Italy World Wine

REMARKS ON THE DATA FILES: in the questionnaire, each question is marked with the correponding column in the dataset(V1 to V58). The columns are numbered counting the ID as the first column, take care of that when importing the dataset in R, don't put the ID as a rownames option.

The coding and legenda can be found in the excel file.

You are kindly suggested to **i**mport the data matrix from the text file. In this way all variables will be identified as numeric. Pay attention to the fact that they are NOT all numeric variables, only the variables measured on scales can be considered as such (or age, for instance). Therefore, before imputing variables such as Sex or other categorical variables into regressions, apply the factor function as we will do in classes.

1 Consumers' assessment

1. **V2 How often do you drink wine in a month?**
   - ☐ never
   - ☐ rarely
   - ☐ a little (twice or three times a month)
   - ☐ every day

On a scale of 1 to 5, express your willingness to drink wine in the following circumstances

Not totally unwilling - unwilling - Somewhat willing - willing - Very willing

2a. **V3-during a work dinner**   ☐—☐—☐—☐—☐

2b. **V4– when drinking an aperitif with friends**   ☐—☐—☐—☐—☐

2c. **V5– at a romantic dinner**   ☐—☐—☐—☐—☐

2d. **V6– celebrating an important event (wedding, graduation, anniversary , etc)**
    ☐—☐—☐—☐—☐

3. **V7 Where do you frequently drink wine?**
   - ☐ at home
   - ☐ at the restaurant
   - ☐ in a pub
   - ☐ at a friend's house

4. **V8 What are the main reasons that lead you to drink wine?**
   - ☐ I like the taste of wine
   - ☐ it's a product that captivates my imagination
   - ☐ it's the healthiest among alcoholic drinks
   - ☐ the desire to try something different from what I drink habitually
   - ☐ other reason (please specify)

2 General perception and purchase of wine products

5. **V9 For you drinking wine signifies**
   - ☐ a journey in a wonderful, unknown country
   - ☐ a relaxing experience
   - ☐ a romantic moment
   - ☐ a time of fun with friends
   - ☐ compliment to a meal
   - ☐ a way to get an entrée to a culture
   - ☐ satisfaction of intellectual curiosity
   - ☐ sensory enjoyment

6. **V10 What is your perception of wine as a commercial product?**
   - ☐ an expensive product for an elite
   - ☐ a product available to all budgets
   - ☐ a traditional product that does not appeal to the younger sections of our society

On a scale of 1 to 5, point out the importance you attribute to these features while purchasing wine

Very unimportant - unimportant - neither important nor unimportant - important - very important

7a. **V11-place of origin**	☐—☐—☐—☐—☐
7b. **V12-wine brand**	☐—☐—☐—☐—☐
7c. **V13-price**	☐—☐—☐—☐—☐
7d. **V14-packaging**	☐—☐—☐—☐—☐
7e. **V15-quality**	☐—☐—☐—☐—☐
7f. **V16-information provided on the labels**	☐—☐—☐—☐—☐
7g. **V17-salesman's reccomendation**	☐—☐—☐—☐—☐
7h. **V18-friends' reccomandation**	☐—☐—☐—☐—☐

On a scale of 1 to 5, point out the importance you attribute to the presence of the following elements on the label of a wine bottle

Very unimportant - unimportant - neither important nor unimportant - important - very important

8a. **V19-provenance**	☐—☐—☐—☐—☐
8b. **V20-technical information (type of wine, type of soil, vine processing, . . .)** ☐—☐—☐—☐—☐	
8c. **V21-description of the taste and aroma**	☐—☐—☐—☐—☐
8d. **V22-food it is best served with**	☐—☐—☐—☐—☐
8e. **V23-brand**	☐—☐—☐—☐—☐
8f. **V24-winery's history on the market**	☐—☐—☐—☐—☐

Please evaluate the following statements according to your degree of agreement

Strongly disagree - disagree - neither agree nor disagree -agree - strongly agree

9a. **V25-I tend to buy the wines I like and know and very rarely try new ones**
☐—☐—☐—☐—☐

9b. **V26-I often tend to buy new types of wines because I'm intrigued by unknown taste**
☐—☐—☐—☐—☐

9c. **V27-I prefer to seek the salesman's advice on the matter**	☐—☐—☐—☐—☐
9d. **V28-I gather information on a product before I buy it**	☐—☐—☐—☐—☐

