**Italy world wine**

An Italian wine producer, Italy World Wine, needs to better assess its marketing strategies for selling wine in the United States. The company wants to acquire a strategic orientation more suited to the needs of the US market in order to improve its performance on the same market. To this purpose, they commission a study aimed at understanding how the propensity to consume Italian wine on the American market is influenced by different types of factors: intrinsic and extrinsic product characteristics, habits and consumption situations, consumer perceptions and demographic variables.

In particular, decision makers are interested in receive further information to better understand the following problems:

* Is there a difference in the way consumers perceive Italian wines and other countries’ wines?
* What are the key factors in obtaining success on the American market? (developing a strong brand? Red wines? White wines?, wines with particular characteristics?)
* What are the attributes of wine more impacting on the consumer perceptions? Are there several dimensions to it?
* What are the key words or images to make our wine desirable for US consumers? (think in advertising terms)
* Is there a particular profile for consumers in the untapped market? Are millennial potential prospects?
* What communication strategies could be adopted to bring non-consumers of Italian wine to our brand?

To achieve this objective, a structured questionnaire was developed, based on the evidence produced by previous studies in this sector and ideas emerged from the interviews conducted with the marketing directors of some large Italian wineries. The questionnaire produced in this way was subsequently used in the data collection phase, lasting 10 weeks and conducted in the form of a direct interview at the point of sale and through the online distribution of the questionnaire using the "snowball" method of sampling.

The questionnaire consists of 28 questions and it is divided into five different sections.

The first part of the questionnaire contains questions aimed at delineating a general picture of the consumer in relation to his consumption habits of wine. Specifically, the dimensions that were considered interesting to capture first concern the frequency with which the respondent declares to drink, the place and the situation in which he consume more often, his desire to drink wine in relation to different situations of consumption and the reasons that lead him to buy this product.

The second part of the questionnaire investigates the consumption habits of the respondents with greater depth and tries to capture some subjective perceptions of individuals such as the meaning attributed to the act of drinking wine and the perception of wine as a product category. In the last two questions respondents were asked to score on a scale from 1 to 5 the importance attributed to different elements during the purchase process (the brand, the packaging, the price and the information on the label regarding the extrinsic factors and the quality and place of origin).

The third section is devoted to understand how American consumers perceive Italian wine and their knowledge of it. Initially, the spontaneous memory of the respondents was tested, for instance the knowledge about wines in the absence of a list of alternatives to choose from; in a second moment, instead, the helped memory, which was measured by providing the respondent with a list containing some of the most famous Italian wines, was analyzed. After investigating the knowledge related to Italian wine, the questions focused on the most popular Italian brands on the American market in order to better understand the profile of the consumer. Finally, respondents were asked to answer to three multiple choice questions aimed at recording the reasons that lead to the purchase of Italian wine, how the Italian character of a wine is perceived and how Italian wine is compared to the American one.

The fourth section aims to understand the tastes of the consumers. Respondents were asked to express their appreciation in relation to various characteristics of the wine by ranking them on a scale of 1 to 5.

The fifth section asked for socio-demographic informations.

**Guidelines for your work:**

1. Perform a short explorative research on secondary sources about the aims and scopes of wine marketing, the size of the market, the previous studies on customers profiling for this kind of products.
2. State the marketing research problem, by integrating and refining the marketing problem with information derived in 1.
3. Analyse the dataset accordingly, trying to identify the suitable technique to be used to answer the marketing problem along the lines traced in 2.
4. Prepare a ppt report on the case

**YOU DON’T NEED TO ADDRESS NECESSARILY ALL MARKETING ISSUES or RESEARCH QUESTIONS**