

Hedonic and Utilitarian Motivations: A Study Applied to Wine Consumption

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CYRUS CHRONICLE JOURNAL (CCJ):
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We invite authors to submit their papers and case studies to Editor@Cyrusik.org. We will have a quick turn-around review process of less than two months. Every volume will be composed of about 5-8 papers and case studies. The first volume was published in the May of 2015. A selected number of papers submitted to the CIK conference will be double-blind reviewed for inclusion in *THE CCJ*. We also have accepted papers from emerging economies about other regions of the world. We intend to have special issues on themes that are within the scope of Journal. Also, we will have invited guest issues.

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Background:

This is a historical time for the mentioned regions, and The Cyrus Chronicle intends to offer what is most urgently needed. There is no question that organizations and businesses that are capable of analyzing and applying advanced knowledge in management sciences and development are in high demand, and especially during transitional periods. It is an unusual time in the target regions and the world, a time which requires active intellectual participation and contributions. It is the era of revolution in terms of communication, technology and minds for billions of people. It is a time for intellectuals, entrepreneurs, and philanthropists to help enlighten minds and therefore enrich the quality of life for millions. It is a time to focus intensely on the regions' historical characteristics, achievements, human and natural resources, and its significant deficit in development, management sciences, and democracy. CIK's vision, "to cultivate the discourse on human capital potentials for better living," is the appropriate response to current challenges, and the journal is a platform for sharing the perspectives of scholars and practitioner with a wider audience.

CYRUS associates tend to have a foot in two worlds. First, most of the associates possess a wealth of intellectual and experiential knowledge which is enhanced by their active involvement in business, consulting and scholarly research and collegiate teaching. Second, some associates are sons and daughters of the affirmation regions and possess an ethnic identity, language skills, and the insights only embraced by insiders. Third, most of the CIK board of directors' members and associates are well-known scholars, members of editorial boards of journals, and even editors. CYRUS possesses depth, breadth, and a competitive edge to successfully manage chronicle.

CYRUS is committed to developing knowledge that positively contributes to the life of the world citizens, especially, the target regions. CIK is a charitable, educational, and scientific organization that has been in operation since 2011. It is a secular and nonpartisan organization that has many scholars and practitioner as member.

For more information on the Institute, please contact: Editor@Cyrusik.org; Sagafinejad@loyola.edu; Nasgary@Cyrusik.org. *CYRUS Institute of Knowledge (CIK)*, Box 380003, Cambridge, MA 02238-0003, USA

Editor's Introduction

Since inception in 2012, the *Cyrus Institute of Knowledge* has held five annual meetings. Three years ago, we published the first volume of its flagship journal, *Cyrus Chronicle Journal (CCJ): Contemporary Economic and Management Studies in Asia and Africa in conjunction with the 2016 annual conference*.

The Institute has had seven successful international conferences since its inception. These conferences have been hosted at institutions (MIT, Harvard, Hult) in the United States and internationally (Hult - UAE, American University in Cairo, and ESCA in Morocco). Several institutions of higher education collaborated and supported these conferences. Please see CIK website for information about these institutions. We greatly appreciate their support! CIK 2020 Conference will be held at UNINOVE University, São Paulo, Brazil from May 20 -24th. You are invited to participate.

Generally, conference participants come from about 15 countries and 35 institutions, organizations, and companies. Please see [CIK website for detail](#) in this regard. For some plenary sessions we had up to 150 participants. The best papers presented at these conferences have traditionally been accepted for publication in the Journal, with additional articles by prominent scholars.

The acceptance rate of *CCJ* is generally less than 20%. Our aim is to publish the highest quality papers after they pass through multiple review process. CIK colleagues and conference participants have proposed and suggested special issues of the journal which is based on core topics (i.e., entrepreneurship, innovation, ethics, and sustainable development) and/or country specific ones. Therefore, we welcome your articles which meet these characteristics. We already have several papers about Iran.

Now we welcome you to the fourth issue (*CCJ.V4*). The journal intends to cover scholarship pertaining to emerging economies in Asia, Africa, and other emerging economies. Scholarship dealing with these regions tend to be either ignored or misunderstood, and there are limited outlets for scholars who work in these countries to share their scholarly outputs. Focusing on these two continents will help researchers from both developed countries as well as these two continents - which together account for the largest portion of the world population and growth. The *CCJ* intends to fill these gaps. An examination of our mission may shed some light on this question. The primary purpose of the journal is four-fold:

1. To share and promote knowledge of economic, management, and development issues facing countries of Asia and Africa and other emerging markets. Focusing on assessment, evaluation, and possible solutions help advance countries in this which has the largest world habitats. Development challenges are global; virtually all countries face challenges concerning economic development, sustainability, food and water, population and environmental degradation. Yet no country gains by shunning opportunities that globalization can provide, with the possible exception of a few countries whose leaders lack a full understanding of the opportunities that globalization can offer. To take advantage of such opportunities, knowledge is the primary requisite. And this journal aspires to make a contribution to this body of knowledge.
2. To encourage the generation and dissemination of knowledge by local scholars whose access to mainstream academic outlets may be limited. There are many scholars from academic, public and private sector organizations whose first-hand knowledge of problems and solutions is not being shared for lack of an appropriate outlet for dissemination. The *CCJ* seeks to provide an opportunity for spreading such knowledge.
3. To focus on countries that span the northern band of Asia – from China to Turkey – to the northern tier of Africa, areas that have not previously been the subject of much attention. In the past, these countries have tended to gain the attention of scholars and the media only in times of man-made or natural crises. But in fact, these nations share many challenges with others. They wrestle with shortages of food and water and the growth of population and pollution. Many countries, having

been under the shackles of dictatorship for decades, are now redoubling their efforts to educate their citizens, who have become freer to express ideas in journals such as this.