9e. **V29-I listen to friends' and relatives' recommendations when choosing a specific product**
☐—☐—☐—☐—☐

How much would you pay for a bottle of wine according to the following purchasing situations

	7-14$	15-21$	over 21$
10a. **V53-You are buying wine for your domestic consumption**	☐	—☐—	☐
10b. **V54-You are buying wine for a special occasion**	☐	—☐—	☐
10c. **V55-You are buying a bottle of wine as a gift**	☐	—☐—	☐

11. **V56-In your wine buying habits which kind of format do you usually buy?**
   - ☐ 0.75 lt bottle
   - ☐ 1.5 lt bottle
   - ☐ bag in a box
   - ☐ other

12. **V30-I most frequently drink:**
    - ☐ American wine
    - ☐ Imported wine
    - ☐ Equally, American and imported

13. **V31-What is the provenance of the wines you drink more often?**
    - ☐ Italy
    - ☐ Spain
    - ☐ France
    - ☐ Australia
    - ☐ South- America
    - ☐ Other

3 Perception of Italian wine products

14. **V32-Do you know any Italian wines?**
    - ☐ yes
    - ☐ no

15. **V33-Which of the wines in the below list have you heard of or tried?**
    - ☐ Pinot grigio
    - ☐ Chianti
    - ☐ Chardonnay
    - ☐ Sparkling white whine
    - ☐ Teroldego
    - ☐ Sauvignon
    - ☐ Pinot Nero
    - ☐ Muller Thurgau
    - ☐ Gewurtz-Traminer
    - ☐ Prosecco
    - ☐ Nebbiolo
    - ☐ Primitivo
    - ☐ Gavi
    - ☐ Barolo
    - ☐ None

16. **V57-Which of the following Italian wine brands do you use to buy?**
    - ☐ Santa Margherita
    - ☐ Ruffino
    - ☐ Antinori
    - ☐ Cavit
    - ☐ Mezzacorona
    - ☐ None
    - ☐ Don't remember without seeing the label
    - ☐ Banfi
    - ☐ Many but not the ones in the list
    - ☐ Small Productions

17. **V34-What are the reasons that lead you to buy Italian wine?**
    ☐ I consider it superior because of its quality

    ☐ the desire to try something new

    ☐ it's a way to experience a taste of Italy

    ☐ it's a way to remember /relive a holiday /journey in Italy

    ☐ other

18. **V35-You judge a wine's Italian provenance as**
    ☐ a guarantee of its quality

    ☐ something that prompts you to buy it

    ☐ an irrelevant aspect

    ☐ something that deters you from buying it

19. **V36-How do you judge Italian wine products compared to American wine products for the same price?**
    ☐ of a superior quality because they come from a country with a strong tradition in wine making

    ☐ of an inferior quality

    ☐ I rate them on the same level

4 Customer taste

Please rate which of the following features of a wine you enjoy the most

not at all enjoy - not enjoy - Somewhat enjoy - enjoy - enjoy a lot

20a.	**V37-dryness**	☐—☐—☐—☐—☐
20b.	**V38-sweetness**	☐—☐—☐—☐—☐
20c.	**V39-oak taste**	☐—☐—☐—☐—☐
20d.	**V40- fructiness**	☐—☐—☐—☐—☐

Please express your degree of liking related to the following types of wine

not at all liking - slightly liking - somewhat liking - liking - very liking

21a.	**V41-still**	☐—☐—☐—☐—☐
21b.	**V42-sparkling**	☐—☐—☐—☐—☐
21c.	**V43-red**	☐—☐—☐—☐—☐
21d.	**V44-white**	☐—☐—☐—☐—☐

5 Some data about you

22. **V45-Date of birth (use V47 in the table, age)**
    ☐ . . .

23. **V48-Are you**
    ☐ male

    ☐ female

24. **V49-What is your education level?**
    ☐ middle school

    ☐ high school

    ☐ bachelor degree

    ☐ master degree

    ☐ PhD

25. V58-What is your current employment position?

☐ Enterpreneur/Professional

☐ Executive

☐ Employee

☐ Workman

☐ Farmer/Trader

☐ Retired

☐ Housewife/Househusband

☐ Student

26. V50-In which city do you live? (Column V51: derived area variable)

☐ . . . . . .

27. V52-How would you describe the area where you live?

☐ urban

☐ rural