, involvement or wine knowledge influence all the consumer purchasing decisions, bringing complexity to the wineries process of understanding these decisions. *(Barber, Almanza and Donovan 2006)*

Finally, it is also important for wineries to understand the caution that they should have in handling the transition process with their current costumers. Steps like explaining the customers why companies upgrade and making them part of that change are crucial to keeping the existing costumers. *(Collin Boylett 2013)*

2. Literature review:

2.1 Definition and general characteristics of the wine market

Mainly due to globalization, the wine market is becoming increasingly competitive. In recent years there have been 3 driving forces that lead to stronger competition in the wine industry: worldwide over-supply of grapes and incumbent pricing pressures, due to favourable weather conditions and consequent increase in plantings, and “low price/high quality” product strategies being applied by many wine companies; increased consolidation at producer, distributor and retailing sectors, since as wineries grow their business, their tendency is to merge with other companies to obtain a stronger position in the market; and shifting consumer behaviour patterns, which may affect the business of wineries if they do not adjust their strategy (*Castaldi, Cholette et Hussain, 2006*) These factors are the greatest influencers of the increasing competition in the wine market.

2.2 Decision making Process

In marketing theory (*Spawton, 1991*) a product is defined as a collection of benefits that satisfy a consumer’s requirement. Wine is no exception. Product packaging for wine consists in a number of interrelated components such as the bottle shape, color, the type of closure (cork, technical composite or screw top), the grape, the winemaker’s skills and label presentation (design, information provided, logo).(*Jennings and Wood, 1994; Barber, Almanza, Donovan 2006*)

As for other products, marketing has proven to be an important technique for wine over the years, as the acknowledged wine critic *Jerry D. Mead*, said that “60 percent of wine sales are based on that ever-elusive air around the bottle”. In fact Mead was referring to the importance wine packaging has over the consumer’s purchasing

decision (*Sawyer 2006*).

Despite the use of marketing tools such as Product, Pricing and Promotion, wine has a unique constraint that sets it apart from the other products, because the quality of the wine itself cannot be assessed until after it has been consumed (*Lockshin 2001*). Quality characteristics of wine such as the taste and the aroma can only be determined after it has been consumed (*Barber and Almanza 2006*). Usually, for other type of products, supermarkets have no more than 10 brands, while as for wines, there is a much larger number of brand options. (*Locksin and John Hall 2003*). As an example, Costco, one of the largest retailers in the USA, has more than 100 wines in its stock (www.costco.com). Considering products other than wine, a consumer can usually choose between 3 or 4 different varieties, while in the wine options, the consumer can have more than 200 wines on the shelf to choose from. (*Locksin and John Hall 2003*)

The result is the fact that consumers face more complex decisions regarding wine than for most of other products (*Barber, Almanza and Donovan 2006*), which grants an unquestionable influence concerning the different characteristics a consumer has to consider when choosing the wine (*Lockshin 2001; Jennings & Wood, 1994*)

If we can understand how consumers choose wine, then we have a much better framework to decide pricing, packaging, distribution, advertising, and merchandising strategies. (*Lockshin 2001*)

Knowing the consumer's preferences for packaging design and other types of informational content, will help a winery designing a suitable and appealing label. (*McGinty 2010*)

Cornerstones for consumer purchasing behavior in wine

There are three aspects that are connected and extensively mentioned in literature concerning this subject – and are therefore considered as being essential to

understand how people choose the wine: Involvement, Self-confidence and Consumer Knowledge (information):

i. Involvement:

The decision to purchase is directly related to the concept of involvement and it is important when consumer behavior is to be understood. Involvement relates to the consumer's perceived importance or relevance for a product, based on its needs, values and interests. (*Yuan et al. 2005, Lockshin 2003*). Thus, "involvement is a goal oriented and emotional state of interest, enthusiasm and excitement consumers exhibit towards a product category, which ultimately influences purchase or consumption of the product."

Therefore, evaluating the consumer's level of involvement and wine knowledge, as well as its relation to purchasing decisions, can be an important factor when determining the consumer's wine purchasing process (*Lockshin and Hall, 2003*)

The more involved wine consumers are, the more they tend to base their purchasing decisions on information and knowledge-based attributes, and the less they tend to rely on the aesthetic details of the label (*Barber, Dodd & Chiselli 2008*). Uninformed and inexperienced wine consumers often look to the packaging of a wine to help them make their purchasing decision (*Maddox 2012*) These consumers usually prefer to seek information by reading the labels, instead of seeking guidance through special wine journals or wine magazines. Therefore, the level of involvement is essential when designing a marketing campaign and, attached to this, the way we design the labels. (*Chaney, 2000; Jennings and Wood, 1994; Thomas and Pickering, 2003*).

ii. Consumer knowledge - Information

Information is known to influence consumer purchasing behavior in the way it is presented and by the way it is perceived or processed. While information is used to

increase knowledge and to reduce risk or minimize uncertainty, access to quality and meaningful information is varied (*Barber and Almanza 2006*). As it is not possible to assess the quality of the wine before opening the bottle, wine consumers, especially those who are young and less informed about wine, rely heavily on the advices of wine critics, family, friends, and retail sales associates (*Chaney, 2000*) Moreover, the decision of which wine to purchase is a complex experience when compared to other products, because wine consumers' use of a wider variety of information sources and their prior knowledge and usage experience of wine (*Lockshin, 2003*).

When defining consumer knowledge, we can divide it into objective knowledge – in which a consumer actually knows and becomes more skilled through usage experience and sources of information – and subjective knowledge – which is based on the consumers' self-perceived knowledge and self-confidence (*Dodd et al., 2005; Thomas & pickering, 2003*).

iii. *Self-confidence:*

Due to the fact that consumers may not be fully knowledgeable about the wide variety of wine products, self-confidence plays a key role in the wine buying behavior, because consumers with low levels of self-confidence are extremely intimidated and often doubt their ability to choose the appropriate wine for a particular occasion, due to fear of social rejection if the “wrong” type is selected. (*Barber almanza 2006*) In fact, consumers that have a high self-confidence are usually less worried about the negative consequences of making a “wrong” selection, despite not knowing much about wine. On the other hand, if consumers show to have a low self-confidence level concerning wine selection, they will increase their information-seeking behavior in order to reduce the associated risks of their choice (*Olsen , 2003*)

Mitchel (2008) indicate that, regardless the socioeconomic status, the top three components of perceived risk are: the taste of a wine, the way it complements a meal, and the approval of family and friends. *According to Hall et al. (2000)*, there are significant differences between men and women concerning the influence of self-image and social factors – such as the need to impress others and the importance that is placed on other's opinions.

