Perceptions and attitudes among Swedes towards Bulgarian wine

Master’s thesis within International Marketing
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Abstract

Consumption of wine is high internationally. There is a tendency of increasing consumption of quality wine over table wine. The experience of drinking wine is not like drinking any other alcohol beverage, it is more sensual experience because of the sophistication of the taste and flavors that wine possesses. Sweden is not an exception from the worldwide trend of increasing wine consumption. Moreover, Swedes are developing even more esthetic way of drinking wine, namely combining it with food.

The purpose of this thesis is to investigate the attitudes and perceptions of the Swedish consumers towards wine and in particular towards Bulgarian wine if there are any existent. It further investigates the determinants of the attitudes and perceptions towards wine.

Three interviews with representatives of HoReCa (Hotels, Restaurants and Catering) and Systembolaget are conducted. They and the literature review serve as a base for the formulation of hypotheses which have to be supported or rejected with the help of a questionnaire developed for that purpose. The questionnaire is translated in Swedish as it is designed for the Swedish consumers. The current research is descriptive, so only descriptive statistics are used for the analyses of the data collected.

The results of the study are really intriguing. Some factors that are mainly considered of great significance turned out as not so important when it comes to the Swedish wine consumers. The interviews gave a really interesting insight about the specific situation on the Swedish alcohol market and the consumption of wine among Swedes. The questionnaires reached their purpose and helped to support or reject the formulated hypotheses and to draw some essential conclusions about the perceptions and attitudes towards Bulgarian wine.

Finally, this paper ends with the main conclusions reached by conducting the research, some market implications about wine producing companies that would like to enter the Swedish alcohol market and in particular Bulgarian wine cellars. Then the shortcomings of the study and the future research are discussed.
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I Introduction

In this chapter an introduction to the problem, the research question and the purpose of the paper will be presented.

1.1 Background

Wine is a distinctive product (Bisson, Waterhouse, Ebeler, Walker & Lapsley, 2002). The production of wine exists since thousands of years and its healthy advantages were known even then. During the ancient times the turning of grapes into wine has been perceived as a gift from the gods and only the few have had the honor to drink the best wines produced at that time. Nowadays, the image of prosperity that is linked to this beverage still exists. Bisson et al. (2002) also say that this was one of the first products that has been bartered in the past international trade affairs. The best producers back then, as well as today, were these that were able to meet the rampant perception of quality. Now, wine is an irreversible part of many society’s cultures. It is used as a form of entertainment in some societies and as drinking habits that advocate the health advantages of the wine (Bisson et al., 2002). The distinctive wine characteristic is that it posses shifting sensations. Thus, when buying wine a customer buys not only a product but sensory experience. The typical wine consumers are seen as affluent individuals but Bisson et al. (2002) also notice that there are impoverished areas where wine is consumed because it is safer than the local water. However, all wines are expected to be a pleasant experience despite the country of origin or the economic status of the consumer (Bisson et al., 2002).

The world wine sector has been developed significantly in the recent years (Seghieri, Casini & Torrisi, 2007). This development leads to noteworthy shift in the wine market structure. In traditional wine producing countries like France, Italy and Spain the consumption per capita have been reduced in contrary to the increase of consumption in some not-traditionally producing wine countries like USA (Seghieri et al., 2007). Seghieri et al. (2007) claim that there is increase of the world productive capacity and that this enhancement anticipates the rate of the world consumption. Thus, the wine market can be seen as a place of ever increasing competition where the increasing production meets the shift in the consumer patterns. In Europe the wine producers affront decreasing in the consumption of domestic wine per capita, escalating concentration in distribution, and enhancement of third world countries’ import. Hence, these circumstances lead to an overall price pressures. According to Seghieri et al. (2007) there is a trend in European Union of drinking quality wines. They explain that apart from the changing consumption per capita, there has been a fashion of declining both the production and consumption of table wine and a growth in both production and consumption of quality wines.

The consumption of wine in Sweden increases constantly through the years. According to Systembolaget (2012) in 2010 187.9 million liters of wine were sold. This is a 3.6% growth compared to 2009 and 4.7% growth in terms of revenue generated. Therefore, a conclusion that there is a changing in sales with a little more expensive products can be made. The numbers from the report show that this trend continues from 2009. The largest percentage of wine sales is accounted to the red wines- 55.2%. White wine sales are 31.3% and other
wines sales are measured as 13.5%. All in all, wine holds second place in sales among all alcoholic beverages sold in Systembolaget.

