COMMERCIAL, CULTURAL AND SOCIAL ASPECTS OF RELATED TO THE WINEGROWING SECTOR

Karen Letícia Souza1  
Henric Pietro Vicente Gil2  
Reginaldo Divino do Carmo3  
Ricardo Limongi França Coelho4  
Alverne Passos Barbosa5  
Eric de Souza Gil6

ABSTRACT

Objective: The objective of this review study is to investigate the trends and preferences of wine consumers globally, evaluating social and cultural aspects, marketing strategies, sensory perceptions, in addition to studying pricing and marketing linked to winemaking.

Theoretical Framework: To understand the aspects of the desired objectives, research was carried out in several academic works addressing the aforementioned themes that, for better organization and understanding, were divided into three interrelated categories: consumer behavior, multisensory perception and wine pricing.

Method: The methodology adopted for this research comprises the literature revision from 1995 to 2024, taking into account the key words wine pricing, wine consumers, willingness to pay, wine attributes, wine quality, sensory drivers.

Results and Discussion: By evaluating publications from various geographic regions and synthesizing them, it was possible to understand the regional nuances and particularities and the weight they present in the global winemaking framework. Consumer behavior is seen as being a consequence of social and cultural aspects, influenced by sensory perceptions, price, brand and expertise, among others. The studies evaluated indicate that multisensory perception is related to sensory stimuli and the way they interact, enabling a sensorial experience for the consumer, adding up to another important parameter influencing the consumer in their choices. Regarding the issue of wine pricing, studies point to conceivable factors such as vintage, origin, bottle design, quality assessments by experts, being factors that impact wine pricing.

Research Implications: The practical and theoretical implications of this research are discussed, providing insights into how the results can be applied or influence practices in the field of wine sector. These implications could encompass the main sensorial attributes that drives the wine pricing.

Originality/Value: This study contributes to the literature by bringing the main aspects related to willing to pay for wines. The relevance and value of this research are evidenced by anthropological and psicosocial.

---

1 Faculdade de Ciências Sociais - Universidade Federal de Goiás (UFG), Goiânia, Goiás, Brasil. E-mail: karensouza@discente.ufg.br Orcid: https://orcid.org/0009-0009-8364-2183
2 Faculdade de Farmácia (FF) (UFG), Goiânia, Goiás, Brasil. E-mail: pietro.henric@gmail.com Orcid: https://orcid.org/0000-0002-6829-6448
3 Faculdade de Farmácia (FF) (UFG), Goiânia, Goiás, Brasil. E-mail: rdgyn@gmail.com Orcid: https://orcid.org/0009-0007-9522-4670
4 Faculdade de Administração, Ciências Contábeis e Economia (UFG), Goiânia, GO, Brasil. E-mail: ricardolimongi@ufg.br Orcid: https://orcid.org/0000-0003-3231-7515
5 Instituto de Patologia Tropical e Saúde Pública (UFG), Goiânia, Goiás, Brasil. E-mail: alverne@ufg.br Orcid: https://orcid.org/0000-0003-3416-8349
6 Faculdade de Farmácia (FF) (UFG), Goiânia, GO, Brasil. E-mail: ericsgil@ufg.br Orcid: https://orcid.org/0000-0001-9161-0127
consumer behavior, sensory perceptions and wine pricing, perceptions that guide the production chain and consumers from experts to beginners in order to expand the knowledge of all aspects involving winemaking.

Keywords: Wine Pricing, Wine Consumers, Willingness to Pay, Wine Attributes, Wine Quality, Sensory Drivers.

ASPECTOS COMERCIALES, CULTURALES Y SOCIALES RELACIONADOS CON EL SECTOR VINÍCOLO

RESUMEN

Objetivo: El objetivo de este estudio de revisión es investigar las tendencias y preferencias de los consumidores de vino a nivel global, evaluando aspectos sociales y culturales, estrategias de marketing, percepciones sensoriales, además de estudiar precios y marketing vinculados a la vinificación.