4. Academic scholarship emanating from the region under the journal's coverage tend to get lost in the academic jungle where the pressure of "publish or perish" leaves behind the younger and less experienced members. This journal will provide a venue for the scholars with first-hand knowledge of these areas. By publishing in *CCJ*, they could make important contributions to the body of management and development scholarship on which the journal will continue to concentrate. The *CCJ* will provide a platform for established as well as younger scholars who might collaborate with them in their research.

This fourth issue of the *Cyrus Chronic Journal*, contains six articles. Scholarly articles, from established scholars and policymakers, cover the gamut from the Middle East to Latin America. As part of our mission to advance knowledge about we will continue to include reviews of major scholarly books relevant to the Journal readers.

On the journal's operational side, we want to make the publication more accessible to a wide audience across the world, and so, consistent with the 21st -century trend toward electronic media, we will continue to publish this journal online. To maintain rigor and originality, articles submitted to the journal will nevertheless undergo the standard blind review process. Reviewers' anonymous comments are shared with authors, as appropriate. Submission guidelines and procedures are delineated on the journal's website: <http://www.cyrusik.org/research/the-cyrus-chronicle>

As the first editor of the journal, I am pleased and proud to accept this challenge. I bring some experience; my first editorial assignment was as an undergraduate student at the then Pahlavi University in Shiraz, Iran, a top-ranking institution in the region. A few students and I founded and published *Danesh-Pajouh* (knowledge seeker). In those days when freedom of expression was severely limited, we managed to publish one issue in March 1965 before the censors put a stop to the enterprise.

Years later, while directing a doctoral program in international business in Texas in the early 2000's, I also served as the co-editor - and eventually editor - of the *International Trade Journal* (ITJ) until my retirement in 2013. Under my leadership, the *ITJ* acceptance rate fell below 10%.

Publishing an academic journal is simply a labor of love. The rewards are many-fold and include working alongside a dedicated team of colleagues – Nader Asgary, Alf Walle, Nancy Black Sagafi-nejad, Dina Frutos-Bencze, reviewers, and the entire editorial Board. In addition, of course, we thank our contributors who have trusted their work of scholarship to be published in a new but growing and promising publication. They have spent many hours working to polish and prepare for the journal for publication.

In this fourth issue, we have already reached a threshold of about 20% in acceptance. Still, *CCJ* needs your support and so I ask for your help in the following ways:

- ***We are interested to offer special issues based on themes and country case studies. Your support, suggestions, and contributions are welcomed;***
- ***Contribute articles, case studies, and book reviews and commentaries;***
- ***Encourage your colleagues to do the same;***
- ***Encourage promising young scholars – especially those from developing and emerging economies from China to the northern tip of Africa – to submit their works to our journal;***
- ***Spread the word, especially in countries where *CCJ* can be most effective;***

- *Cite the articles published in this journal in your own research when applicable;*
- *Attend the annual conferences of the Institute (<http://www.Cyrusik.org>) the physical platforms that serves as an annual spawning ground for articles that may ultimately be published in this journal;*
- *Give us your feedback by telling us how we can further promote and improve the journal.*

Welcome to *CCJ*, and thank you.

Tagi Sagafi-nejad, Editor

Abstract

Wine is part of history, either as a product or as an iconic beverage. It has been the object of studies related to Greek mythology, to the culture of the peoples, to religious values and to contemporary behaviors. It takes a leading role in the history of agriculture, industry, commerce and medicine. It has its trajectory marked by paradoxes, being a product of nature or a product of society, being called the gift of the gods and the work of the devil. Its consumption behavior has stood out in academic and market studies. Considering the evolution and potential of the wine market in Brazil in the last 15 years, the importance of researching on its consumption behavior, specifically on its hedonic and utilitarian motivations, emerges. Therefore, a model was elaborated and tested in order to analyze the characteristics and the relations between these motivations. In this study, a survey was conducted with a sample of 228 wine consumers in Belo Horizonte, Brazil. The objective was to construct and validate an analytical model, in which two constructs were evaluated: the hedonic motivations and the utilitarian motivations of the wine consumption.

Keywords: Hedonism and Utilitarianism; Wine; Wine consumption; Consumer; Sensory analysis

Introduction

Wine is part of history, as a product or as an iconic beverage. It has been the object of studies related to Greek mythology, to the culture of the peoples, to religious values and to contemporary behaviors. It takes a leading role in the history of agriculture, industry, commerce and medicine. It has its trajectory marked by paradoxes, being a product of nature or a product of society, being called the gift of the gods and the work of the devil. Its consumption behavior has stood out in academic and market studies. Considering the evolution and potential of the wine market in Brazil in the last 15 years, the importance of researching on its consumption behavior, specifically on its hedonic and utilitarian motivations, emerges. Therefore, a model was elaborated and tested analyzing the characteristics and the relations between these motivations. In this study, a survey was conducted with a sample of 228 wine consumers in Belo Horizonte, Brazil. The objective was to construct and validate an analytical model, in which two constructs were evaluated: the hedonic motivations and the utilitarian motivations of the wine consumption. The Cronbach's alpha model was 0.94 and the correlation coefficient between the constructs was 0.735. In the factorial analysis four dimensions found for the construct Hedonic Motives show a variance explained 69.73% of the original variability of the data. On the utilitarian motivations two variables explain 63.98 of the variance. The KMO tests and the sphericity test were adequate. Other tests demonstrated the consistency of the model to explain the wine's propensity to consume, as a function of the evaluated constructs. The correlation between the constructs was 0.73, being $p < 0.000$. The regression obtained by the logit function indicated that the model was well adjusted, that is, at a significance level of 5%, it can be concluded that the slopes are homogeneous, and the fit of the model does not improve by releasing the regression coefficients. It was possible to conclude that the hedonic motivations of the wine explain with greater significance the consumption and the propensity to buy, that is, they obtained a greater number of evaluations in agreement, to the detriment of the evaluations of the utilitarian motivations of the wine. The consumer seeks in the consumption of the wine pleasurable sensations, which go beyond the utilitarian motivation. The hedonic consumption proves to be pleasurable, and the consumer searches for experiences that can provide values and sensations beyond their utilitarian consumption. Thus, several attributes evaluated determined a greater orientation to hedonism, such as the engagement with its ancient history, its castes, terroirs, the charming producing regions, the relations between wine and rituals and the relations between wine, power and even seduction. In this sense, the potential for significant evolution of the studies in the context of hedonic and utilitarian motivations as well as the anthropological, social, economic and neuroscientific conditions of wine consumption is verified. This study provided conditions for the proposition of several hypotheses for future studies.