A bottle of wine does not fit all the expectations of all consumers

Researchers such as Yuan, defend that it is impossible that a bottle of wine can fulfil all the expectations that all the consumers are looking for. This fits in the marketing theory, particularly because consumers have different needs and preferences, and it is rarely possible to satisfy all of them by offering the same product. (*Yuan et al. 2005*)

In order to satisfy and understand consumers with different needs, it is necessary to segment them in internal homogeneous categories that are likely to use or buy similar products or services, and react the same way to marketing campaigns (*Zikmund, 1999*).

Different authors have been using different types of segmentation using variables such as demographics, behavior attitudes, needs or benefits (*Wyner, 1995*). Due to the relevance of this issue, this study will focus on two different segmentations that are often found on wine business literature: generational segmentation and segmentation by wine knowledge.

In terms of generational segmentation, consumer industries usually segment by four generations: 1 – Traditionals born between 1900 and 1945; 2- Baby boomers born between 1946 and 1964; 3 – Generation X born between 1965 and 1976; and finally 4 – Millenials or generation Y born between 1977 and 2000 (*Lancaster and Stillman,*

2002). It is important to separate them into these groups because the characteristics of each generation are different, therefore, the way wineries should focus and target them has to be different. “Baby-boomers” is known to be the largest population of wine consumers (Wilson, 2012). That is why today most wineries focus on “Generation X” and “Baby boomers” .However, “Millennial” consumers also have to be taken into consideration, because they represent the future consumers, representing more than 80 million individuals and a huge purchasing power (Wilson, 2012).

For example, the “Millennial generation” is internet-proficient, which means they tend to search the internet for information, ask a relative/friend, or other information sources (Neuborne 1999). Other characteristics are also important such as the tendency to be brand conscious and financially savvy. In a market research, Wilson sustains that fair prices linked with an innovative design and consistent quality are wanted by consumers’ groups (Wilson 2012)

Other way of segmenting wine consumers is the segmentation that *Hall and Mitchell (2008)* used, dividing consumers in four different wine knowledge levels: the wine novice, the wine interested, the wine lover and the wine connoisseur. The “wine novice” has had almost no contact of wine during his life and is just starting to experiment and taste different varieties. The “wine interested” is someone who drinks wine occasionally and is starting to become more curious about the product. The “wine lover” usually consumes a considerable amount of wine and is very interested in learning more about the product; he/she knows a lot about wine but not enough to be called an expert. The “wine connoisseur”, is someone who almost always consumes wine and has an advanced knowledge about it, besides regularly reading and keeping track of the new tendencies of the market; he/she easily assesses and evaluates the wine presented.

Batt and Dean (2000) noted that for a new generation of consumers, the packaging is as important as the product. They also found that modern, innovative and distinctive labels were more attractive to the younger market in contrast to the older market, which preferred more traditional styles of packaging (*Barber, Almanza Donovan 2006*)

It is critical for producers to understand the way the labels on the bottles can influence buying behavior, especially for young consumers. Despite young consumers still account for only a small portion of total consumers, they represent the future consumers for wine producers. (*Lunardo, Guerinot 2007*)

2.3 Labels on the Decision Making Process

Consumers use a variety of information sources and their prior knowledge and usage experience in order to do the best options (*Dodd 2005 Lockshin, 2003*). As consumers “buy with their eyes”, and front labels are the first line of communication between the producers and the consumers, it is extremely important that the characteristics presented on the label are visually attractive and stand out on the retail shelf. (*Chaney, 200; Jenning and wood, 1994; Olsen 2003*) It can be said that the first taste is almost always “with the eye”, as wine packaging plays an important role in influencing consumer perception and subsequent acceptance (*Imram, 1999*) The focus on the labeling is very common among wineries, and redesigning their labels is very common between them. For example, based in a packaging-survey distributed in 234 wineries across Canada and United States, Fisher (2010) concluded that 15 percent of wineries redesigned their label every year, 13 percent every two years, and 42 percent every four years or more.

So that the wineries’ marketing managers achieve long-term success in the market, it is important that wineries adapt their labels to consumers preferences and

characteristics (*Barber, Almanza, Donovan 2006*), because, for a new generation of consumers, the packaging is as important as the product (*Batt and Dean 2000*).

Key Success Factors to have the perfect labels

Being a label the consumers' first contact with the wine, it is tremendously important that it portrays what the winery wishes it could say about the wine (*Curlewis 2011*). A wine label can convey an “aura” or “feeling” about the wine, which infers added caution to the design process, in order to create a label that transmits the “right feeling” to consumers (*Maddox 2012*). *Haallberg and Woloshun (2007)* defend that it is possible to create a label that makes the wine taste better. Indeed, wine producers often present on the labels of their product information they think is important, giving little concern to the needs and preferences of the consumer (*Spawton, 1991; Thomas & picketing, 2003*)

Being the first contact in the communication with the consumer, it is also very important that the characteristics displayed on the label are visually attractive and meet certain basic standards, in order to stand out from the large number of competing bottles available on the retail shelf (*Lunardo & Guerinnet 2007*) It is important that wineries understand the current trends in consumer preferences and which redesigned elements have boosted the sales or brand recognition for other companies. Investigating consumer's perception of wine labels that have been significantly altered will provide valuable information for the wine industry, because it helps wineries to focus on the most important features of a wine label. (*Maddox 2012*)

Wineries often try to focus on too many segments of consumers, and by trying to bring a lot of expectation and experience to just one bottle, they link the wrong feeling to the consumer, because wine is much related to relaxation, social interaction and hospitality (*Yuan et al. 2005*)

Changing labels without losing current costumers

Redesigning labels is a difficult decision and a large investment for wineries, but that can refresh their business and help it attract new customers, although, according to Collin Boylett, this process can be less beneficial for the existing costumers. (*Collin Boylett 2013*). In order to maintain the existing costumers that are already used to the old brand image, companies should follow recommended specific steps: 1 - Including current clients in the changing process: it is important to increase benefits to the costumers and incorporate costumers so that they can feel cherished; 2 - Making the change personal: reaching the costumers through personal contact, online communications, or other ways to connect with the costumers; 3 - Explaining the transition: taking time to share the transition with the costumers, especially those that the company particularly looks forward to working with in the future; 4 – Follow-up after rebranding; 5 - Living up to the customers' prior experiences: it is important to continue offering great services or products so that the customer can feel that, despite the new branding, the business values remain the same.