Referencial Teórico: Para comprender los aspectos de los objetivos almejados, fueron realizadas pesquisas en diversos trabajos académicos abordando los temas citados que, para mejor organización y comprensión, fueron divididos en tres categorías inter-relacionadas: comportamiento del consumidor, percepción multissensorial y precificação do vinho.

Método: La metodología adotada para este estudio comprende a revisión de la literatura de 1995 a 2024, levando em consideração as palavras-chave principios do vinho, consumidores de vinho, disposición a pagar, atributos do vinho, qualidade do vinho, direcionadores sensoriais.

Resultados y Discussión: Ao avaliar publicações de diversas regiões geográficas e sintetizá-las, foi possível compreender as nuances e particularidades regionais e o peso que apresentam no quadro vitivinícola global. O comportamento del consumidor é visto como conseqüência de aspectos sociais e culturais, influenciado por percepciones sensoriais, preço, marca e expertise, entre outros. Os estudos avaliados indicam que a percepção multissensorial está relacionada aos estímulos sensoriais e à forma como eles interagem, possibilitando uma experiência sensorial ao consumidor, somando-se a outro parâmetro importante que influencia o consumidor em suas escolhas. No que diz respeito à questão do preço do vinho, os estudos apontam para factores concebíveis como a colheita, a origem, o design da garrafa, as avaliações de qualidade por especialistas, sendo factores que impactam o preço do vinho.

Implicações da investigação: São discutidas as implicações prácticas e teóricas desta investigação, fornecendo informações sobre como os resultados podem ser aplicados ou influenciar as prácticas no domínio do sector vitivinícola. Estas implicações poderiam abranger os principais atributos sensoriais que orientam a precificação do vinho.

Originalidade/Valor: Este estudio contribui para a literatura ao trazer os principais aspectos relacionados à disposición a pagar por vinos. A relevância e o valor desta pesquisa são evidenciados pelos aspectos antropológicos e psicossociais. Este estudio traz uma síntese de diversos estudios académicos relacionados à vinificação e seus aspectos sociales e culturales, abrangendo comportamento del consumidor, percepciones sensoriais y precificação do vinho, percepciones que orientan a cadeia productiva y los consumidores desde especialistas até iniciantes, a fin de ampliar el conocimiento de todos los aspectos. envolvente vinificação.

Palavras-chave: Precificação do Vinho, Consumidores de Vinho, Disposición a Pagar, Atributos do Vinho, Qualidade do Vinho, Motivadores Sensoriais.

REV. GEST. SOC. AMBIENT. | MIAMI | V.18.N.2 | P.1-18 | E07834 | 2024.
Marco Teórico: Para comprender los aspectos de los objetivos deseados, se realizó una investigación en varios trabajos académicos abordando los temas antes mencionados que, para una mejor organización y comprensión, se dividieron en tres categorías interrelacionadas: comportamiento del consumidor, percepción multisensorial y precio del vino.

Método: La metodología adoptada para esta investigación comprende la revisión de la literatura de 1995 a 2024, teniendo en cuenta las palabras clave fijación de precios del vino, consumidores de vino, disposición a pagar, atributos del vino, calidad del vino, impulsores sensoriales.

Resultados y Discusión: Al evaluar publicaciones de diversas regiones geográficas y sintetizarlas, fue posible comprender los matices y particularidades regionales y el peso que presentan en el marco vitivinícola global. El comportamiento del consumidor es visto como una consecuencia de aspectos sociales y culturales, influenciados por las percepciones sensoriales, el precio, la marca y la experiencia, entre otros. Los estudios evaluados indican que la percepción multisensorial está relacionada con los estímulos sensoriales y la forma en que interactúan, posibilitando una experiencia sensorial para el consumidor, sumándose a otro parámetro importante que influye en el consumidor en sus elecciones. En cuanto a la cuestión del precio del vino, los estudios apuntan a factores concebibles como la cosecha, el origen, el diseño de la botella y las evaluaciones de calidad realizadas por expertos, como factores que influyen en el precio del vino.

