

What do women like? A quantitative study of the female behavior of sparkling wines consumers

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40 **Abstract**

41 The purpose of this paper is to investigate the purchase process of the sparkling wines female
42 consumers, in order to understand the variables that influence the purchase process of this
43 product. The consumer behavior in the purchase decision process is one important topic of the
44 marketing studies, to the extent that it helps to explain how decisions are made and what
45 elements determine them, it can support strategic marketing decisions. The importance of
46 gender segmentation has been highlighted in several studies; in addition, women have made
47 most purchases and their influence in purchase decision has been highlighted. This study uses
48 data from a survey carried out on a representative sample of 1,003 female consumers from
49 Brazil. It was used a five levels Likert scale; Independent tests and correspondence analyses
50 were performed. The study could identify the five main factors influencing the choice. Also,
51 the results contribute to elucidate points such as confidence to choose and consumption
52 occasions and contexts.

53

54 **Keywords:** Brazil. Consumer behavior. Purchasing decision. Gender.

55

56 **1. Introduction**

57 The consumer behavior in the purchase decision process is one of the main topics of the marketing
58 studies. The consumer behavior can be defined as a set of physical and mental activities, carried out
59 by goods consumers that result in decisions and actions, such as how to search, choose, purchase and
60 use products and services in order to satisfy a latent need [1, 2]. According to Solomon, consumer
61 behavior is the study of the processes involved when individuals or groups select, buy, use or discard
62 products, services or ideals to satisfy their needs and desires [3].

63 When an organization proposes to study consumer behavior, it seeks the purchase's motives, how
64 decisions are made and what elements (internal and external) determine such decisions [4, 5]. Thus,
65 several factors, such as individual differences, environmental influences and psychological processes,
66 can affect purchasing and consumption behavior [6]. This topic is one of the most complexes of
67 marketing and the work for understanding it stimulates an increasing number of researches in this

68 field.

69 The importance of gender segmentation has been highlighted in several studies, including online
70 shopping and services [7, 8]. Women are responsible for most of the purchase and an important part
71 in purchasing decisions, which indicate that this segment can be better considered in terms of
72 advertisements, products, marketing strategies and studies.

73 The purpose of this paper is to investigate the sparkling wines, in order to understand what are the
74 variables that influence this product's purchase process. The Brazilian female sparkling wines
75 consumers represented the study group.

76 The wine production in Brazil was introduced by Portuguese and Spanish in XVI century and was
77 consolidated starting with XIX century due to Italian immigrants' direct participation. The Brazilian
78 vineyards occupy an area of 86 thousand ha, in 6 main regions. [9]. The wine production is
79 concentrated in the south, the State of Rio Grande do Sul gives almost 90% of national production of
80 wines and grape juices, an annual harvest between 600 and 700 million tons. The country has 1100
81 wineries, mostly small properties, with an average of 2ha [10].

82 In the international context of wine consumption decline, the official data indicated a 50% increase
83 in the marketing of Brazilian sparkling wines between 2010 and 2018 [10]. The situation was different
84 for the still wine, which fell by 28% in the same period [11]. Another element of interest, in Brazil,
85 is represented by the relation between imported and local wines: official data indicates that 75% of
86 the sparkling wines consumed in the country have national origin, despite only 12% of still wines
87 [12]. This data reinforce the importance of studying the sparkling wines' consumer behavior,
88 providing a better understanding of this rising market, as well as data that can support more effective
89 marketing actions.

90 This research aims to help marketers, as well as sparkling wine producers, to consolidate the possible
91 guidance of female consumers. It also aims to add knowledge about the behavior and preferences of
92 women in terms of most relevant factors of their decision making at the time of this purchase. A better
93 understanding of female behavior allows the use of market segmentation techniques to highlight
94 specific groups of consumers and the monitoring of purchases [8, 13, 14]. In this sense, the work
95 intends to comprehend different profiles and preferences, contributing to a more effective
96 segmentation of the studied group.

97

98 2. Background

99 2.1 Woman's consumer behavior

100 The transformations experienced in the technological, economic and social environment in recent
101 decades have changed the manner how consumers, in particular females, have been buying. Experts
102 like Peters [15] have advised companies to focus their strategies towards women, as this market
103 segment is an excellent business opportunity for any organization [15]. Women are still a depreciated
104 segment in terms of advertisements and in various commercial groups, even though they represent
105 more than half of the world's population and are responsible for an important part in purchasing
106 decisions [16, 17].