3. Methodology

The dissertation consists in a descriptive study of how consumers choose wine and which relevance wine labels have on their final choice. Moreover, this study focused in evaluating if Fiuza's new labels have improved in terms of consumer preferences from the last ones. It also seeks to understand the different perceptions consumers have between different generations and to evaluate these perceptions when there are different levels of wine knowledge and involvement. The characteristics of the labels and the process of change, namely how the winery involves its current consumers on the process of change, were also evaluated.

Procedures for Data Collection

3.1 Secondary Data

In order to gain valuable insights and lay the foundation for conducting primary data analysis (*Malhotra, 1996*) two main fonts of secondary data were used: Prime Drinks – Fiuza & Bright qualitative research work project about Fiuza's new labels – and *Ali Maddox* work about redesigned wine labels and consumer preferences. Working together with Fiuza, Prime Drinks developed a qualitative study to understand which were the more suited patterns of features to have on the labels, which labels were more adjusted to what consumers are looking for, and what the winery wants to convey to them. The new labels were created based on this information and this research will try to confirm some conclusions from that work. While setting up the survey, some insights from the survey that *Ali Maddox* did on “*Redesigned wine labels and consumer preferences*” were also used.

3.2 Primary data - what was expected to be found on the survey and how was the study conducted?

An online survey of 39 questions was created on “Survey Monkey” and distributed through Facebook and email, and had as main objective to understand the impact of the new labels on consumer preferences regarding Fiuza wines. It was also used to obtain consumer demographics, determine consumer preferences of wine labels, and to gain further insight into how consumers make wine purchasing (*Maddox 2012*)

A 7-point Likert-type agree-disagree scale was used. This scale has shown to have good reliability and validity, besides several advantages: it is easy to construct and administer, and interviewed individuals immediately understand how to use the scale, making it suitable for electronic interviews (internet survey questionnaires). The major disadvantage of the Likert scale is that it demands a longer time to complete the survey than other itemized rating scales, because the interviewed individuals have to read each statement, regardless the size. (*Malhotra 2009*) To try to minimize this disadvantage, the number of words was reduced for the least possible, without losing the point of the question. It was also used dichotomous questions – because it was decided that for some specific question there should only be two possible answers.

The first three questions were made in order to select the interviewed individuals that were relevant to this study. Therefore the following were automatically excluded from the questionnaire: individuals aged less than 18-years-old, individuals that were not leaving in Portugal for more than one year; and individuals that did not consume wine more than once per month. On the fourth question it was asked to the interviewees if they are responsible for the wine that they consume. However, in this question, people that said they were not responsible for buying the wine were not excluded from the questionnaire, because it was assumed that they can influence the person who usually buys the wine that is consumed. The next group of questions (6, 7 and 8) focused on

wine purchases and consumptions. First the interviewee was asked the average amount of wine he/she consumed per month, followed by the question asking the average number of bottles of wine purchased per month. Next, it was asked what the price range usually paid for a bottle was. This is important for a better understanding of the interviewee's wine purchasing behavior and consumption of wine.

The next two questions on the survey focused on measuring the differences between the subjective knowledge and objective knowledge of the interviewed. Using the likert scale from 1 – 7 with 1 being “totally disagree” and 7 “totally agree”, the interviewees were asked to evaluate their level in terms of knowledge and information they had about the wine they consumed. This question is important to understand the subjective knowledge of the interviewed. This was then compared with the next question, which looked to evaluate the objective knowledge of each of them. 6 sentences about wine were given to the interviewed and they had to say if they were correct, false or if they did not know the answer. Results were after analyzed to understand if what people think they know is in line with the score on the true/false questions about wine facts.

On question 9, the four levels of wine knowledge and interest according to Hall and Mithell (2008) were presented to the interviewed so that they could choose the one that corresponded to their profile.

The next sections of questions (12, 15, 16, 18 and 19) were made to understand the aesthetic features that were desired by consumers and that should be present on the labels and back labels, and how often consumers looked to them during the purchasing process. Some factors selected for these questions were based on the research of Orth and Malkewitz (2008) and Henley *et al.* (2011) and included: animal image, modern, landscape image.

In order to evaluate self-confidence on question 13 it was asked the interviewed if they prefer to choose the wine themselves or if they prefer to delegate that task, in the event of a special dinner.

On question 17 it was ask directly if in any given moment interviewees had bought a wine because they liked the labels.

In order to test the brand awareness of Fiuza's brand interviewees had to select from a list of wine brands which ones did they know. In this question a name that did not exist was put in order to understand the level of attention given to the survey by the interviewed.

There were also a couple of sentences designed to determine consumer preferences between the new and the old labels. Without telling which picture corresponded to the new or to the old label, both images were presented and consumers had to indicate which labels they thought were more adaptable to each sentence. Based on these answers the interviewee had to choose on the overall which brand image they prefer.

To understand the importance of authenticity, in section (24, 25 and 26) was asked if people knew the real meaning of the expression “estate bottled”, and how the presence of this word on the labels would increase the willing to consumption of the interviewed. The expression was then explained and the question was placed again.

In question 26 was placed a text with the history of the Fiuza owner. Then, using the same pictures of the two brand labels images, it was asked the interviewees to which brand image did they associate the story of the winery.

Finally, the last four questions determined demographics including age, gender, qualification, employment status and salary.