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Figure 1-1 - Alcohol sales
Source: Systembolaget, 2010

There are two main actors on the Swedish alcohol market- Systembolaget and HoReCa (Hotels, Restaurants and Catering). Systembolaget is the Swedish monopolist retailer of alcoholic beverages owned by the state (Holder et al.) and it is based on a non-profit idea with an aim to lower consumption and thus keep alcohol-related problems down (Ekstrom and Hansson, 2010). As alcoholic beverages the Swedish law understands beverages that contain more than 2.25% alcohol by volume (SFS 2010:1622). 414 stores, 508 agents, and an e-purchasing system are the components that compose the Systembolaget chain (Systembolaget, 2010). Distinctively, larger stores are situated in the cities, while store agents are located in rural areas or small towns. The Internet service of e-purchasing allows customers to buy products and get delivered them to any Systembolaget store without extra cost (Systembolaget). Systembolaget and HoReCa cannot be seen as rivals because they have different product and price ranges, different markets and opening hours. For example, restaurants and bars sell alcohol mostly in the evenings and have a higher profit per unit sold.

The reason of choosing the particular topic of perceptions and attitudes among Swedes towards Bulgarian wine arose because of the significance of wine sales worldwide and Sweden in particular. The need of studying perceptions and attitudes appeared because they show the mindset of the consumers to buy or not a particular brand. Borkowski (2005) explain that attitudes are a sophisticated mix of things that are called personality, beliefs, values, behaviors, and motivations. An attitude is composed by affect (a feeling), cognition (a thought or belief), and behavior (an action). The author says that attitudes are of a help to formulate how situations are seen, as well as to formulate the behavior towards the situation or object. Furthermore, she clarifies how the attitudes are formed. This is a product of learning, imitating others, and one’s straight experience with people and situations. Consumers’ decisions, behavior and selectively memorizing are influenced by attitudes. Borkowski (2005) also claim that they can be measured and changed but this is a process that takes time and managers have to be aware that there shouldn’t be set unrealistic expectations for a rapid attitude change (Moore, 2003).
The other central part of the consumer behavior that is going to be investigated in this paper, namely perceptions, is closely related to attitudes. Lindsay and Norman (1977) enlighten that the process by which individuals understand and arrange sensation in order to construct a meaningful experience of the world is a perception. According to Solomon (2009) when perceiving, consumers digest sensations and then use them to define the surrounding world. The perception process is composed by four stages and they are stimulation, registration, organization, and interpretation. Consumer's awareness and acceptance of particular stimuli are key component in the perceptual process (Borkowski, 2005). Borkowski (2005) continues that a person picks the stimuli that serve as a satisfaction of their instant needs (perceptual vigilance) and in opposition may ignore stimuli causing psychological nervousness (perceptual defense). Nonetheless, she asserts that a person’s interpretations or perceives may be significantly dissimilar to reality. Marketers can influence these interpretations in favor of the brand they are working for.

1.2 Problem discussion

There are number of studies worldwide which include parts for perceptions and attitudes among consumers towards wine. As already it was discussed the consumption of wine is growing worldwide and in Sweden in particular. This increases the importance of the perceptions and attitudes towards wine among the global consumers. However, there is a lack of research on the topic of attitudes and perceptions towards wine among the Swedish population. This lack enables the following research to start filling in this gap and give basis for future researches to build on it with further investigations on the problem or taking close to this research directions.

The authors of this paper come from Bulgaria which premises their interest in investigating the perceptions and attitudes among Swedes towards wine produced in Bulgaria. Furthermore, such research hasn’t been made so far and this would be of an interest also for the academic world, as well as for Bulgarian wine producers, HoReCa and Systembolaget.

This paper will contribute to the theory with the investigation of attitudes and perceptions among Swedes towards wine which will then be checked against the general forming of attitudes and perceptions among the wine consumers worldwide through literature review and formulation of hypotheses that will be tested. Further investigation on what are the specifics of the Swedish alcohol market that shape the attitudes and perceptions will be carried on. Then, the attitudes and perceptions towards Bulgarian wine will be described and discussed and finally the research will give some directions to future studies in the not so explored area of the Swedish wine consumption.