107 Historically, women have made most purchases. They buy for the family, including products for
108 husband and children, but the last decades have witnessed important changes in the woman's social
109 and professional life [14, 18]. The first changes of the female's role took place in the family, when
110 millions of women were launched into the labor market and left their homes, to spend more time
111 outside [19]. The social change brought by the inclusion of woman into the labor market has a
112 significant role in spending on food, as well as on alcoholic beverages [20].

113 In terms of buying and consuming behavior, women have been dealing with products considered
114 "masculine". For example, researches prove the influence of the female market in the purchase of
115 vehicles and alcoholic beverages [21]. In the case of wine, researches have highlighted the role of
116 women and the importance of segmentation by gender. In the "Old World" countries, wine
117 consumption has been associated to the men, but to the "New World" women have been increasing
118 the consumption, becoming even more representative than men [22, 23]. Thus, researches indicate
119 that women buy 80% of the wine sold in the USA [24].

120 The influence of gender on wine buying and consumption behavior has been examined in some prior
121 research. Forbes highlight that even if several studies propose relation between wine attributes and
122 gender, there is lack of consistency in terms of results and practical implications of gender
123 segmentation [21]. For instance, this exploratory and cross-country study about the influence of
124 gender on wine buying and consumption indicates that gender has no significant impact in terms of
125 number and importance of attributes, and little impact on the frequency. On the other hand, the results
126 pointed that women are more sensible by price discounts while men pay attention to region of origin
127 [21]. Otherwise, study based on sociodemographic profiles of wine consumers indicate that gender
128 is a determinant factor to the frequency of wine consumption [22].

129 Among the factors considered no buying behavior are: factor of time, economic situation, long term
130 consideration, influence of advertisements, post purchase experience and past regrets related to the
131 purchase [13]. In terms of practical implications to marketing, women like a collaborative,
132 conversational style dialogue. In this sense, advertisements are often more detailed, considering
133 women tend to ask more questions and they have a longer decision process. Also women appreciate
134 very fine distinctions as consequence of being more sensitive, registering higher level of sight, sound
135 and touch [13, 17].

136 In terms of wine buying and consumption behaviour, women are more to associate wine to the context
137 of consumption while men associate it with convivial and sensorial pleasure. In the moment of choice,
138 women seems to carry more about brandy and previous experience and they are more willing to
139 dialog, seeking information from store personal, sommelier or a server [24, 25]. Labels and shelf tags
140 are also significantly more important for women than man, according to Atkin et al. [24]. These are
141 some findings and indications from previous studies and literature that can provide some orientations
142 to marketing professionals. Overall, it is also important to understand that there are differences inside
143 this large group of “women” and that marketing strategies should consider it into the segmentation’s
144 decisions.

145

146 *2.2 Women and the preference for sparkling wine*

147 In the sparkling wines market, 60% of Brazilian sparkling wines’ consumers are females [26]. In
148 addition to Brazil, in Australia women are the biggest wines consumer, according to the Australian
149 Bureau of Statistics; more women than men bought wine [27]. In the United States, study that
150 retrieved data from 2010 to 2016 indicates that 50% of Americans women who consume alcoholic
151 beverages prefer wine, comparing to 18% of men [28].

152 It is necessary to understand a little more about the female universe, in order to understand these
153 statistics. For example, women can have better tastes and smells than men. Their capacity to
154 distinguish different odors is up to 20% higher than that of men; so, women taste wines more subtly.
155 They have a better olfactory sensitivity than men and can better understand the complexities of wine
156 [29]. They also feel the subtleties of white wine more often than men [30].

157 Therefore, the significant differences in wines types are explained by the physical and sensory
158 differences of the different genres. This fact defines preferences, as white wines tend to have more
159 subtle acidity and lower tannins, while red wines, in most cases, have a lot of tannins. Women's

160 palates tend to be more sensitive. This may explain why many women prefer white wines, which
161 have more subtle acidity and lower tannins content. On the other hand, within red wines, they find
162 higher tannins content, astringency and bitterness.

163 Therefore, women prefer less potent wines, because they are easier to consume and to enjoy;
164 consequently, they are more likely to consume white and sparkling wines than men [24, 29, 31, 32].
165 Men tend to look for red wine and women for delicate wines [30, 33]. A study of Australian wine
166 consumers found that women are more likely to drink sparkling and white wines [32]. Similar results
167 were found in a Canadian study [34]. Also, women consume significantly more white wine than men
168 [29].