Procedures for Data Analysis

Once all the responses were checked for completeness, the data was analyzed through “Survey Monkey” and through Microsoft Office Excel in order to determine which answers were chosen the most often and to finding further relationships between answers. All the data was prepared for running analysis of variances tests and correlations between the variables of the study. In order to see if there were significant differences between the variables, an analysis of variance was performed – ANOVA. If the P-value was less than the alpha, then there was a statistically significant difference between two or more groups. For all ANOVA an alpha of 0.05 was used. However, the ANOVA does not identify which group is different from which, so after ANOVA, t-tests were made. Before the t-tests, an F-test two sample for variances was performed to help determining if the variance between the two groups were equal or unequal. As in almost all our tests, the F value was greater than F Critical value, and since variances were not equal, a multiple-test for different variances was used to analyze the data. Running multiple t-tests testing for differences between more than two groups can create the risk of encountering a type 1 error (when a significant difference is found when there actually was none), so this risk was minimized by using the Bonferroni correction; this consists in adjusting the alpha by dividing it by the number of t-tests to be run. In our tests there were usually four variables, so six t-tests were performed for each case. Therefore, using an alpha of 0.05, the adjusted alpha was $0.05/6 = 0,00833$. If one or more of the tests resulted in a $P(T \leq t)$ two-tail less than 0.00833, then there is confidence to say there is a significant difference between the two groups being tested. (Malhotra, 2006)

4. Analysis & Discussion

Without including the surveys that were not completely filled, there were 702 answers to the survey. From that amount, 100 persons were excluded on the first question, because they did not live in Portugal since at least one year from the date of the survey completion. 3 other surveys were also excluded, because respondents were less than 18-years-old. Finally, another 152 surveys were also not considered because the respective interviewees did not consume wine at least once per month. Therefore, a totally of 447 answers were considered valid.

Once all the answers were checked for completeness, the data was analyzed through Survey Monkey and Microsoft Office Excel, in order to determine which answers were chosen the most often and to find further relationships between answers. In terms of demographics 256 (57,27%) of respondents were male and 191 (42,73%) were female. Almost all respondents were Portuguese (97,99%), since only 9 of the respondents were foreign (2,01%). When asked in which age range were they inserted, respondents were mostly between 18 to 39 years-old (see Table 1).

Table 1: Age

Generations	Millenials	Generation X	Baby-boomers	Traditionals
Age range	18 - 39	40 - 49	50 - 69	70 +
Number of respondents	293	44	147	16

In determining respondent’s current employment status, about 72,42% were full-time employed, while 11,19% were students, and 11,86% were retired. In terms of education, the majority of the respondents (87,93%) had level 6 (Bachelor degree) or

level 7 (Master Degree), and the household income was distributed in almost equal percentages from the different ranges.

Of the total number of respondents, 77,68% were responsible for choosing the wine they consume, while 22,32% were not. When asked the average number of bottles of wine purchase in a month, most respondents answered 1-5 at 83,05%, followed by 6-10 at 13,51%. In terms of how often they consumed wine on average per month, 46,21% consumes between 1-5, and 25,67% consumes 6-10 times, followed by 13,84% that consumes between 11-20. When asked how much money did they spend on average in buying a bottle of wine, respondents were most likely to purchase a bottle in the price range of 3€-6€ at 62,05%, followed by 6€-9€ at 16,96%, and 10,71% between 1€-3€. In terms of time spent on the purchasing moment choosing the bottle, only 3,79% of the respondents took less than 1 minute; 31,25% took between 1 – 3 minutes, 38,62% took between 3 and 5 minutes, and 26,34% took spent more than 5 minutes on average to choose the wine.

In terms of the four levels of wine knowledge, 46,21% were Wine Initiates, followed by Wine Lover with 31,92%, and Wine Novice with 18,30%. Only 3,57% considered themselves Wine Connoisseurs.

After comparing answers from questions 8 and 9, it was possible to understand that subjective knowledge perception (what people think know) was not different from objective knowledge (what people really know), since as the highest people evaluated themselves in terms of their knowledge of wine, the highest was their score in T/F text of question 9.

When asked about how important were some consumer preferences concerning wine, respondents highlighted the importance of the aroma and taste of the wine (6), the importance given to their family and friends appreciation of the wine taste and aroma (5,48), and the importance of a well pairing with the food (5,47). On the other hand, the

fact that wine should have an attractive label to the eyes of family and friends was not well scored (2,71).

On another question it was asked the interviewed to evaluate how important were fourteen different features provided on the survey, where, respondents answered that when choosing the wine, they gave importance to the advice from family or friends (5,41), price (5,39), being a Portuguese wine (5,57) and being a brand that they already knew (5,39) as the most important features, as opposed to the bottle format (3,06) and the label (3,52), which were considered the least important.

On question 17, almost 43% of the respondents said yes when asked if they had ever bought a wine only because they liked the label, which can indicate that label can be more important than what was said on the previous question.

The respondent was also asked to evaluate the features that can be displayed on the labels and, in this case, having the region name on the label (5,49) and having a description of the wine in the label (4,90) were the most important features. Having animals designs (1,65) and landscape pictures (2,50) were considered the least important. The same question was made for back labels, and had also the Region name information (5,48), the description of aroma and taste of the wine (4,48) and grapes information (4,58) as the features that the respondent valued more.

In order to understand which were the differences in perceptions between the new labels and the old ones displayed on the survey, pictures were provided and respondents had to match each picture to one of the sentences. The new label was considered to be more modern, to stand out more, and the product range to be more uniform. However, Brand B (the new label) was considered by the majority of respondents, to have a more inexpensive image and less quality when compared to the old one:

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	Gama A	Gama B	Não Sei	Total	Média ponderada
É mais moderna	25,28% 113	67,56% 302	7,16% 32	447	1,82
Tem um ar mais simples	44,07% 197	50,78% 227	5,15% 23	447	1,61
O conjunto da gama é mais uniforme. Percebe-se melhor que todos os vinhos pertencem à gama da Fiuza	10,96% 49	81,66% 365	7,38% 33	447	1,96
Chama mais à atenção	20,58% 92	73,60% 329	5,82% 26	447	1,85
Tem ar de ser mais barato	26,62% 119	54,81% 245	18,57% 83	447	1,92
Parece ter mais qualidade	54,59% 244	28,64% 128	16,78% 75	447	1,62
Dá mais vontade de comprar	47,20% 211	42,73% 191	10,07% 45	447	1,63

When asked to take everything into consideration, and to choose once again which brand they preferred, the results were very close, since the new label had 50,78% of preferences and old label had 49,22%.