Implicaciones de la investigación: Se discuten las implicaciones prácticas y teóricas de esta investigación, proporcionando información sobre cómo los resultados pueden aplicarse o influir en las prácticas en el campo del sector vitivinícola. Estas implicaciones podrían abarcar los principales atributos sensoriales que impulsan el precio del vino.

Originalidad/Valor: Este estudio contribuye a la literatura trayendo los principales aspectos relacionados con la disposición a pagar por los vinos. La relevancia y valor de esta investigación se evidencian en aspectos antropológicos y psicosociales. Este estudio trae una síntesis de varios estudios académicos relacionados con la vinificación y sus aspectos sociales y culturales, abarcano el comportamiento del consumidor, las percepciones sensoriales y el precio del vino, percepciones que guían la cadena productiva y a los consumidores desde expertos hasta principiantes con el fin de ampliar el conocimiento de todos los aspectos. que involucran la elaboración del vino.

Palabras clave: Fijación de Precios del Vino, Consumidores de Vino, Disposición a Pagar, Atributos del Vino, Calidad del Vino, Factores Sensoriales.

1 INTRODUCTION

According to data released in 2024 by the International Organisation of Vine and Wine (OIV) regarding the State of the World Vitiviniculture Sector in 2022, global wine consumption was of 232 million hectoliters (mHL). In this context, the global wine market is a multifaceted universe filled with nuances and complexities, as it encompasses various regions of the world, reflecting not only the diversity of terroirs, grapes, and winemaking techniques but also the economic, cultural, and social dynamics that permeate each bottle. Furthermore, the complex regulations, i.e. Appellation, Indications and/or Designations of Origin of each country can further complicate the understanding and choice of wine, as they establish distinct standards
and specific requirements for producing, labeling, and commercializing wines in different regions of the world. This aspect is important, considering that effective regulations and reliable certifications are fundamental to protecting the industry's reputation and the value of quality wines (Mérel et al., 2021).

Another important aspect to consider in the wine market is the significant increase in organic, biodynamic, and natural wine consumption, reflecting a growing concern for sustainability and health (Mazzocchi et al., 2019). Additionally, the rise of social media and the proliferation of online wine critics have played an increasingly important role in shaping consumer preferences and promoting specific labels and regions.

For consumers, the choice of wine can be influenced by various factors such as price, brand or winery reputation, expert ratings and scores, origin, wine region, and even label and packaging design. Consumers attribute different levels of importance to these factors in other social contexts, resulting in various wine market choices. Individual preferences and personal experiences play a fundamental role in the final purchasing decision, leading to multiple studies to understand how these choices are made, willingness to pay, and strategies to increase consumer interest in a particular product (MacDonald, Saliba and Bruwer, 2013; Martinez, et al, 2006; Xiaoxiao, et al, 2024). Given the socioeconomic relevance of the wine world, this scoped review aimed at mapping scientific productions that address the social, cultural, and commercial aspects linked to the winegrowing sector.

**2 THEORETICAL FRAMEWORK**

Most of the articles, 55.8%, were categorized under the theme "Consumer Behavior." The emphasis on studies of consumer behavior in the wine market is logically justified by the fact that there is no market without consumers. Understanding consumer preferences, motivations, purchasing habits, and perceptions is essential for companies in the wine industry to develop products that meet demand, implement effective marketing strategies, establish competitive prices, and build strong customer relationships.

Therefore, as discussed, studies focusing on consumer behavior provide valuable insights for companies to remain competitive and meet market demands effectively. Among these articles, a widely debated topic is how brand, region, price, wine type (Corduas et al., 2013), and awards (Orth; Krška, 2002) (Lockshin et al., 2006) influence consumer choice. Sáenz-Navajas et al. (2013) investigated how these extrinsic cues influence wine quality perception among Burgundy wine consumers based on label and packaging information, with
results highlighting the importance of label information in wine quality perception. Ginon et al. (2014) conducted a similar analysis, identifying the underlying reasons for wine purchase decisions among consumers in the same region and determining the factors influencing consumer choices.