169 There are several academic studies on wine consumer behaviour in countries such as the United
170 States, Portugal, England, France, New Zealand, Peru, Australia [29, 35–40], however, there are few
171 studies that focus their aim on women who consume sparkling wines. Unfortunately, the role of
172 women as wine buyers is often poorly understood and underestimated; gender-specific segmentation
173 is therefore an important issue in wine marketing [41].

174

175 **3. Materials and Methods**

176 *3.1 Research design*

177 This study is based on quantitative approach, collected quantitative data from individual respondents
178 using on-line survey. The questionnaire was developed and refined during a two-phased pre-testing
179 approach. In the first phase, the construct validity was checked by 3 expert participants. The
180 identification of participants' names and characteristics are reserved in order to preserve
181 confidentiality commitments. The experts were two women and one men, age between 30-40, with
182 research in customer behavior, wine management and wine marketing. In the second phase the
183 questionnaire was pilot tested, being possible to correct some problems arising from the consumer's
184 interpretation, as well as technological problems.

185 A non-probabilistic sampling research was carried out for convenience, with female consumers of
186 sparkling wine in Brazil (state of Rio Grande do Sul, RS), using survey online. Data collection
187 included 1,003 women who consume sparkling wine and live in Brazil (RS). The final sample had
188 1000 answers, 3 questionnaires were discarded due to inconsistency. The data collection covered the
189 period from March 26 to April 26, 2018.

190 The questionnaire had 31 questions, seeking to find the variables that influence the decision making
191 at the time of purchase. The variables were divided in 3 blocks: socioeconomic characteristics,
192 consumption characteristics and behavioral aspects. The information on socioeconomic and
193 consumption characteristics was collected using mainly categorical questions.

194 Behavioral aspects were measured in this study using five-point Likert scales. The main observed
195 aspects were: the recommendation, the consumption on special dates, the daily consumption, the
196 preference for organic and the difficulty in sparkling wine selection. The choice of the five-point
197 scale was based on the fact that it is metric accurate and, at the same time, easier and faster to use
198 than other types of scales (shorter or longer, as is the case of the three and seven points scales).
199 Different studies have been carried out to support such a decision [42].

200 The collected data were organized and analyzed using Excel. The analysis initially used descriptive
201 statistics, including the frequency distribution, the mean and the standard deviation. Cross-analysis
202 was performed for better understanding the consumption and purchasing behavior, using the χ^2
203 independence test, with significance being tested at the 0.01 and 0.05 levels. This test shows whether
204 there is a relationship between sociodemographic aspects or consumption frequency and other
205 variables that indicate habits and consumption preferences. The evaluated aspects were found to be
206 reliable when tested, with a Cronbach's α of 0.780.

207 3.2 Data analysis

208 The sociodemographic characteristics of all respondents are shown in Table 1.

209 Table 1. Socioeconomic profile of sample group

<i>Variable</i>	<i>%</i>
<i>Age (years)</i>	
18-25	14.1
26-33	26.6
34-40	26.1
41-50	20.9
51-64	11.6
65+	0.7
<i>Education</i>	
Post-graduation (Specialization, Master or PhD)	39.6
Complete Higher Education	25.4
Incomplete Higher Education	22.9
High school	11.2
Elementary School	0.9
<i>Occupation</i>	
Employee in the private sector	29.0
Public functionary	26.6

Freelancer or independent professional	22.8
Businesswomen	7.4
Trainee	5.0
Unemployed	9.2
<i>Revenue (US\$)</i>	
Under 850	27.0
850-1700	32.1
1700-2850	14.1
Over 2850	8.6
No information	18.2
<i>Marital status</i>	
Single	29.7
Stable Union/Married	46.0
In a relationship	16.8
Separated or divorced	5.8
Widow	1.7
<i>Children</i>	
Yes	52.8
No	47.2

210 Regarding the age group, it can be noticed a concentration, well distributed among the segments,
 211 between 26 and 50 years old, summing just over 73% of the studied group. This finding corroborates
 212 with the previous consulted data, which indicated that sparkling wines represent an attraction for all
 213 ages, concentrating a large part of their consumption among the population between 25 to 64 years
 214 old, but are common in all groups [10].