On these cross-tabulations analyzes of all the data, further relationships were found between respondents and their answers. Wine knowledge levels were found to have the strongest relationship to other answers.

In terms of the relationship between wine knowledge levels and the Fiuza labels, since the P value was smaller than alpha ($0,000508 < 0,05$) there was significance between them. There was also significance between Wine initiate and connoisseur, wine initiate and connoisseur, and wine lover and connoisseur. On the table bellow you can

SUMÁRIO

Grupos	Contagem	Soma	Média	Variância
novato	82	119	1,451219512	0,250677507
iniciado	207	301	1,45410628	0,249097134
apaixonado	142	223	1,570422535	0,246778544
conhecedor	16	31	1,9375	0,0625

ANOVA

Fonte de variaçãc	SQ	gl	MQ	F	valor P	F crítico
Entre grupos	4,37043272	3	1,456810907	6,011683579	0,000507776	2,625039121
Dentro de grupo:	107,3521624	443	0,242329938			
Total	111,7225951	446				

Teste T: duas amostras com variâncias desiguais

	novato	conhecedor
Média	1,451219512	1,9375
Variância	0,250677507	0,0625
Observações	82	16
Hipótese de difer	0	
gl	43	
Stat t	-5,827462884	
P(T<=t) uni-caud	3,2566E-07	
t crítico uni-caud:	2,491424145	
P(T<=t) bi-cauda	6,5132E-07	
t crítico bi-caudal	2,765994076	

observe the ANOVA and the t test for the wine novice and the wine connoisseur. We did the same for all of them.

When looking at wine knowledge levels in comparison with the average amount of wine consumed per month and bottles purchased per month, it was found that as the wine knowledge levels showed higher scores, so did the average consumption and purchasing price ranges. This relationship was also verified regarding the time the respondent spent while choosing a bottle.

When asked which were the main sources the respondent used to support his/her choice of the wine bottle, friends' opinion and brands the interviewed already knew were the top sources referred by all the wine knowledge groups. The connoisseurs answered they also used their intuition.

As expected, it was verified that Fiuza brand awareness tended to increase with the wine knowledge level. As wine knowledge levels became higher, self-confidence levels were also higher, because the willingness of the respondent to choose its own wines showed to increase as wine knowledge levels go up. Lastly, as wine knowledge levels increased, the frequency in which the respondent look to back labels also increased.

In terms of the label features, the only significant difference was the importance respondents gave to the grapes name on the label, being considered a very important aspect for wine lovers and wine connoisseurs.

Relations regarding the age of respondents were also found. The higher the respondent's age range, the higher is the frequency in which he/she looks to the back label, and the higher is the willingness to purchasing his/her own wine.

The expression "Estate bottled" was not known by almost 70% of the interviewed, which, due to this result, meant this expression does not bring any special desire concerning the wine by the respondents, with a mean value of 3 out a range of 7.

However, after knowing the meaning of this expression, the respondents' willing to buy a wine with the "Estate bottled" expression on its label increased to 4.66 points.

62,42% of the interviewed said that the new labels were more in line with the story of the winery. Finally, 80,88% individuals from the group that were already Fiuza consumers did not consider that Fiuza should have previously informed them about the labels' change. 77,21% of these consumers indicate they will continue to be Fiuza consumers, while 19,85% will increase their consumption, and 2,94% will decrease their consumption.

5. Conclusions & Recommendations

5.1 Main Conclusion: Theory vs. Practice

Based on the findings of this survey it is possible to reach some conclusions that were found on the literature review. The results sustain that in fact, the more involvement consumers have in wines, the more they tend to rely on information and knowledge-based attributes (*Hollebeel & Brodie 2009*). That is why wine lovers and wine connoisseurs frequent look more often to back labels, spending more time selecting the wines or giving more importance to the grapes names appearing on the label.

The most important sources that respondents used for choosing wine were friends' opinion, which was in line with the literature when it mentioned that people rely heavily on friends and family opinion about wine.

Results also have shown that, the older the respondents were or the more involvement and knowledge they had about wine, the greater was their willingness of taking the responsibility of choosing the wine, which indicates that knowledge increases the self-confidence of a person concerning the choice of wine.

As Yuan sustained, it is almost impossible for a product to satisfy all the consumers' preferences (Yuan et al 2005). That can be observed in this survey since there are completely different opinions when specific questions are asked. Therefore it is important for the wineries to understand their weaknesses, in order to being able to create ways of reaching the consumers that do not like the labels.

People are also reported to link the story of the winery to the new label and that is important because, being the label the consumers' first contact with the winery, a label should be able to portray what the winery wants to convey about itself.

Another conclusion that can be taken, is that the fact regular costumers of a brand did not see a problem in not being informed about the changing of the label. This can be explained by the fact the change was not a drastic one. Moreover, wine labels are constantly being updated and consumers are used to that.

5.2 Other Conclusions Found

Despite the results in terms of label preferences being very closed, the part of the respondents that prefer the new labels can represent more sales than the other part. In fact, the greater was the knowledge level of the respondents, the greater was their preference for the new labels. This evidence is relevant for Fiuza's sales, since these are the ranges of respondents that more often consume wine and spend more money when purchasing wine. Wine novices and wine initiates tended to prefer the old label, but they do not represent a large parcel of the wine market purchases. They represent the future consumers, and for that reason it is important to understand and analyze their choices. Due to knowing that their preferences will change in the future years, and due to the recent history, it can be suspected that the labels will keep evolving as time goes by.

In addition, after experiencing the changing of the labels, among the costumers that prefer the old label, only a small percentage was considering decreasing their

consumption of Fiuza's wine, which is a good indicator in this case considering the consumers' preferences.