Martínez et al. (2006) highlighted another influencing factor in purchasing, analyzing the influence of purchase location and consumption frequency on wine consumer preferences. In restaurants, "crianza" wines are more valued, while in stores, "reserva" wines are preferred. The study also lists another relevant point: occasional consumers prioritize the Designations of Origin (DOs) in restaurants.

Regarding Designations of Origin, Livat et al., (2019) article provides interesting insights. This study indicates that many DOs may be excessive for consumers, leading to substitution based on label semantics rather than intrinsic quality. Thus, they discussed how a significant reduction in the number of DOs may be necessary to improve the effectiveness of quality signals in the wine market, benefiting both consumers and producers.

The perception that wine is healthy can also affect consumption. In an Australian study by Saliba and Moran (2010), researchers found that consumers who perceive wine as healthy tend to consume it more frequently, but not necessarily in larger volumes, suggesting that belief in the healthiness of wine can influence consumption habits, leading to increased frequency of consumption. Additionally, they found that demographic factors, such as age, gender, and income, play a significant role in the perception of wine as healthy.

Yoo et al. (2013) also investigated wine consumption behaviors related to health benefits among consumers in Korea and Australia, concluding that Australian consumers demonstrated greater knowledge of and appreciation for wine's health benefits than Korean consumers. More broadly, the study by Deroover et al. provides a review of consumer behavior regarding wine and health, highlighting the importance of the perception and evaluation of the health aspects of wine. The analysis of these studies revealed the need for more research to guide the development of healthier and more sustainable wine products in the market, which is a perceived demand by the authors.

Intercultural studies on wine appreciation are also of utmost relevance, as they allow companies to connect more meaningfully with consumers, adapt their products, and stand out in a diverse global landscape. This theme was discussed by Rodrigues and Parr (2019), who reviewed intercultural studies on wine appreciation, highlighting the influence of culture on sensory perception and preferences, quality assessment, and wine consumption choices. It points to the need for an intercultural approach to advance understanding of wine appreciation,
considering contemporary issues and globalization, especially regarding how producers and consumers from different parts of the world conceptualize wines from the "New World" and "Old World" as well as their production practices.

We can explore another example of intercultural study based on the article by Casado-Marín and Anzil (2022), which analyzes the sociocultural representations related to wine in two Spanish wine regions, La Rioja and Tarragona, using qualitative techniques and focus groups. The researchers investigated how different actors in the wine industry construct and reproduce the categories and social meanings associated with wine. The research involved in-depth interviews, participant observations, and focus groups with wine experts, producers, consumers, and health professionals. The results revealed cultural consensuses and meanings attributed to wine in these regions, contributing to a deeper understanding of practices and representations related to wine and highlighting the importance of social and cultural perceptions in the wine industry.

Research that delves into how different individuals perceive the choice and perception of wine complexity is also interesting. Parr et al. (2011) investigated how wine professionals and consumers perceive the complexity of beverages. Differences in complexity representations were identified through statistical and semantic analyses, where professionals emphasized technical terms and production processes, whereas consumers mentioned sensory characteristics and consumption experiences.

Another possible focus of the analysis is how generational differences affect wine consumption and choice. MacDonald et al., (2013) analyzed the importance of factors influencing wine consumption behavior, highlighting taste as the primary motivator. Additionally, they investigated the impact of different generations on beverage choices and consumption habits. The results indicate the need for more research to understand the relationship between generations and wine consumption.