1. Introduction: contextualizing and objectifying the study

Wine is part of history as a product, or a significantly iconic beverage. Throughout its existence was object of study linked to the Greek mythology, to the culture of the people and to religious values. It also has a leading role in the history of agriculture, industry, commerce and medicine (Phillips, 2003). Wine has its trajectory marked by paradoxes, being a product of nature or a product of society, acquired by low prices or exorbitant values, having been called the gift of the gods and the work of the devil.

Since the 1970s, the world of wine has undergone several modifications. There is a discrepancy between what is called Old World, which carries a traditional history in production and consumption, and New World, generally with wines produced outside Europe, such as the United States, Australia, Chile, Argentina and other countries. This phenomenon intensified with the globalization of the wine market, which allowed the production of a certain locality to be transported to any other, and the context favorable to the wines of the New World.

In Brazil, currently some new wines, already compete with foreigners of good reputation. It is a relevant socioeconomic activity, especially for the southern states of the country. The country has established itself as the fifth largest producer of the beverage in the Southern Hemisphere, with more than 1,100 wineries. The opening of Brazil to foreign markets boosted the consumption of fine wines among the middle class. Although Brazilian winemaking has experienced an increase in production in recent decades, and consumption has grown strongly (sixteenth in the world), most of the consumption is still wine from other countries (Ibravin, 2017). In order to understand this contradiction it is necessary to understand the symbolic meaning of the product. In some cases the cognitive component may be predominant, in others the affective component, or both can relate, going beyond the functional and utilitarian characteristics of a product (Santisi et al., 2018).

The central role of marketing organizations and practitioners is to identify, understand and predict the motives that influence consumer buying and experience (Bueron et al., 2014). In the case of wines, the tendency is to present the brand names, especially in wines produced in the New World. However, there are other factors that influence the purchase, such as the country of origin, harvest year, type of grape and price (Schäufele, et al., 2018). Hirschman and Holbrook (1982) pioneered studies on the hedonic dimension of consumption. They described that in general, hedonic consumption is relevant in the affective, emotional and fantastical point of view in people, being responsible for pleasure and excitement and has symbolic and experimental meanings of consumption, as opposed to utilitarian consumption, which is primarily guided by goals. It is possible to characterize the experiences of the society of consumption by different traits, among them: moral, hedonistic and materialistic, elevation of the standard of life, abundance of goods, worship of objects and leisures (Lipovetsky, 1989). Products have their intrinsic hedonic and / or utility value. Thus consumers develop different levels of hedonic and / or utility purchase value.

The present work aims to investigate the hedonic and utilitarian attributes of wine consumption in the Brazilian scenario. Thus, one wonders: at what level do the hedonic and utilitarian motivations influence wine consumption? The general objective of this research is to analyze the influence of the hedonic and / or utilitarian attributes that motivate the wine consumer. As specific objectives, it is intended: 1) to identify the profile of wine consumers; 2) to estimate the influence exerted by the hedonic motivations and by the utilitarian motivations in the consumption of wines; and, 3) to correlate the hedonic and utilitarian motivations of wine consumption and to identify the salience of motivations for wine consumption.

2. Theoretical reference: literary contributions that support the study

2.1 On wine, its history in Brazil and the markets

Wine takes place in several types of stories, but its origin is enigmatic. It has already been considered a miracle of nature. It is a beverage resulting from alcoholic fermentation, totally or partially, by the intervention of technological processes, being the result of a natural process of fermentation, that is, each

grape acts as a mini-vine. The chemical elements of wine are all found within the grape itself in its shell. In the pulp contains water, sugar and pectin. The bark in turn stores the tannin, the yeast and the pigment that provide the color to the wines (Phillips, 2003). But the manufacturing process only evolved with the intervention of man. The grapes began to be cultivated, selected and fermented. Fermentation was controlled to achieve specific flavors.

In the early 1990s, there was an increase in the competition between what is conventionally called Old World and New World wines (Lucki, 2010). The characteristics of the wines between old and new worlds are totally different. Old World wines show tradition in production, bearing commercially strong names. In the New World wines, as is the case of the producers from Australia, the United States, Argentina, Chile, South Africa, New Zealand and Brazil, the main characteristics basically were to demonstrate the label highlighting the grape, instead of the region, which does not imply memorizing various names from which the wines come, and in the production they adopted new techniques, allowing the immediate consumption of the wine. The final quality of the wine is determined by the vineyard and the winery, notably the environment and agricultural culture. The environment is all local nature properties, also terroir - the French language, and encompasses climate, soil and water flow. The main fruit for the production of wine, by innate conditions, is the grape. The juice of the grape has all the necessary ingredients to make the wine, and its high concentration of sugar provides the alcoholic fermentation, inhibiting the microbial action. It is estimated that in the world there are between 10,000 and 14,000 varieties of grapes, also called strains or grape varieties. The high number is justified by the variability in the form of growth, appearance and flavors, in addition to the possibility of clones strains. The literature shows the most abundantly cultivated grape varieties in the world.