1.3 Research Question

The main research question is:

• What are the perceptions and attitudes of Bulgarian wine among Swedes?
As a main objective that is going to serve as a base for analyzing the perceptions and attitudes among Swedes towards Bulgarian wine, perceptions and attitudes among Swedes towards wine in general will be investigated.

1.4 Purpose

The purpose of this paper is to investigate the attitudes and perceptions of the Swedish consumers towards wine and more specifically towards Bulgarian wine (if there are any existent). This will be done by finding out what are the main factors that determine the perceptions and attitudes and by describing and discussing them. As a further step, the authors of the paper will give some recommendations based on their findings.

1.5 Interested parties

This paper may be of interest for wine cellars that would like to enter the Swedish market, and especially wine cellars from Bulgaria. It may be in a great interest for Systembolaget and the HoReCa in Sweden because it provides valuable information about the attitudes and perceptions among Swedes towards wine in general. The thesis is written in English, so it is available for a broad audience and not only for the Swedish speaking.
2 Methodology

In this chapter the methodology that was followed while gathering primary and secondary data will be discussed.

2.1 Research approach and strategy

Two main research approaches are used in the academic world – these are inductive and deductive. There is a third type as well, however it is not so widely used and is called abductive (Saunders, Lewis & Thornhill, 2007). Induction and deduction differ in a way that the inductive approach is based on empirical evidence where as the deductive approach is based on logic (Ghauri & Grönhaug, 2005).

Through induction the researchers make general conclusions from observations. The empirical observations are then used to give a background for the findings and after that a theory is built on the background. The theory is the product of the research (Bryman & Bell, 2003). The inductive research is often connected with qualitative type of research.

Through deduction the researchers draw conclusions based on logic reasoning. The collection of data for this type of research happens through already existing knowledge e.g. literature review. Then the retrieved information is used by the researchers to formulate hypotheses that later on will be checked empirically and will be supported or rejected (Ghauri & Grönhaug, 2005). The deductive research is often connected with quantitative type of research.

For this research the authors are using mostly a deductive approach. It is deductive because a literature review on the attitudes and perceptions towards wine worldwide has been made and after this the most important factors that are already found in the theory are elicited. Then hypotheses are formulated based on the importance of these main factors when it comes to influencing the attitudes and perceptions of the wine consumers.

However, Sweden has a specific alcohol market which made the authors of this paper to include an inductive part in this thesis as well. This part is an exploratory one as there is no information available specifically on the attitudes and perceptions among Swedes towards wine, and Bulgarian wine in particular. This research is going to explore if there are any other factors that people from the two alcohol actors in Sweden think are specific for the Swedish population. Interviews are conducted and the specific factors about Sweden are elicited. Then, hypotheses specific for the Swedish population based on the primary data collected are derived. The authors believe that with the use of such unorthodox method of formulation, the hypotheses will be more specific and customized for the population that it is of interest for this study – namely the Swedish people.

Both, the hypotheses formulated based on the theory and on the interviews are then tested via a questionnaire designed particularly with this aim. This research is descriptive in its main part because it is going to describe attitudes and perception.

Because of the deductive nature of the research the survey strategy will be used. Survey strategy is commonly used in the business and management researches and tends to be
used for descriptive and exploratory research, which is the case with this thesis. Surveys allow the collection of a relatively large amount of data often through a questionnaire. It allows the collection of quantitative data that can be later on easily analyzed using descriptive and inferential statistics. A drawback of survey strategy is that the data collected is unlikely to cover a wide range because there is limit of the questions that a questionnaire contains, so the people asked will be willing to answer (Saunders et al., 2007). In spite of the drawbacks mentioned the authors of this paper believe that the positives a survey brings to the research and the suitability of this strategy to the purpose outweigh with much the downsides of the research strategy.

2.2 Data Collection

The process of gathering the information and the choice of how it is organized and interpreted depends on the general philosophy and the theoretical approach upon which the research is based (Merriam, 1994). In this thesis literature studies, interviews and questionnaires will be used. The Data Collection section will continue with description of the literature review, design and procedure of the interviews and design of the questionnaire, which then will be followed by discussion on respondents' selection and how the collected data will be analyzed.