215

216 4. Results and Discussion

217 4.1 Consumption characteristics

218 Table 2 summarizes Consumption characteristics from the sample analysis.

219 Table 2. Consumption characteristics

<i>Characteristic</i>	<i>%</i>
<i>Type</i>	
Brut	22.8
Brut Rosé	18.0
Demi sec	14.2
Muscatel	39.2
Pro Secco	2.9
Nature	2.4
<i>Season</i>	
Summer	84.1
Spring	32.5
Autumn	24.9
Winter	21.9

<i>Frequency (glasses/month)</i>	
1-2	33.6
3-4	22.7
4-6	19.4
7-10	11.4
10+	12.9
<i>Place of purchase</i>	
Border and free shops	27.3
Cellar and specialized stores	20.1
Directly from producer/wine maker	11.9
Pubs and bars	10.8
Restaurants	6.0
Internet and online purchases	4.6
<i>Place of consumption</i>	
Residence	80.6
Family events	36.4
Social events	33.2
Pubs and bars	15.7
Restaurants	5.2
Trips	4.3

220 On terms of sparkling wine type, the Muscatel is the most consumed, with 39,2%. Such preference
 221 corroborates with the literature: women prefer delicate and less potent wines, since muscatel has a
 222 higher sugar content comparing to other sparkling wines [24, 30, 33] [24, 30, 33, 43]. However, it is
 223 interesting to note that brut and brut rosé are the segments with the highest consumption after
 224 muscatel, summing 22.8% and 18%, respectively, while demi sec is only in fourth place with 14.2%.
 225 This data indicates that the relationship between women and sugar content is not linear, which means
 226 that women would prefer sweeter sparkling wines. If added the brut category (white and rosé), it is
 227 obtained a higher value than muscatel. In addition, both brut have values higher than demi sec, the
 228 second category in sugar content.

229 Regarding the season, the women consume sparkling wines particularly during summer, summing
 230 84% of the total. Therefore, the higher the temperatures are, the greater the consumption of sparkling
 231 wine by women is. It is important to add that although Brazil is known for being a tropical country,
 232 the research was carried out in the southernmost state of the country, which has a humid subtropical
 233 climate, with well-defined seasons. Another aspect to note is that summer is also the period of the
 234 Christmas and New Year celebrations, which are moments identified with the consumption of
 235 sparkling wines in general.

236 In terms of frequency, the average was calculated for all year long and not for the months or for the
 237 period of consumption. The concentration in the lower segments (just over 56% consume up to 4
 238 glasses per month) reflects the national trend, with an average annual wine consumption of 1.9 l/per

239 capita [44]. The relation between frequency and other variables regarding consumption factors is
240 presented below.

241 In terms of place of consumption, the participant's or her partner's residence was indicated by more
242 than 80% of the studied group, which is quite representative. Family and social events are in the
243 second place. They represent together almost 70% of the participants, reinforcing the idea of a relation
244 between sparkling wine and festive moments. The lack of representativeness of commercial
245 establishments, such as pubs and bars (15.7%) or restaurants (5.2%) drew attention and it can be
246 explained by values, availability or package. Such hypotheses can be tested in future works.

247

248 4.2 Purchase factors

249 Women were asked about the factors that most influence the sparkling wine choice, having the
250 possibility to choose up to 3 alternatives. Table 3 summarizes the results.

251 Table 3. Factors that most influence the choice

<i>Factors</i>	<i>%</i>
Flavor	49
Having tasted the sparkling wine before	41
Brand	39
Someone's recommendation	35
Price	33
Sparkling wine's origin (region or country)	19
Promotional highlight in shops	17
Medals and awards	8
Have read posts / comments on the Internet / Social Networks	5
Information on the back label	3
Packages and Accessories (glasses, boxes)	3
Having read about the sparkling wine in a guide	3
Alcoholic Content	2
Attractive front label	1
The sparkling wine being organic	1
Information on the shelf	1

252 The main factors that influence consumption are taste, having tasted sparkling wine before, brand and
253 someone's recommendation, which corroborate with results found in literature. For example, the
254 results of a research carried out in Portugal showed that the most valued factors at the time of purchase
255 are the price, the origin region and the friends' and family's recommendation [40]. A cross-country
256 study in four countries already showed that the main factors influencing female consumption were
257 the price, the type, have/having tasted the wine, applied discounts, the variety and the brand [21].
258 However, the price is the first attribute in both studies, but does not apply in present research, where

259 price is ranked on 5th place.