2.2 On the dimensions of consumption: hedonic and utilitarian

Studies of consumption have their origins in economics, in the theories of classical economists. The principle of the study was the rationality, that explains that the decisions of the consumers are rational, from the evaluation of the utility of the products. Nowadays the consumers have been explaining that not only rational stimuli but also emotional and symbolic stimuli describe consumer behavior. The subjectivity of consumers is justified by the diversity of purchase options (Bauman, 2008). These motivations can lead consumers, from the state of enchantment to the state of anger, or even revenge, with products purchased (Lara et al., 2017). Needs are innate (physiological), or acquired (psychogenic) needs, considered secondary, arising in response to culture or the environment (Greenfeld & Liah, 2017). Consumers with high levels of involvement are better able to differentiate wine quality through an assessment of intrinsic attributes and thus become less price dependent (Gvili, & Levy, 2017 Santisi et al., 2018 and Roe & Bruwer (2018).

The term hedonism originates from the Greek language - hedonism, or the propensity to seek pleasure and the free will to feel good. Thus, the term refers to pleasure as a supreme sensation of human life. Pleasure determines happiness, or the meaning of life. Thus, hedonism seeks out other sensations, such as balance and serenity to achieve happiness. Several philosophers, throughout the history of philosophy, have been presenting their contributions in the sense of describing and explaining hedonism. In this context, the era of sensorial or experimental marketing is now consecrated, highlighting the feelings of pleasure and happiness provided by consumption. Thus, the consumer society is characterized by the constant reconfiguration of consumer needs, with increasingly seductive and almost irresistible proposals. On the relationship between wine and hedonism, more and more intensely literary contributions have emerged that effectively enrich knowledge in this field. In short, Tong & Su (2018) emphasize pleasure as the foundation of hedonic consumer motivation, not the temporary pleasure of enjoyment as an end in itself, but a pleasant sensation derived from the imaginative use of products and services seen and desired in stores, shop windows and advertisements. Happiness and pleasure, in this logic, are conditioned by objective efforts and gains. In this perspective, the utilitarian view is simpler than that of hedonism. The utilitarian view is more consistent and defined in the consciousness of the observer, whereas hedonistic logic implies the exploration of elements that, in addition to the conscious, refer to the more present perceptions in the synaesthetic context about the individual's values (O'Curry & Strahilevitz, 2001). Human food, and its

rituals, processes, and components are rich experiences with the precepts of hedonism and utilitarianism. They allow to observe the shades from the most obvious to the most obscure of the hedonic and utilitarian contexts. From the organoleptic properties to the consumption motivation, objective and subjective elements interact in the hedonic and utilitarian logics.

2.3 On the sensorial dimension of wine

Sensory analysis occurs in responses transmitted by individuals to the various sensations that arise from reactions of the body and mind, and which are interpreted from the properties intrinsic to the products. For this it is necessary that there be contact and interaction between the parties, individuals and products (Palermo, 2015). The characteristics of the composition of a food, such as wine, help the individual decide on consuming it, but as mentioned above, the main factor is the result of the interaction between the individual and the product. In the sensory dimension, the characteristics of the food, such as texture, color, taste, nutrients, preparation, price, seasonality and individual characteristics, such as life cycle, gender, culture, economic conditions and personality. Food assessment is based on sensory stimuli received by the human senses in contact with the environment. They are the five senses, the vision, the smell, the taste, the hearing and the touch, responsible for connecting the individuals to the world. The combination of information that is captured through the senses is transmitted to the brain, coded from beliefs and values, and stored in memory (Cayuela et al., 2011). Since no instrument can replace the human senses, sensory analysis through these unique measurement parameters is widely used in the food industry to understand consumer behavior, Beckert et al. (2017). In the case of consumption of alcoholic beverages the social aspect is evident. The act of drinking, besides pleasure to the palate, adopts the symbolism of fraternizing. In recent years, even in health and aesthetic treatments the drink is used. With the discovery of the polyphenols in the grapes, the wines started to make rejuvenating creams, moisturizers, oils, exfoliants and soaps (Rössel et al., 2016). The senses, together, emphasize the experiential dimension of taste, from the first aromas that emerge in the ritual of serving the drink (Smith, 2006). Taste is considered as mixed experiences, but at the same time unitary olfactory, gustatory, tactile, thermal and kinesthetic sensations perceived during the act of tasting. A close examination shows that wine tasting is important, but individual belief may impact even more than taste itself (Smith, 2006).

2.4 Theoretical model of the research

In accordance with the purposes and processes of this research, a model has been adopted whose analytical elements configure in the logic of the constructs hedonistic motivations and utilitarian motivations of the consumption of wine. The variables consist of the elements, or factors, that explain the constructs, as shown in Figure 1.

Hedonic motivations of wine consumption	Utility motivations of wine consumption
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<ul style="list-style-type: none"> • With wine, I feel more pleasure in living. • Appreciating wine brings me closer to the fullness of my taste. • When I enjoy wine, I feel special. • I always drink wine, as self-gratification for my efforts in life. • When I am sad, if I drink wine, I feel better. • For me, enjoying wine relieves stress. • I am a good wine expert. • I always deserve to taste good wine. • Asking for a wine is always an adventure: I do not know almost all the brands. • Finding a wine, for me, is always stimulating. • When visiting a wine store, I feel myself entering a known universe. • I like to rely on the advice of friends and sommeliers. • I like to present people with wine, because if they feel good, I feel good. • I like to give family and friends wine. • I spend great time choosing wine for gift. 	<ul style="list-style-type: none"> • More often than not I buy wine when it comes to promotions. • I buy wine over the internet because they are cheaper. • I choose the wines well and I feel very good. • Buying wine online I value up to the expectation of arrival. • I like to share with family and friends the process of buying wine, in physical stores and on the internet. • Buying and tasting wine, for me, is a relevant social event. • I enjoy living intensely the experience of buying and tasting wine. • I like to study the production and distribution of wine. • I enjoy experiencing the launches and opportunities. • I prefer to try wine by country of origin, I appreciate the traditional regions in wine production. • I like to study the history and geography of wines, enhancing my culture in this theme.
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Figure 1 - Analytical model of research, 2018

In summary, the evaluation of the two constructs: "hedonic motivations" and "utilitarian motivations" of wine consumption constitute the essence and the investigative purposes as exposed in the evaluative model.