Normally, primary data or information is gathered through questionnaires, observations and as in the case of this thesis through the mix of interviews and questionnaires. There are two benefits from using multi-methods in this research. First, by conducting interviews the authors will be able to recognize the key issues connected with the specific wine consumption in Sweden which is of a key importance for the research. Further on, these issues are investigated through the questionnaire that is elaborated based on the literature study and the interviews. Second, it will enable the triangulation of the interviews. Triangulation ensures that data is telling you what you think it is telling you (Saunders et al., 2007). In this case the hypotheses drawn will be either supported or rejected. Secondary data is collected through literature review (Kumar, 1999) which is the theoretical foundation of the thesis and the main source for building the hypotheses.

2.2.1 Secondary Data

The secondary data in this thesis is gathered through a literature review.

Ghauri & Grönhaug (2005) discuss that the primary purposes of the literature review are:

- To frame the research problem;
- To identify relevant concepts and facts;
- To position the study – find the gap in the existing knowledge and concentrate on it.

Sharp and Howard (1996) argue that two major reasons exist for the literature study. The first reason is generation and refinement of the research ideas and the second is a critical review of the existing knowledge on the particular area that one is interested in to conduct a research. In this thesis literature study will be used for both gaining the understanding of
the preexisting knowledge and direction of the ongoing research and to critically review the existing knowledge on the topic while checking if it can be applied for Sweden. Gill and Johnson (1997) suggest that the literature review is of great importance as it shows awareness of the current state of knowledge about a given area of a subject, its limitations and how one’s research fits in broader context to others’ research (Saunders et al., 2007).

The research topic of this paper requires the review of different concepts in order to increase the understanding of the general topic and to narrow it down to the specific research focus that is interesting for the authors. The review also provides the basic view on the subject which then serves as a great help for formulating the hypothesis. Scientific journals, articles, books etc. are used during the literature review. Both, old and recent literature is reviewed in order to comprehend the development of the knowledge and the theories in the chosen topic.

2.2.2 Primary Data

Interviews and questionnaire will be used to collect primary data.

2.2.2.1 Interviews

Interviews are from a great help when it comes to collecting reliable and valid data that is relevant for the research question and objectives. The interviews’ nature should be consistent with the research question and objectives, purpose of research and the research strategy adopted (Saunders et al., 2007). Kumar (1999) defines an interview as “any person-to-person interaction between two or more individuals with a specific purpose in mind” (Kumar, 1999, p. 109).

According to Saunders et al. (2007) the interviews can be highly formalized and structured on a way that standardized questions are asked to each respondent, or in a contrary they may be informal and unstructured provoking discussions between the researcher and the interviewees. The interviews are categorized as:

- Structured interviews
- Semi-structured interviews
- Unstructured interviews

The structured interviews contain questionnaire type of standardized and identical set of questions. An interaction between the researcher and the interviewee exists even though it is limited to reading and explaining the questions. This should be done in the same tone of voice to avoid any bias. The unstructured interviews in their nature are informal. This type of interviews is commonly conducted in an exploratory research. While using this approach the respondents are encouraged to talk freely about their beliefs and experiences in the interested research topic. This type of interview is also known as informant interview because the interview is guided through the interviewee perceptions. In the Semi-structured interviews the researchers have a certain predetermined set of questions that has to be asked (Saunders et al., 2007).
In this study the authors are conducting semi-structured interviews. A set of questions is prepared in order to ensure that all the relevant areas in the research topic are covered. However, the respondents are encouraged to talk freely and to engage in a discussion with the researchers. Questions that pop up at the moment when the interview is taking place are asked right away. The authors believe that this approach will be really helpful by deepening the understanding of the research topic and further shedding a light on the specific situation with the Swedish market.

The aim of the interviews is to gather the opinions of the actors selling wine in Sweden that has constant and close communication with the consumers. The objective is to understand their observations on the consumption of wine among Swedes, and Bulgarian wine in particular and how much are the consumers influenced in forming their perceptions and attitudes by the actors selling wine on the Swedish market. This will help for extracting more information for the questionnaire. Based on the mentioned so far, the authors believe that gathering empirical data from semi-structured interviews will give credibility to the research. As the part with the interviews is only a small component of this thesis only three semi-structured interviews are conducted. However, the respondents were selected based on the quota sampling technique which will be discussed later and the size of the three respondents covers the quota principle in this particular case.