Atkin and Thacho (2012) investigate the differences between Millennials and older consumers in the USA regarding information search and risk reduction strategies when choosing wines. The authors conclude that millennials value alcohol content, label imagery, and awards more, whereas older consumers prioritize the country of origin, vintage, and region. Therefore, they recommend that wine producers focus on making label information more accessible and appealing and promoting events and tastings to encourage consumption among millennials. This study emphasizes the importance of adapting marketing strategies to meet this segment's preferences and specific behaviors.
The concern about better-targeted marketing strategies for different consumer segments was discussed in several articles we selected and presented, primarily as a strategy to improve the wine market. In other words, it is important to understand and segment wine consumers according to their spending habits to develop more effective and responsible marketing strategies (Thachn & Olsen, 2015). Corsi and Remaud (2020) observed that online wine purchases follow similar patterns to purchases in physical stores, with higher average purchase frequencies online, and that wine consumer purchasing behavior does not differ significantly from the purchasing behavior of other fast-moving consumer goods.

This implies that brand managers can apply similar strategies to boost online and offline wine sales. The authors provide evidence-based implications for developing efficient marketing strategies by systematically analyzing consumer purchases in various countries. The results show that loyalty to the region of origin stimulates loyalty more than loyalty to a brand. This information makes it possible to implement effective marketing strategies to boost sales.

The research object of Higgins et al., (2014) also highlights the importance of targeting marketing strategies on online networks. The authors' research analyzed the impact of wine apps and QR codes on consumers' wine-purchasing decisions. The article concludes that two distinct segments of wine consumers use technology in their purchase decisions: one driven by demographic characteristics and the other influenced by spending and socialization around wine. In the meantime, the research suggests that these segments have unique values, and understanding these specificities is crucial for the success of marketing strategies in the wine sector.

2.1 MULTISENSORY PERCEPTION

Eleven articles on the theme "Multisensory Perception" were identified, which accounted for 12.5% of our sample. Multisensory studies of wine have been primarily conducted in conjunction with chemical analyses. While chemical analyses provide precise information about the chemical components of wine, such as alcohol content, acidity, sugars, and aromatic compounds, multisensory studies focus on the sensory characteristics perceived during tasting, such as aroma, flavor, texture, and visual appearance.

This theme also focuses on how emotions affect consumer decisions and research on this topic is included in the article by Rizo et al. (2023). Using emoji ratings, participants expressed varied emotions in response to the evaluated wine bottles, considering the interaction of visual sensory stimuli such as bottle images with information from other consumers' reviews.
Rizo et al. (2023) argued that app information amplified differences between samples in hedonic expectations and emotional profiles, demonstrating the significant influence of multisensory stimuli on consumers' responses to white wines.

Calvo-Porral et al. (2020) also conducted a study on how emotions can segment wine consumers. They addressed segmentation based on emotions experienced during consumption and focused on arousal and pleasure dimensions. Through emotional cluster analysis, the scientists identified four distinct groups of wine consumers: emotionally detached, negative, cautiously satisfied, and wine lovers.

Emotional responses from consumers are similar to those in the study by Ristica et al. (2019), who conducted research with 3000 regular wine consumers from Australia, the United Kingdom, and the USA to assess preferences for wine aroma. They analyzed how different wine aromas can evoke specific emotions in consumers and how these emotions vary according to the consumption context and season. This study addresses consumers' multisensory perceptions of wine products by examining the interaction between sensory stimuli (wine aromas) and consumers' emotional responses.

The three articles mentioned above addressed the relationship between emotions, consumer segmentation, wine consumption, and their relevance to the marketing context. Marketing can influence the perception of specific sensory aspects that resonate with consumers, leading to customer loyalty, mainly through the way wine labels are designed (Jaud and Melnyk, 2020).

Tempesta et al. (2010) indirectly mentioned the role of marketing in wine quality perception. The focus of this study was to investigate how the influence of landscape on the sensory evaluation of wine products may be related to consumption trends, which can be shaped by marketing and advertising strategies. The correlation between vineyard landscape and product quality perception was also mentioned.

The way how sensory perception of wines differs among different panels, considering culture and expertise was reinforced, evidencing the relevance of good wine divulgation (Visalli et al. 2023, Hopfer & Heymann, 2014, Barton et al., 2020).