3. Methodology and methodological procedures

A study of exploratory and descriptive nature was carried out, characterizing itself as a survey. The methodological procedures met the requirements and rigors of multivariate statistics, with a sample of 228 respondents from the city of Belo Horizonte, collecting the data in August and September 2018. A structured and non-disguised questionnaire was developed in the Likert format with (1 - I strongly disagree, 2 - I strongly disagree, 3 - I disagree, 4 - I do not agree, I do not disagree, 5 - I agree, 6 - I agree a lot, 7 - I agree completely). It has been applied through Google Forms. The first fifteen questions refer to the "hedonic motivations of wine consumption" construct. The eleven following questions relate to the other construct "utilitarian motivations of wine consumption", followed by a question-synthesis of the propensity to consume wine.

The explanation of the propensity for wine consumption was obtained by the function below:

$$Y_c = \alpha + B_1MH + B_2MU + u_i, \text{ where:}$$

Y_c = general motivation for wine consumption.

α = constant.

B_1 = estimator of hedonic motivation.

MH = index of hedonic motivation.

B2 = estimator of the utilitarian motivation.

MU = index of utility motivation.

ui = adjustment factor.

4. The empirical results of the research

4.1 General data of the respondents

The research was performed with 228 respondents, 121 of the male gender and 107 of the female. 56.9% are between the ages of 20 and 60, and 68% have income between five and ten minimum wages. 44% consume wine eventually, 31% weekly and 19.3% monthly.

4.2 Analysis of dispersion of variables

The dispersions of the variables of the constructs hedonic motivations and utilitarian motivations of the wine consumption are presented in Tables 1 and 2.

Table 1 - Scatter analysis of the hedonic variables of wine consumption

Hedonic motivations	Average	Standard deviation	Curt-ose	Coefficient of variation
With wine, I feel more pleasure to live.	4.18	1.681	-0.36	40.22%
Appreciating wine brings me to the fullness of my taste	4.33	1.531	-0.04	35.37%
When I appreciate a wine, I feel special.	4.22	1.663	-0.45	39.37%
I always drink wine, as self-gratification for my efforts in life	3.85	1.763	-0.83	45.84%
When I'm sad, if I drink wine, I feel better.	3.76	1.800	-0.83	47.82%
For me, enjoying wine relieves stress.	4.96	1.654	0.19	33.33%
I'm a good wine expert	3.25	1.720	-0.88	52.84%
I always deserve to taste good wine.	4.82	1.838	-0.34	38.10%
Asking for a wine is always an adventure: I do not know almost all the brands.	4.37	1.904	-1.02	43.55%
Looking for a wine, for me, is always stimulating.	4.42	1.660	-0.29	37.55%
When visiting a wine store, I feel myself entering a known universe	3.82	1.795	-0.90	46.99%
I like to trust the advice of friends and sommeliers.	5.31	1.497	1.18	28.19%
I like to present people with wine, because if they feel good, I feel good	4.68	1.660	-0.24	35.47%
I like to give family and friends wine	4.67	1.752	-0.44	37.54%

I devote great time to choose wine for gift.	3.27	1.640	-0.61	50.20%
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The question "I am a good expert in wine appreciation", assumed a coefficient of variation of 52.84%, being the most heterogeneous of the construct, indicating that on average, the deviations from the average amount to 52.84% of the value of the latter. However, "I like to rely on the advice of friends and sommeliers" more homogeneous with a variation of 28.19%, indicating that on average, deviations from the average amount to 28.19% of the value of this. The affirmatives have averages between 3.25, "I am a good expert on wine appreciation", and 5.31, "I like to trust the nominations of friends and sommeliers".

Table 2 - Analysis of dispersion of the utility variables of wine consumption

Utilitarian motivations	Average	Standard deviation	Cur-tose	Coefficient of variation
Most often I buy wine when they are on promotions	4.44	1.868	-0.98	42.05%
I buy wine over the internet because they are cheaper.	3.14	1.906	-0.90	60.59%
On the internet I choose wines well and feel very good	3.14	1.907	-0.98	60.73%
Buying wine online I value up to the expectation of arrival.	2.90	1.729	-0.43	59.64%
I like to share with family and friends the process of buying wine, in physical stores and on the internet	3.04	1.744	-0.81	57.39%
Buying and tasting the wine, for me, is a relevant social event	3.97	1.739	-0.77	43.82%
I love to live intensely the experience of buying and tasting the wine.	3.88	1.757	-0.80	45.31%
I like to study the production and distribution of wine	3.19	1.788	-0.94	55.99%
I like to experience the launches and opportunities	3.83	1.830	-1.02	47.80%
I prefer to try the wine by country of origin, price for the traditional regions in wine production	4.29	1.822	-0.72	42.43%
I like to study the history and geography of wines, enhancing my culture in this theme	3.39	1.821	-0.97	53.63%

The question "on the internet I choose wines well and I feel very good", assumed a coefficient of variation of 60.73%, being the most heterogeneous of the construct, indicating that on average, deviations from the average reach 60.73% of the value of this. The question "most often I buy wine, when they are in promotions" is the most homogeneous with a variation of 42.05%, indicating that on average, deviations from the average amount to 42.05% of the value of this. The affirmatives have averages between 2.90, "buying wine on the internet I value up to the expectation of the arrival", and 4.44, "More often I buy wine, when they are in promotions".