260 For women, having tasted the wine before has more weight at the time of decision [45]. In addition,
261 women use the friends' and family's recommendation and their own knowledge as their main
262 strategies to reduce the risk when buying [40]. Thus, the research showed the women's priority in
263 appealing to their prior knowledge to support the purchase decision, this factor being even more
264 important than the price.

265 Sparkling wine's origin (region or country) was the 6th factor in purchase decision. Previous studies
266 pointed out that men were more concerned with origin than women, which can't be confirmed in this
267 study [46–48]. Even if research findings have not always been so conclusive, this point is a lack to
268 be explored in further studies.

269 4.3 Behavior aspects

270 The influence of age on the sparkling wine consumption frequency was the first behavioral aspect
271 analyzed. The relationship was validated through a X2 independent tests. Table 4 presents the results.

272 Table 4. Influence of the age group on the frequency of consumption (% of consumers)

	<i>Frequency (glasses/month)</i>					<i>X²</i>
	1-2	3-4	5-6	7-10	Over 10	
18-25 y	40.7	15.0	27.1	10.0	7.1	47.96
26-33 y	40.8	19.5	23.2	7.1	9.4	
34-40 y	29.0	15.6	24.4	13.7	17.2	
41-50 y	26.2	21.9	21.0	14.3	16.7	
51-64 y	31.6	29.8	15.8	11.4	11.4	
Over 65 y	28.6	14.3	28.6	28.6	0.0	

273 Note: n=1000; Significant at 1 per cent level

274 Regarding age, the choice of different products and services is linked to this characteristic, as there
275 is a change in habits and new expectations arising from maturity [49]. A premise found in the
276 literature of this study area is that the frequency of consumption increases with the woman's age [29,
277 50, 51]. Analyzing the data, it can be noticed that the quantity of 1 to 2 glasses drops, while the
278 consumption of 7 to 10 glasses per month increases, as the age advances.

279 In a qualitative research carried out in Portugal, based on an in-depth interview with 15 women aged
280 between 23 and 35 years old, it was revealed that the majority of the interviewees increase the
281 frequency of consumption with age. Women said they felt more comfortable drinking wine and
282 wanting to try new wines. Other women revealed that consumption remained constant and increased

283 in quality and not necessarily in quantity [40]. The hypothesis of increased quality was tested,
 284 considering quality as a synonym for willingness to pay higher prices, and validated through a X2
 285 independent test. There is evidence of a relationship at 5% significance between age and quality
 286 (higher prices).

287 Another aspect analyzed was the consumption on special occasions or daily. The instrument proposed
 288 that consumers position themselves in two antagonistic statements - the first showing the sparkling
 289 wine consumption more daily and the second relating the sparkling wine consumption only to special
 290 occasions. As it can be seen in table 5, both statements had a high degree of disagreement, which
 291 means that the sparkling wine consumption does not occur only on special occasions, but also that it
 292 does not happen more daily.

293 Table 5. Special occasions or daily consumption (% of consumers)

	<i>Likert scale</i> ("strongly disagree" to "strongly agree")					Mean
	1	2	3	4	5	
Consumption just on special dates	48.9	23.4	12.9	8.4	6.4	2.0
Daily consumption	40.6	26.9	15.0	7.7	9.8	2.2

294 Note: n=1000

295 The association between sparkling wine and celebration moment can be seen in this research, since
 296 more than 67% of women disagree that they consume more on a daily basis. On the other hand, the
 297 research also identified a new behavior - the sparkling wine consumption also on a daily basis -
 298 indicated when more than 72% disagree that they only consume on special dates. Thus, it can be
 299 observed that the relationship between sparkling wines and special dates occurs again, but that the
 300 sparkling wine is also part of other moments.

301

302 4.4 Sparkling wine choice

303 One of the results that surprised the most in the research was in relation to the decision to buy or to
 304 choose the sparkling wine. Women were asked about the level of knowledge of sparkling wines and
 305 who made the decision to buy or to choose the sparkling wine. Tables 6 and 7 present the results.