An important advantage of the new label, according to this study, is that it stands out more on the retail shelf, when comparing with the old one, which can also potentiate a boost to sales, since, although it might not immediately translate into a sale, it will become more noticeable and attract potential new consumers.

5.3 Recommendations: Fiuza & Bright and other wineries

The results of this study show that Fiuza's label rebranding was on the overall a positive experience.

Since 80% of respondents said that they would keep the consumption of Fiuza Wines, it is recommended that the company finds a way to not only maintain this consumption level, but also increase its consumption from current consumers.

Fiuza should explain to consumers the meaning of the expression "Estate bottled". In this study, when people understood the meaning of this expression, their willingness to consume the wine increased.

Finally, it would be more beneficial for the study if consumers could physically visualize and compare both labels, instead of comparing them only through images.

6. Limitations and directions for future research

This thesis has some limitations that should be taken into account when analyzing the results. Firstly, the survey only includes a restricted number of variables, which limited the number of perspectives to explain the relationship between the preferences of wine consumers and their opinion about Fiuza's new labels. Future

researchers should consider a wider approach, by adding more valuable variables and analyzing more theories. An example could be to analyze in detail the aesthetic features of the labels.

Secondly, the data collection resulted mostly from the author's personal network. This approach can result in the occurrence of sampling bias, because the sample might not be accurately representative of the Portuguese wine market. In terms of academic education, almost all the respondents had obtained the 6 level (Bachelor) or 7 level (Master), which does not represent the majority of Portuguese wine consumers. Moreover this study was only performed in Portugal, a market that only represents 50% of Fiuza's costumers. As Fiuza exports half of its production, for future conduction of researches, the survey should be applied to the other markets where the company is present, in order to have a more accurate representation of the preferences of their consumers.

Also, the questionnaire had a trick question, in order to test the validity of the respondents' answers, where 9% of the respondents failed to pass, since they assumed to know the brand "Quinta de Pernanbuco", a fictional wine brand invented for the mentioned purpose. Adding this to the fact that the survey took on average between 10 to 15 minutes to complete, which can imply that some of the respondents were took the responsibility of correctly answering the survey in a lightly manner.

Finally, instead of comparing only the two labels in pictures, it would be a much reliable option to evaluate them physically, and comparing with bottles from other wineries to see and understand the real impact of the new labels.

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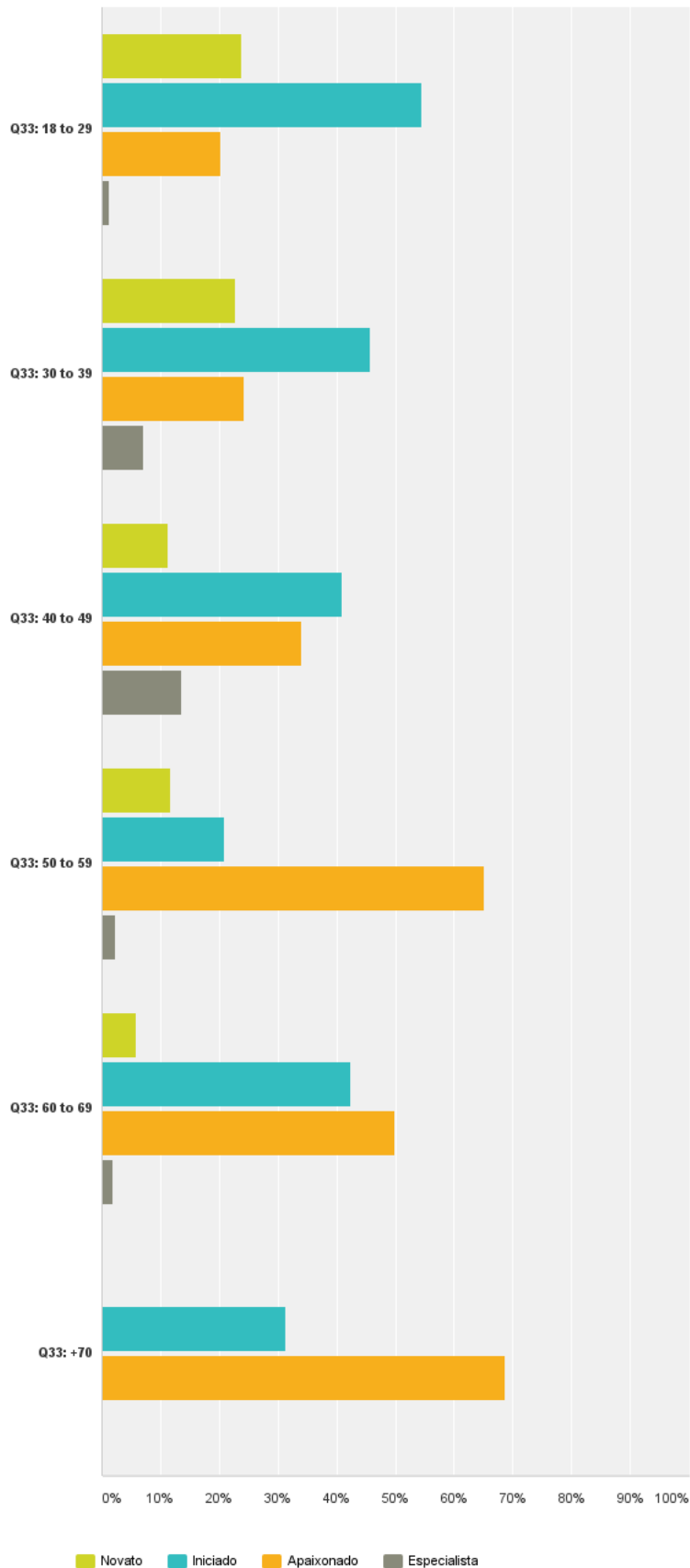
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7. Appendix:

Q11 Analisando os diferentes níveis acima referidos, com qual se identifica mais?