2.2 WINE PRICING

The theme "Wine Pricing" accounted for 31.4% of the sample. Studies on this theme involve a detailed analysis of the factors influencing wine pricing. This may include evaluating the pricing strategies used by wineries, consumer perceptions of wine prices, price elasticity
concerning demand, and the influence of situational and contextual factors on pricing, among other aspects.

Several studies have aimed to understand better how wine prices are established and how consumers respond to them in the market. Brentari et al., (2011) address the pricing of Italian red wine in their study, investigating price determinants based on label characteristics, chemical and sensory attributes, and panel judgments.

Caldas and Rebelo (2013) investigated the importance of expert and consumer opinions in evaluating the quality of Portuguese wine. They verified the consistency between evaluations made by different experts and consumers and considered the influence of attributes such as color and wine region on prices and wine scores. The statistical analysis employed in this research demonstrates how wine pricing occurs, considering the influence of expert and consumer evaluations on purchasing decisions and prices of Portuguese wines.

The weight of the bottle can influence consumers’ perceptions of the price and wine quality. Sometimes, heavier bottles may be associated with higher-quality or higher-priced wines. This characteristic was analyzed in a study by Piqueras-Fiszman and Spence (2012), who explored whether a wine bottle's weight can be an extrinsic cue for consumers to estimate the price and quality of the wine within it. The results obtained by scientists show a positive correlation between the weight of the bottle and the price of the wine, shedding light on the intriguing world of multisensory perception in the evaluation and pricing of products.

The relationship between the weight of the bottle and the perception of price and wine quality highlighted the importance of extrinsic cues in pricing and product evaluation. Mérel et al., (2021) investigate another extrinsic cue that can impact the perception of product quality. Their study analyzes the impact of asymmetric information in the French wine market, emphasizing the importance of reliable certifications to reduce welfare losses.

The study by Mérel et al., (2021) explores the history of designation of origin regulations in France, where the lack of legal definitions led to significant losses for quality wineries. A quality model is developed for a vertically differentiated market. The results underscore the need for effective regulations and reliable certifications to protect the industry's reputation and value of quality wine.

In marketing and the wine sector, extrinsic cues play a fundamental role in shaping brand image, product differentiation, communication of perceived value, and influencing consumer preferences.
Another trend in the wine market is the marketing of organic wines. This represents an ethical choice for a segment of consumers that enables producers and agricultural workers to adopt sustainable agricultural practices and environmentally respectful practices.

Fanasc and Frick (2020) analyzed the impact of self-declaration and certification on the pricing of organic and biodynamic wines. It is concluded that organic self-declaration by wineries may result in higher prices in the market, increasing wineries' profits, as consumers seem to trust individual producers' self-declaration regarding organic practices without needing external certification. Although biodynamic self-declaration may lead to lower prices, it is less economically advantageous.

Based on the findings of this study, self-declaration of biodynamic practices may be detrimental to the economic performance of wineries. This suggests that wineries making biodynamic claims should consider obtaining official certification instead of relying solely on self-declaration, as official certification can help increase consumer confidence, improve perceived quality, and, consequently, allow wineries to charge higher prices for their biodynamic wines.

The wine market is also characterized by common beliefs widely shared within the community. Meza and Pathania (2021) explore one such belief: Is the second cheapest wine on a restaurant’s wine list priced to exploit naive consumers embarrassed to choose the cheapest option? Starting from this question, the researchers analyzed data from 249 restaurants in London. They found that the markup (the difference between the cost of a product and the price at which it is sold) on the second cheapest wine is significantly lower than that on the following four more expensive wines. Therefore, they concluded that it is an urban myth to consider the second cheapest wine as an inferior purchase.