The perceptual conjunction of the hedonic and utilitarian attributes of wine consumption is shown in table 3.

Table 3 - Dispersion of the synthesis of hedonic and utilitarian perceptions

Perceptual conjunction of wine consumption	Average	Standard deviation	Curtose	Coefficient of variation
In short, I really enjoy wine, it gives me a good personal experience, integrates me into the social environment, I look for more economical wines and I get more culture when I consume it.	4.56	1.803	-0.49	39.57%

The general question has a coefficient of variation of 39.57% with an average of 4.56 and a standard deviation of 1.803. The coefficient of variation is close to recommendations in studies of a social nature. The reliability of the model, measured by the Cronbach's alpha is 0.939, considered above the minimum desirable value, which according to the literature.

4.3 Factor analysis

The factorial analysis of variables was performed using the Varimax method for each of the constructs, to verify how many factors would be needed to explain the model. Unidimensionality was not confirmed, since its indicators presented a factorial load in four dimensions. The four dimensions found for the construct "Hedonic Motivations" are formed by the questions:

1. With wine, I feel more pleasure in living; Appreciating wine brings me to the fullness of my taste; When I appreciate a wine, I feel special; I always drink wine, as self-gratification by my efforts in life; When I am sad, if I drink wine, I feel better; For me, enjoying wine relieves stress.
2. I like to present people with wine, because if they feel good, I feel good; I like to give family and friends wine; I devote great time to choose wine for gift.
3. I am a good wine expert; I always deserve to taste good wine; Looking for a wine, for me, is always stimulating; When visiting a wine store, I feel myself entering a known universe.
4. Ask for a wine is always an adventure: I do not know almost all the brands; I like to trust the advice of friends and sommeliers.

The four dimensions found for the construct are formed by the fifteen questions of the construct. With this, there is a variance explained 69.737% of the original variability of the data. The KMO and the sphericity test were adequate.

Regarding the utilitarian motivations of wine consumption, unidimensionality was not confirmed, since its indicators presented a factorial load in two dimensions. The two dimensions found for the construct are formed by the questions:

- 1- I like to share with family and friends the process of buying wine, in physical stores and on the internet; Buying and tasting the wine, for me, is a relevant social event; I like to live intensely the experience of buying and savoring the wine; I like to study the production and distribution of wine; I enjoy experiencing the launches and opportunities; I prefer to try the wine by country of origin,

price by the traditional regions in wine production; I like to study the history and geography of wines, enhancing my culture in this theme.

2- More often I buy wine, when they are in promotions; I buy wine over the internet because they are cheaper; On the internet I choose wines well and feel very good; Buying wine on the internet I value up to the expectation of arrival.

The two dimensions found for the construct are formed by the fifteen questions of the construct. With this, there is a variance explained 63.987% of the original variability of the data. The KMO and the sphericity test were adequate.

Aiming to identify the valence and saliency of the possible relation between the constructs under study, the procedure of contrast between them was elaborated, and the results are shown in Table 4.

Table 4 - Correlation of constructs hedonic motivations and utilitarian motivations

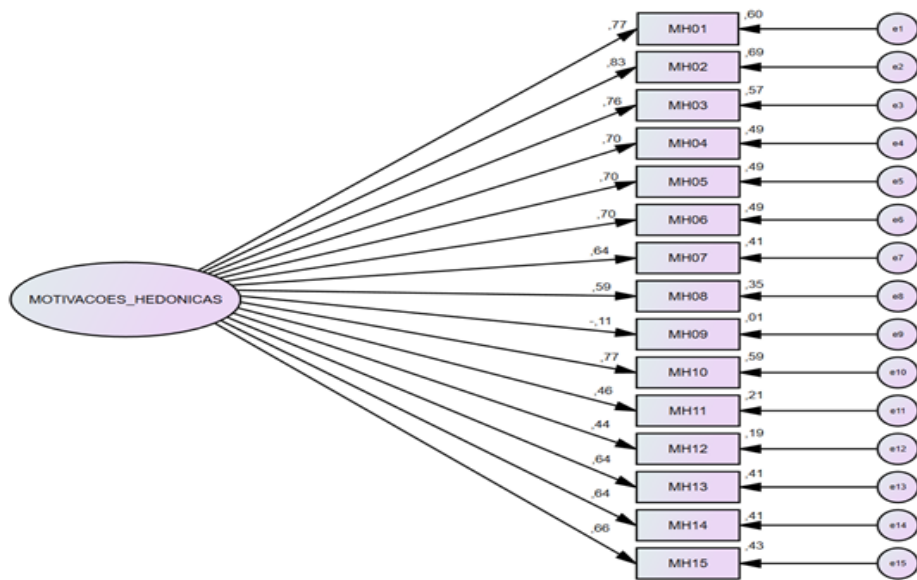
Consumer motivations of wine		Hedonic Motivations	Utilitarian Motivations
Hedonic Motivations	Correlation	1	0.735**
	P-value		0.000
Utilitarian Motivations	Correlation	0.735**	1
	P-value	0.000	

** . The correlation is significant at the 0.01 level

The Pearson correlation was used, and the constructs presented a correlation of 0.735. All the correlations indicated by (**) were significant considering an alpha of 1%, that is, the correlations between the constructs are different from zero.