Respostas: 447 Ignoradas: 0

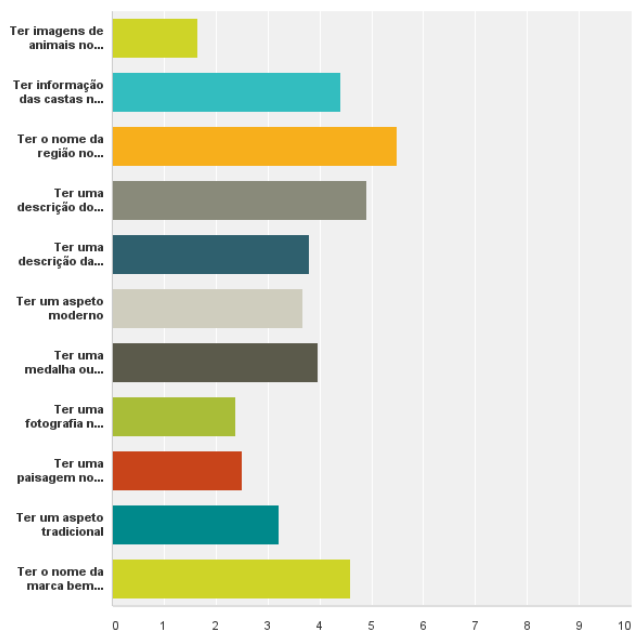


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	Sou eu, gosto de ser eu a comprar o vinho.	Prefiro que seja outra pessoa a comprar o vinho	É me indiferente	Total
Q33: 18 to 29 (A)	29,73% 66	30,18% 67	40,09% 89	49,66% 222
Q33: 30 to 39 (B)	48,57% 34	20,00% 14	31,43% 22	15,66% 70
Q33: 40 to 49 (C)	56,82% 25	20,45% 9	22,73% 10	9,84% 44
Q33: 50 to 59 (D)	58,14% 25	18,60% 8	23,26% 10	9,62% 43
Q33: 60 to 69 (E)	51,92% 27	26,92% 14	21,15% 11	11,63% 52
Q33: +70 (F)	75,00% 12	18,75% 3	6,25% 1	3,58% 16
Total de respondentes	189	115	143	447

Q16 A seguinte lista tem atributos que figuram nos rótulos. Por favor indique a importância que dá a cada um: (1 - Nada Importante ; 7 - Extremamente Importante)

Respondidas: 447 Ignoradas: 255



Teste T: duas amostras com variâncias desiguais

	<i>novato</i>	<i>iniciado</i>
Média	1,45122	1,45410628
Variância	0,25068	0,24909713
Observações	82	207
Hipótese de diferença de média	0	
gl	148	
Stat t	-0,04423	
P(T<=t) uni-caudal	0,48239	
t crítico uni-caudal	2,42165	
P(T<=t) bi-caudal	0,96478	
t crítico bi-caudal	2,67433	

Teste T: duas amostras com variâncias desiguais

	<i>novato</i>	<i>apaixonado</i>
Média	1,45122	1,55147059
Variância	0,25068	0,24918301
Observações	82	136
Hipótese de diferença de média	0	
gl	170	
Stat t	-1,43373	
P(T<=t) uni-caudal	0,07674	
t crítico uni-caudal	2,41805	
P(T<=t) bi-caudal	0,15349	
t crítico bi-caudal	2,66962	



Questionário Tese Mestrado - Manuel Abegão

Bem-vindo ao Meu questionário

Olá. Agradeço desde já a sua colaboração no seguinte questionário. Este questionário serve para a minha tese de mestrado. Demora cerca de 10 - 15 minutos. Por favor complete o questionário todo. O seu contributo é muito importante para o meu trabalho.

Muito Obrigado.

Manuel Abegão - Nova School of Business and Economics

* 1. Vive em Portugal há pelo menos 1 ano?

Sim

Não

* 2. Tem mais do que 18 anos?

Sim

Não.



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* 3. Consome vinho pelo menos 1 vez por mês?

Sim

Não

* 4. É o responsável pela compra do vinho que consome?

Sim

Não

* 5. Aproximadamente quantas vezes compra vinho por mês?

1 - 5

6 - 10

11 - 15

16 - 20

Mais de 20

* 6. Quantas vezes em média consome vinho por mês?

1 - 5

6 - 10

11 - 20

21 - 30

mais de 30

* 7. Quanto está disposto a gastar em média por garrafa?

1€ - 3€

3€ - 6€

6€ - 9€

9€ - 12€

+12

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* 10. Das seguintes afirmações, quais considera verdadeiras ou falsas.

	Verdadeiro	Falso	Não Sei
Um vinho em fermentação está pronto a ser bebido	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Não ha mais do que 5 castas no mundo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A casta Sauvignon Blanc é uma casta tinta	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
O vinho rosé é uma mistura entre vinho branco e vinho tinto	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Adicionando sulfuroso o vinho ficará com mais álcool	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Um ph de um vinho tinto deve oscilar entre 3,50 e 3,60	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A Touriga Nacional , Tinta Roriz e o Chardonnay são castas Tintas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
O vinho do Porto é um vinho que só se produz em Portugal, França e Califórnia	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Normalmente em Portugal a época das vindimas é entre Março e Junho	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A casta Sauvignon Blanc é muito usada na região Sancerre em França	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Malbec é uma casta Espanhola	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Analise por favor os diferentes níveis de relacionamento com o vinho e com tudo o que envolve o mundo dos vinhos:

1. Novato - Não tenho quase contato com vinho na minha vida. Só agora estou a começar a beber vinho e vou provando diferentes vinhos de tempo a tempo.
2. Iniciado - Bebo vinho ocasionalmente e estou a começar a ficar mais curioso sobre os vinhos.
3. Apaixonado - Bebo vinho com alguma frequência e estou bastante interessado em aprender mais sobre este produto. Já sei algumas coisas mas não o suficiente para ser considerado um especialista.
4. Especialista - Bebo vinho quase sempre. Sei muita coisa sobre este produto. Leio e informo-me com muita regularidade sobre as novas tendências do mercado. Sei apreciar e avaliar um vinho sem qualquer tipo de dificuldade.

* 11. Analisando os diferentes níveis acima referidos, com qual se identifica mais?