Huang et al. (2017) explored the price elasticity of high-value brands, focusing specifically on high-value wine brands. In this context, this study investigates the influence of various factors on price elasticity. It identifies that situational, consumer, and contextual factors influence consumers’ responses to price changes. These findings have implications for pricing strategies and consumer behavior regarding luxury products. This study contributes to the research on premium wine marketing, fills a knowledge gap, and provides insights into how consumers respond to price changes in high-value products.

Beyond more specific research on particular regions, products, or consumers, a macroeconomic analysis of the sector is also crucial. Macro-level research on the wine market provides a comprehensive view of the industry, enabling producers, distributors, retailers, and other stakeholders to understand the competitive environment in which they operate and to
make informed strategic decisions. Thus, a macro view of the wine market provides valuable insights that can determine wine companies' pricing decisions and help them optimize their competitive position in the market.

The article published by Qiao and Chu (2014) conducted a macroeconomic analysis to investigate the relationship between the price of fine wine and the Gross Domestic Product (GDP) of advanced economies. The research suggests that the price of wine can predict GDP in the USA, United Kingdom, and Australia. While the linear causality test did not find this correlation, the nonlinear causality test revealed a significant linkage. This indicates that the price of fine wine is a useful indicator for predicting the GDP of these countries.

Potrykus (2023) analyzes the co-occurrence of price bubbles in the wine, precious metals, and stock markets of G-7 countries. His study covers the period from December 2003 to March 2022, identifying periods of price bubbles and evaluating the correlation between these markets. The results obtained by Potrykus highlight the importance of understanding the dynamics of price bubbles in different assets and markets when making informed investment decisions.

Castillo-Valero and García-Cortijo (2015) investigated price integration in the global wine market and analyzed the dynamics of export prices between Old World and New World countries. The authors discuss how Old World countries, such as France, Italy, and Spain, show homogeneous export prices in pursuit of equilibrium, while New World exporters do not share common behavior. This difference reflects the lack of integration in the wine markets between the two groups of countries, with significant implications for the competitiveness and dynamics of the international wine sector.

3 METHODOLOGY

The methodology adopted was based on the definition of the academic database. Elsevier was selected because it is the world's leading scientific publisher, with broad coverage in its publications, highly regarded works in its specific fields, and significant impact factors.

Data extraction was performed from the Elsevier database using a combination of keywords such as "wine culture," "wine consumer," "willingness to pay," "sensory perception," "consumer preferences," "social aspects," "cultural aspects," "marketing strategies," "wine pricing," and "consumer behavior." Articles published until the first semester of 2023 were selected using this procedure—publications characterized as book chapters were excluded from the sample.
To select articles related to the review's objective of mapping scientific productions addressing social, cultural, and commercial aspects related to viticulture, an initial screening was conducted based on the articles' titles, keywords, and abstracts. Through this process, studies that did not meet the predefined criteria were excluded from analyzing the selected articles.

Thus, relevant information was extracted from each selected study, such as the year of publication, authors' country of origin, the journal in which the article was published, its respective quartile (Q), the research method used, the main results, and conclusions. Based on this, graphs and tables of quantitative information were created to interpret the results better and discuss them. Based on the content of the articles, the themes were divided into three categories: Consumer Behavior, Multisensory Perception, and Wine Pricing. The first theme is equivalent to 55.8% of the total, the second 12.5%, and the third 31.4%.

4 RESULTS AND DISCUSSIONS

Based on the adopted methodology, eighty-six scientific articles were selected for the research, allowing us to analyze various aspects of the wine market, such as the influence of labels on consumer perception, the importance of effective communication, the relationship between wine complexity and perceived quality, pricing strategies, and consumer preferences, among other topics that encompass social, cultural, and commercial aspects of the global wine market.

The samples obtained covered the period from 1995 to the first semester 2023. The highest number of articles is 2019, followed by 2014 and 2023.