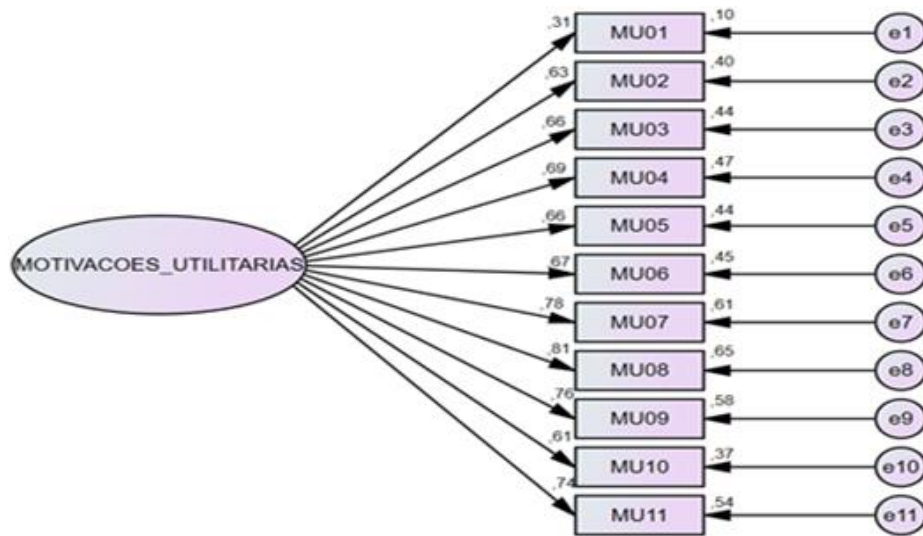
4.4 Pictorial expressions of hedonic motivations and utilitarian motivations

The pictorial expressions of the constructs and variables of the model are presented in figures 2 and 3



Adjustment tests
Chi-square = 521.516
Degrees of freedom = 902
P-value = 0.000
GFI = 0,764
CFI = 0.764
RMSEA = 0,145
NFI = 0.731
TLI = 0.725

Figure 2 - Pictorial expansion of hedonic motivations.



Adjustment tests
Chi-square = 569.98
Degrees of freedom = 44
P-value = 0.000
GFI = 0.682
CFI = 0.665
RMSEA = 0.229
NFI = 0.649
TLI = 0.581

Figure 3 - Pictorial Expansion of Utility Motivations

4.5 Regression of the constructs hedonic motivations and utilitarian motivations

For the regression model, seeking to identify the valences and protrusions of the constructs, the average of the questions of each construct as independent variables was used, and as a variable answer the question "In summary, I really like to appreciate the wine, it gives me a good personal experience, integrates me into the social environment, I look for more economical wines and I get more culture when I consume it ". The response variable is of the categorical ordinal type polytomy, so the model used is the ordinal logistic model. The link that got the best fit was the logit.

$$\text{logit} = \ln \frac{P(Y \leq k | X) / P(Y > k | X)}{k} = \alpha_k + \beta X_j \quad j=1, \dots, n; k=1, \dots, k-1 \quad (1)$$

Where α_k represents the location parameter for the $k = 1, \dots, k - 1$ classes of the dependent variable, β is the regression coefficient vector and X_j is the matrix of the independent variables.

In the case of the Link function being logit, taking the inverse of the logit function, it is possible to define the generic function of the accumulated probability (logistic distribution function) of class k :

$$F_k - \beta X_j = \frac{P(Y \leq k)}{1 + e^{-(k - \beta X_j)}} \quad (2)$$

To test the significance of the adjusted model we use the likelihood ratio test between the null model (without any independent variable) and the complete model (with all the independent variables). If the adjusted model is not significant, it is not possible to predict the probability of each class of the dependent variable from the independent variables of the model.

H0: The model is not statistically significant.

H1: The model is statistically significant.

The test to check if any of the constructs influences the response variable is presented in Table 5.

Table 5 - Template adjustment information

Model	(-2 Log) probability	Chi square	Degrees of freedom	P-value
Intercept only	820.89			
Final	657.72	163.17	2	0.000

Since the p-value is equal to 0.000, one can conclude, at a level of 5% of significance, that some of the questions influence the response variable. The following two tests are significant at a significance level of 5%. Therefore, the model was well adjusted, that is, it can be said that the data were well adjusted to the model (Table 6).

Table 6 - Adjusting the model

	Chi-square	Degrees of freedom	P-value
Pearson	1064.09	1258	1.000
Deviance	643.86	1258	1.000

The Pseudo-R2 evaluates the size of the model effect, calculated by Cox and Snell never reaches the value 1, even when the fit is perfect. The Nagelkerke's is the Cox and Snell coefficient corrected, so it reaches 1 when the fit is perfect (Table 7)

Table 7 - Pseudo R-Square

Cox and Snell	0.511
Nagelkerke	0.525
McFadden	0.195

The pseudo R-squared is a measure that ranges from 0 to 1, and the closer to one, the better the fit of the model. The first two indices were medium. McFadden's pseudo-R2 says that the adjusted model gains 19.5% more information than the null model. To identify which independent variables significantly influence logit, the Wald test is usually used (table 8). In this test we intend to verify if a given coefficient is null conditioned by the estimated values of the other coefficients.

Hedonic motivations (MH): average of the questions from "F" to "T".

Utility Motivations (MU): average of questions from "U" to "AE".

The question "In short, I really enjoy wine, it gives me a good personal experience, it integrates me into the social environment, I look for more economical wines and I get more culture when I consume it", has 7

classes as an answer. Therefore only 6 are used to estimate the probability of the input, because the function that calculates the probabilities to be cumulative, it is not necessary to estimate for all the answers.

