

# PhD School on Agriculture, Environment and Bioenergy

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(XXXVIII cycle, 2022-25)

## Project draft

### 1. Field of interest

AGR01

### 2. Project title

Innovative models for analyzing the wine market between consumer orientation and sustainability

### 3. Tutor

Stefano Corsi and Chiara Mazzocchi

### 4. Relevance of the topic and state of the art:

In recent years the wine market has undergone deep changes determined, on the one hand by the reshaping in the wine consumers' purchasing habits (Ruggeri et al., 2020, Mazzocchi et al., 2019), on the other, by wine production technique innovations due to the need of adaptation to climate change (Casson et al., 2022) and to a more sustainable viticultural system. One of the main challenges for the viticulture is to face up climate change and environmental concerns, minimizing the negative effects on the environment and improving the quality of grapes and their yield with sustainable practices. (Casson et al., 2022).

The new consumption perspectives are linked to a consumers' greater attention to the environment. Consumers' interest in sustainable productions is one of the major issues in the agri-food system (Mazzocchi et al., 2022) concerning several issues, such as organic farming, biodiversity protection, eco-packaging of products, water-reduction technologies. In addition, the increasing attention to wine quality forces wine companies to a constant search for innovation and high quality standards on the one hand, increasingly possible thanks to existing technologies, on the other, increasingly required by the consumers (Ruggeri et al., 2022).

Moreover, the change in consumers' taste, inevitably leads companies to the need to analyze new trends in order to be competitive on the market. For instance, today sparkling wines are at the top of a new way to interpret wine products: in the first part of 2022, Italian sparkling wines exported to the top three world markets (USA, Germany, UK) recorded + 17% in volume and + 30% in value (UIV, 2022).

Thus, it is important for wineries catching the signals coming from the market understanding how to react by analyzing and exploiting the information to improve their economic performance. In parallel, they have to respect the criteria of environmental and social sustainability.

### 5. Layout of the project (draft)

#### 5.1. Materials & Methods:

The main aim of the PhD project is to analyse and comprehend the market dynamics of Italian and global wine marketing, to make the wineries able to plan the best way to react to market changes, respecting economic, environmental and social sustainability criteria.

Moreover, the most relevant expected deliverable will be a tailored made tool for the wine marketing analysis which can elaborate market data from different sources and provide synthetic

outcomes useful to identify the most profitable entrepreneurial strategies, including environmental and social indicators.

The complexity of the wine market will lead to a in depth analysis based on diversified methodologies.

In particular the PhD student will apply quantitative methods to analyse microdata at winery level and to match them with market data from different source, including statistical and econometric models.

The stakeholders analysis will be implemented by means of semi-structured interviews and qualitative methods to focus the most relevant issues in the local and global wine market.

The consumers' studies will be developed upon the experimental economics approaches including choice experiment, experimental auctions, etc.

### **5.2. Schedule and major steps (3 years):**

The PhD project will be scheduled according to the following plan:

First year

- Analysis the literature concerning the economic models of market analysis in the wine sector, in order to identify the methodological framework to develop the analytical tool for the winery.
- Collection and management quantitative and qualitative market data related to current and new trends in wine setting, coming from the winery partner of the project and other sources i.e. Nielsen, Ismea, etc...), including the involvement of stakeholders as wineries, institutions, retailers, etc.

Second year

- Analysis consumers' preference analysis by means of behavioral economics techniques, such as Choice Modelling, Experimental Auctions, etc.
- Implementation of the analytical model

Third year

- Test of the model in real world context
- Implementation and test of the managerial tool

## **6. Available funds (source and amount)**

### **6. Literature:**

Casson A., Ortuani B., Giovenzana V., Brancadoro L., Corsi S., Gharsallah O., Guidetti R., Facchi A. (2022). A multidisciplinary approach to assess environmental and economic impact of conventional and innovative vineyards management systems in Northern Italy. *Science of The Total Environment*, 838 (2), 156181, 0048-9697.

<https://doi.org/10.1016/j.scitotenv.2022.156181>.

Mazzocchi C., Orsi L., Zilia F., Costantini M., Bacenetti J. (2022). Consumer awareness of sustainable supply chains: A choice experiment on Parma ham PDO. *Science of The Total Environment*, 836, 155602, ISSN 0048-9697.

<https://doi.org/10.1016/j.scitotenv.2022.155602>

Mazzocchi C., Ruggeri G., Corsi S. (2019). Consumers' preferences for biodiversity in vineyards: A choice experiment on wine, *Wine Economics and Policy*, 8, 2 155-164.

Ruggeri G, Mazzocchi C, Corsi S, Ranzenigo B. (2022). No More Glass Bottles? Canned Wine and Italian Consumers. *Foods*. 11(8):1106. <https://doi.org/10.3390/foods11081106>

Ruggeri G., Mazzocchi C., Corsi S. (2020). Drinking biodiversity: a choice experiment on Franciacorta sparkling wines. *British Food Journal*, Vol. 122, N.8. <https://doi.org/10.1108/BFJ-06-2019-0451>

Unione Italiana Vini (UIV), (2022). <https://news.unioneitalianavini.it/in-uk-prosecco-da-solo-vende-piu-di-tutto-il-vino-tricolore/>