In turn, the oscillation of global wine production, can be explained by edaphoclimatic factors and pandemic situation (OIV, 2023a, 2023b).
Regarding the articles' authorship, an analysis was conducted on the location of the affiliated institution of the first author. This approach allows us to understand the geographical distribution of each study, which can provide insights into the participation and involvement of different regions of the world in research and scientific production on the wine market and consumer preferences. The United States, with 20 publications is on the top, leading the country ranking of scientific article publications worldwide. Australia (13 publications), Italy (10 publications), France (8 publications), and Spain (7 publications) follow the top list.

Regarding the journals in which the 86 selected articles were published, all of them can be considered high-impact, as 79.1% were published in Q1 journals and 20.9% in Q2. Q is the abbreviation for quartile, which is an indicator of the quality of the scientific journal calculated by the Scimago Journal Rank (SJR). This classification allows for comparing a journal with
other journals within its category. The quartile was obtained by dividing the total number of journals in a specific category by four, allowing its classification into Q1, Q2, Q3, and Q4.

The keywords herein evaluated are unanimous in most of the papers. For instance, the consumer behavior, have mainly focused on social and cultural aspects in order to highlight how consumers think, feel, and behave regarding brands, products, and shopping experiences and how expertise can influence the perception and representation of wine complexity.

Multisensory Perception relates to how sensory stimuli from different senses (such as sight, hearing, smell, taste, and touch) interact to influence perceptions and experiences. This involves understanding how combined sensory stimuli affect how we perceive and respond to a product, brand, or environment. In summary, this theme considers the interaction of multiple senses in the consumer experience and how these sensory stimuli can affect preferences and purchasing decisions.

Concerning the wine pricing, we have many objective parameters, for instance the fixed costs, the tax rate, agronomic difficulties, as well as, the wise exploration of secondary products are key points for wine pricing (Sá, et al., 2024; Soares et al., 2024; Lunkes, et al., 2024).

On the other hand, there are also many subjective factors. In brief, the first theme analyzes consumer behaviors, attitudes, and preferences as well as the psychological, social, and cultural factors that shape their purchasing and consumption choices, whereas the second focuses on understanding how combined sensory stimuli affect perception, emotions, and consumer decisions (Shepherd et al. 2023).

Lastly, we define studies on the Wine Pricing theme as those investigating how wine prices are determined in the market, considering various factors that can influence pricing, such as expert quality evaluations, region of origin, vintage, and bottle design. Thus, studies on this theme aim to understand how consumers respond to different price levels and which pricing strategies can impact sales and the perceived value of wines. In summary, this pricing study aims to understand the dynamics and aspects that impact wine market formation.

As argued by Rodrigues and Parr (2019), we believe that research focusing on individuals, whether consumers, experts, producers, and others, and the psychological, social, and cultural aspects of the wine market should transcend simple descriptions of cross-cultural effects and focus on a more comprehensive understanding of the specific nature of cultural influence, utilizing theories of perception, cognition, and emotion. This movement will significantly contribute to deepening our understanding of the phenomena related to wine tasting in a cultural context (Rodrigues & Parr, 2019).
5 CONCLUSION

The wine consumption behaviors vary accordingly to cultural aspects; thus such studies are essential for guiding wine marketing, production, and distribution strategies that are effective and suitable for the specific conditions of each market location.

The importance of holistic, social, cultural, and commercial overview of wine sector, considering the consumer preferences, regulatory issues of each specific geographic locations is mandatory for assertive pricing and marketing strategies.

These studies attribute a fundamental role to marketing as it influences the perception of wine quality and willingness to pay. Furthermore, marketing aids in market segmentation allow for the customization of strategies to meet the needs and preferences of different consumer profiles.

Finally, it was possible to preliminarily discuss the trend of increasing consumption of organic, biodynamic, and natural wines driven by concerns about sustainability and health, indicating a paradigm shift in the wine market.

ACKNOWLEDGEMENTS

The authors thanks Capes, Fapeg and CNPq by the scholarships.

REFERENCES


Barton, A. et al. (2020). Use of different panelists (experienced, trained, consumers, and experts) and the projective mapping task to evaluate white wine. *Food Quality and Preference*, 83, 103900.