Table 8 - Estimation of model parameters

	Estimate	Default Error	Wald	Degrees of freedom	P-value	Interval		
						Inferior limit	Upper limit	
Input (α_k)	[Answer = 1]	3.189	0.562	32.170	1	0.000	2.087	4.291
	[Answer = 2]	3.855	0.572	45.409	1	0.000	2.734	4.977
	[Answer = 3]	4.734	0.597	62.821	1	0.000	3.563	5.905
	[Answer = 4]	6.306	0.657	92.102	1	0.000	5.018	7.594
	Answer [= 5]	7.873	0.715	121.339	1	0.000	6.472	9.274
	[Answer = 6]	9.179	0.761	145.460	1	0.000	7.688	10.671
Location	Hedonic Motivations (HM)	0.615	0.171	13.024	1	0.000	0.281	0.950
	Utilitarian Motivations (UM)	1.077	0.155	48.559	1	0.000	0.774	1.381

The dependent variable has 7 classes, so the model has 6 entries (α_k). Generally, these entries are only used for calculating probabilities, and in addition to this use, your interest is small. The slope estimates (regression coefficients) are used to infer the significance of the independent variables on the probabilities of the classes of the dependent variable (strictly on the Link of the accumulated probabilities). The Logit function was used, the model can be written as:

Model	(-2 Log) probability	Chi-square	Degrees of freedom	P-value
Null hypothesis	657.720			
General	647.964	9.756	10	0.462

$$PY \leq k = 11 + e^{-(k \cdot [MH_j + MU_i])}$$

The ordinal regression model used assumes that the influence of the independent variables on the link (in this case logit) is the same for all classes of the dependent variable. To test this assumption, the likelihood ratio test statistic of two ordinal models is used, the first assuming that the slopes are equal and the second assuming that they may be different (Table 9).

H0: the slopes are homogeneous.

H1: Slopes are not homogeneous.

Table 9 - Test of parallel lines

At a significance level of 5%, it can be concluded that the slopes are homogeneous, that is, the fit of the model does not improve releasing the regression coefficients. Soon the model was well adjusted with the logit function.

5. Conclusion and final considerations

This study, based on theoretical bases and methodological foundation, was defined in a quantitative descriptive research, with the application of 228 questionnaires - in the period between August and September 2018, which provided bases to fulfill the objective of the research, "to analyze the influence of the hedonic and / or utilitarian attributes that motivate the consumer of wines in Brazil. " As well as meeting its specific objectives: "Characterize wines produced in Brazil"; "Identify the profile of Brazilian wine consumers"; "Identify the hedonic motives and utilitarian motivations to choose wines"; "Correlate the hedonic and utilitarian motivations of wine consumption"; "Identify the salience of motivations for wine consumption".

The objective of the study was to validate the analytical model elaborated, in which two constructs were evaluated: the hedonic motivations of wine consumption and the utilitarian motivations of wine consumption. A general question was also defined, in order to identify the synthesis of the sensations provided by wine consumption.

In general, the hedonic motivations of wine obtained a greater number of evaluations in agreement, in detriment to the evaluations of the utilitarian motivations of the wine. Hedonic consumption proves to be pleasurable, so the consumer looks for consumer experiences that can provide beyond the utilitarian acquisition of products. Wine is essentially two-dimensional, the two dimensions of which dictate behavior in the wine-buying process. However, it has a range of attributes that provide a greater orientation to hedonism - one can mention from its ancient history, its castes, terroirs, the charming producing regions, relations between wine and rituals, relations between wine and power.

On the results, according to the statistical frequency distribution it was possible to filter opinions. Among the majority of respondents, it is noteworthy that wine provides more enjoyment in life, feels special, approaches the fullness of the palate and relieves stress. Of the respondents, 62.29%, also believe that they deserve to taste good wine. Although more than half (53.07%) recognize that they do not understand wine well, and 52.20% said they did not know almost all brands. This indicates the incipience of the Brazilian consumer market in relation to consumers in other countries. Although Brazilian production and its consumer market have been performing well in the last 15 years.

In the factorial analysis of the variables, we used the Varimax method, which is an orthogonal rotation method. Four variables of the hedonic motivations were detected, which presented a variance of 69.737% of the original variability of the data. On the utilitarian variables, two variables of the utilitarian motivations were detected, with a variance of 63.987% of the original variability of the data. Through the function of regression of the constructs, the degree of contribution of each one to characterize the motivations of wine consumption was indicated.

In order to enable the elaboration of the regression function of the analytical model of wine consumption, due to the hedonic motivations and the utilitarian motivations, it was necessary to formulate the synthesis question, which expresses this propensity. For the regression model, the average of the questions of each

construct was used as independent variables, and as a variable response to the question "In summary, I really enjoy wine, it gives me a good personal experience, integrates me into the social environment, I seek wines and acquire more culture by consuming it ". The response variable is of the categorical ordinal type polytomy, so the model used is the ordinal logistic model. In this way, the information detected by the research is reliable and in line with the theory used. It is hoped that this study may aid in new studies on wine in the Brazilian market and its consumers.

5.1 Propositions for future studies

For the contribution to the evolution of the studies in this field of the characterizations of the hedonic and utilitarian motivations of the wine consumption, from this study the following hypotheses are proposed for future studies:

H1: The hedonic motivations of wine consumption are more salient in the female than in the male;

H2: The hedonic motivations of wine consumption are more salient in high-income consumers than in low-income consumers;

H3: The hedonic motivations of wine consumption are more salient in consumers in the higher age group than in the younger ones;

H4: The hedonic motivations of wine consumption are more salient in consumers with a higher educational level, than in consumers with low schooling;

H5: It is possible to validate a model that contrasts valence and saliency between the hedonic and utilitarian motivations of wine consumption;

H6: Hedonic motivations predominate significantly over the utilitarian motivations in the propensity to consume wine;

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