- Novato
- Iniciado
- Apaixonado
- Especialista

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* 12. Das seguintes frases, indique qual o grau de importância que elas têm para si quando compra um vinho: (1 - Não têm importância; 7 - Extremamente Importante)

	1 - Não têm importância	2	3	4	5	6	7 - Extremamente importante
O aroma e o sabor agradam aos familiares/amigos que vão partilhar consigo o vinho	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Combina bem com a comida	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A família/amigos gostam da imagem do rótulo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eu gosto do aroma e do sabor do vinho	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

* 13. Quando tem um jantar, é você que compra o vinho ou prefere que seja outra pessoa a ter essa responsabilidade?

- Sou eu, gosto de ser eu a comprar o vinho.
- Prefiro que seja outra pessoa a comprar o vinho
- É me indiferente

* 14. Quando compra um vinho, indique quais as principais referências que costuma utilizar. Selecione até três opções.

- Não uso ajudas. Apenas a minha intuição.
- Jornais e Revistas especializadas em vinho.
- Opinião de amigos.
- Peço ajuda a um responsável do estabelecimento.
- Escolho os vinhos que já conheço
- Compro sempre das regiões que prefiro
- Compro da minha casta preferida
- Compro os que têm medalhas ou prémios
- Compro os que estão em promoção
- Compro os que têm os rótulos mais atraentes

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* 16. A seguinte lista tem atributos que figuram nos rótulos. Por favor indique a importância que dá a cada um: (1 - Nada Importante ; 7 - Extremamente Importante)

	1 - Nada Importante	2	3	4	5	6	7 - Muito Importante
Ter imagens de animais no rótulo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ter informação das castas no rótulo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ter o nome da região no rótulo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ter uma descrição do vinho no rótulo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ter uma descrição da empresa vinícola no rótulo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ter um aspeto moderno	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
Ter uma medalha ou prémio no rótulo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ter uma fotografia no rótulo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ter uma paisagem no rótulo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ter um aspeto tradicional	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ter o nome da marca bem visível	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

* 17. Já alguma vez comprou um vinho só por gostar do rótulo?

- Sim
 Não

* 18. Quando compra uma garrafa de vinho, com que frequência olha para o Contra Rótulo?

- Nunca
 Poucas vezes
 Algumas vezes
 Muitas vezes
 Sempre

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* 19. Da informação presente no contra rótulo, quais as que valoriza mais? (1 - Nada importante ; 7 - Extremamente Importante)

	1 - Nada importante	2	3	4	5	6	7 - Extremamente importante
Informação das castas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Região	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
História da empresa	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Descrição do aroma e do sabor do vinho	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sugestões sobre pratos que combinam com o vinho	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fotografias das vinhas ou da Adega	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

* 20. Por favor assinale quais das seguintes empresas de vinho conhece ou já ouviu falar

- Esporão
- Casa de Arrochela
- Herdade da Malhadinha
- Ermelinda de Freitas
- Yellow Tail
- Fiuza & Bright
- Quinta da Alorna
- Casal Branco
- Monte da Penha
- Casal Garcia
- Herdade da Vidigueira
- Adega do Cartaxo
- Quinta de Pernanbuco
- Quinta dos Murças
- Adega da Cartuxa
- CARM
- Herdado dos Grous
- Quinta do Vale Meão
- Herdade de São Miguel



GAMA A



GAMA B

* 21. Tendo em conta as duas imagens da gama da Fiuzza acima, diga qual delas se encaixa mais nas seguintes afirmações:

	Gama A	Gama B	Não Sei
É mais moderna	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tem um ar mais simples	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
O conjunto da gama é mais uniforme. Percebe-se melhor que todos os vinhos pertencem à gama da Fiuzza	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Chama mais à atenção	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Tem ar de ser mais barato	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parece ter mais qualidade	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dá mais vontade de comprar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

* 22. Juntando tudo o que respondeu na pergunta anterior e tendo que escolher uma, qual a imagem que prefere?

- Gama A
- Gama B

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Por favor leia o seguinte texto antes de responder à pergunta

Joaquim Mascarenhas Fiuzza, fundador da Fiuzza, foi um antigo campeão no desporto náutico em Portugal. Protagonizou participações vitoriosas nas mais variadas provas e países, destacando-se os Jogos Olímpicos de Berlim em 1936, de Londres em 1948 e em 1952 de Helsínquia, onde ganhou uma merecida Medalha de Bronze na classe de vela. Além disso, foi também campeão da Europa e terceiro no campeonato do Mundo.

* 26. Tendo em consideração o texto que leu, qual de entre os dois conjuntos de rótulos em baixo lhe parece que se adequa mais à história gloriosa de Joaquim Mascarenhas Fiuzza no desporto náutico português.

Rótulos A

Rótulos B



GAMA A



GAMA B

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* 27. Considera-se um consumidor de vinho Fiuza?

- Não. Nunca bebi um vinho Fiuza
- Não. Raramente bebo
- Sim, bebo de vez em quando vinhos Fiuza
- Sim, bebo com alguma frequência vinhos Fiuza
- Sim, bebo muitas vezes vinho Fiuza
- Sim. Só bebo vinho Fiuza

* 28. Sabia que a Fiuza estava em processo de mudança de rótulos?

- Sim
- Não

* 29. Como soube da mudança de imagem de rótulos?

- Facebook da Fiuza
- Site da Fiuza
- Através de amigos
- Jornal/revistas
- Anuncio na televisão
- Comecei a ver os novos rótulos nas lojas/supermercados
- Outro (especifique)

* 33. Idade

* 34. Nacionalidade?

* 35. Género

Masculino

Feminino

* 36. Ocupação

Estudante

Trabalhador por conta própria

Trabalhador por conta de outrem

Desempregado

Reformado

Outro (especifique)

* 37. Nível de rendimento em que o seu agregado familiar se enquadra(Anual)

até 7000 €

+ 7000€ até 20 000€

+ 20 000€ até 40 000€

+ 40 000€ até 80 000€

+ 80 000€

* 38. Numero de pessoas do seu agregado familiar

1

2

3

4

5

6

7

8

+8

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* 39. Nivel de qualificação escolar

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