306 Table 6. Level of knowledge of sparkling wines (% of consumers)

<i>Characteristic</i>	<i>%</i>
-----------------------	----------

Expert	1.0
Very Good	4.2
Good	16.1
Week	39.2
Medium	34.7
Null	4.8

307 Previous studies indicated that choosing a wine is a difficult and uncomfortable activity and that self-
308 confidence would be an aspect to consider supporting the decision-making process [50, 52]. The
309 results of this research do not indicate any evidence that the task of choosing sparkling wine is
310 difficult to be accomplished for women. Even though more than 78% consider themselves to have
311 little knowledge about sparkling wines, more than 65% disagree with the statement that choosing a
312 sparkling wine is a difficult task.

313 Table 7. Confidence in the sparkling wine purchase decision (% of consumers)

	<i>Likert scale</i>					Mean
	("strongly disagree" to "strongly agree")					
	1	2	3	4	5	
I consider choosing a sparkling wine a difficult task	37.1	28.3	17.0	11.7	5.9	2.2

314 Note: n=1000

315 On the other hand, the studies also show that younger women are more likely than men to be
316 influenced in their purchasing decisions by family, friends and other third parties [29]. This trend can
317 also be seen in the present study. The influence of the age group on the purchase decision is significant
318 and validated through a X2 independent test, significant at 1 per cent level (table 8).

319 Table 8. Who chooses sparkling wine by age group (% of consumers)

	18-25 y (14%)	26-33 y (26.7%)	34-40y (26.3%)	41-50 y (21%)	51-64 y (11.3%)	Over 65 y (7%)	X ²
Me	55.7	76.0	77.6	74.8	74.3	57.1	61.19
Friends	5.7	6.7	6.5	10.0	7.1	14.3	
Partner	17.1	10.1	11.4	11.4	9.7	0.0	
Family	18.6	5.6	4.2	3.3	8.8	28.6	
Waiter or Salesmen	2.1	0.7	0.0	0.5	0.0	0.0	
Others	0.7	0.7	0.4	0.0	0.0	0.0	

320 Note: n=1000; Significant at 1 per cent level

321 A greater influence of third parties on younger women can be seen, although in all age groups the
322 majority of women claim to make the purchase decision. The partners and the family are the main
323 influencers for the youngest. The influence of the family decreases and the participation of friends

324 increases between 26 and 50 years old.

325 In an overview, when it comes to make the decision of which sparkling wine to buy, about 73% of
326 women make this choice. This result contradicts previous studies which find that women deliberately
327 give up responsibility for the purchase of wine in several situations of public purchase and
328 consumption [29, 36]. In this regard, the present research shows a group of consumers who make the
329 purchase decisions, not transferring this choice to partner or family members.

330

331 **5. Conclusions, implications, limitations and future research**

332 When an organization proposes to study the behavior of women in relation to a specific product, it is
333 necessary to understand that they have gone through and continue to go through several social
334 changes. The insertion of women on the labor market influenced the most the beverages market and
335 provided greater financial independence and increased social participation at events, clubs and
336 restaurants. Thus, it transformed the lifestyle of modern women and stimulated the consumption of
337 drinks, especially sparkling wine.

338 This study was based on a convenience sample and limited to a wine producing area. Further studies
339 can expand the sample and test the findings in other contexts. Also, this study had an exploratory
340 approach and future research can use established consumption scales. In addition, this study was
341 based on a female sample; further studies can include a comparison between women and men in the
342 same analytical basis.

343 It is important to highlight that data collection was carried out in 2018, before pandemic scenario. In
344 our analysis the pandemic does not change the main conclusions, to the extent that it contributes to
345 increases consumption and not the factors of choice, according to local marketing research.

346 This research showed that women have no difficulty with choosing the product and do not find it a
347 complicated task. They do prefer to choose the product, not leaving this decision to a partner,
348 boyfriend, friend or family member. Women choose and they are not influenced by them either;
349 simply, they choose for them. Major influencers in consumption were not observed, excepting their
350 own will. Also, it was a surprise that the price was not the most important influence on this product's
351 consumption, as imagined.

352 The most interesting information for sparkling wine producers is that there is a market potential that

353 differentiates daily consumption and consumption on special dates. Women assume that they not only
354 consume on special dates, but also, that they do not consume more on a daily basis than on special
355 occasions. This is very important, as sparkling wine has always had the stigma of being a seasonal
356 product.

357 Further studies are needed. In addition to gender issues (an important theme and still little explored),
358 other elements need to be unveiled, including understanding whether there is an economic divide,
359 which helps to better understand the behavior of these consumers. Also, understanding the influence
360 of local culture on these consumption habits becomes imperative. We hope that this study will serve
361 as a stimulus for such research.

362

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