2.2.2.2 Questionnaire

Saunders et al. (2007) argue that questionnaires are mainly used with descriptive and explanatory research. The authors further continue that for descriptive research such as attitude and opinion questionnaires, it will enable the researchers to identify and describe the differences in diverse phenomena. Although it is good enough to use the questionnaire as the only data collection method, it is a common research practice that it is mixed with other methods and forming a multiple-methods research design. For example, a questionnaire can be used to explore customers’ attitudes and then it can be followed by in-depth interviews to further explore and understand the discovered attitudes (Saunders et al., 2007). In the case of this thesis first semi-structured interviews are conducted in order to identify local specific factors that influence the attitudes and perceptions towards wine of the Swedes and then these factors are checked with the help of a questionnaire.

Jankowicz (2005) suggests that if the questionnaires are worded correctly, less skill and sensitivity is required to administer them in comparison with semi-structured or in-depth interviews. To ensure that the questionnaire is correctly worded and do not consist of misleading and obscure questions, after it has been elaborated it has been pilot tested and translated in Swedish. The authors believe that by having the questionnaire translated in the local language this will increase the willingness of the respondents to answer.

The goal of this questionnaire is to investigate what are the perceptions and attitudes towards wine and Bulgarian wine in particular and to test the formulated hypotheses. Based on the literature review and the results from the semi-structured interviews the design of the questionnaire will be developed. Comparing the opinions of the actors on the Swedish alcohol market with the opinions of the consumers about their own consumption will help
the authors to draw more detailed picture and understanding of the perceptions and attitudes of the Swedish wine consumers and to support or reject the hypotheses.

2.3 Selection of Respondents

When it comes to truly representative and generalized research results concerning the population of a whole country, the authors of the paper are convinced that a probability sampling is the best way to do it. Saunders et al. (2007) suggest that probability sampling, also known as representative sampling, is most often associated with the survey-based research strategies. However, to be able to perform such type of sampling one needs to have the complete lists of all the subjects that are suitable for the research and then to draw a sample from it (Saunders et al., 2007). In this case it means that the authors should be able to have a list with all the Swedish citizens which are at least at the age of 18. As the authors are foreign students, they do not have access to such information and they do not have available budget to purchase such information. Most often these types of surveys are done by big research agencies like Gallup International etc. who have a lot of resources available.

So, in this case because of the scarce resources the authors need to use the non-probability sampling type of techniques in order to fulfill the purpose of the thesis. Saunders et al. (2007) suggest that non-probability sampling techniques are used when the resources are limited or the researchers are not able to specify a sampling frame (Saunders et al., 2007). The biggest weaknesses for this thesis that arise because of the usage of the non-probability sampling techniques are the possibility of bias in the research and the inability to generalize the results. The authors are aware of the likelihood of bias and will try to deal with it. When it comes to generalizing the results, as this is a study done for the first time on this topic it will still need several more researchers to make similar studies and come with similar results in order to make general conclusions.

For satisfying the purpose and the research strategy of this paper several non-probability sampling techniques are used.

First, the respondents of the semi-structured interviews were selected via a quota sampling technique. Barnett (1991) defines quota sampling as a type of stratified sample in which the selections made by the researchers are entirely non-random (Barnett, 1991). Basically the population is divided in specific groups and the respondents are selected based on quota principle – samples are taken from each group (Saunders et al., 2007). In the case of this thesis the population is the key actors on the alcohol market in Sweden. The Swedish alcohol market consists of two main actors and these are Systembolaget and the so called HoReCa (Hotels, Restaurants and Catering). The authors managed to arrange one interview with Systembolaget representative and two interviews with HoReCa representatives.

Second, the respondents of the questionnaire were selected using three sampling techniques – snowball sampling, self-selection sampling and convenience sampling.

Snowball sampling is most of the times used when the identification of members of the desired population is difficult. It is called snowball sampling because of the likelihood of a snowball effect when the researcher asks the respondents to identify other people that
would be interested to participate in the research (Saunders et al., 2007). In this case the desired population is the Swedes. However, the authors are foreigners who do not speak the local language and do not know that many Swedes. So, a link to the questionnaire was send to friends and they were asked to further send it to their friends and families and so generating the snowball effect. The biggest problem with this sampling technique is the bias, because the people who are asked to send the questionnaire further will potentially identify similar to them respondents. The authors of the thesis are aware of this bias and that is why multiple non-probability sampling techniques are used.

Self-selection sampling is commonly used when the researchers allow the respondents to identify their desire to participate in the research. Most often this happens when the researchers publicize their need for responses and collect data from those who respond (Saunders et al., 2007). In the case of this paper it happens via publishing a link for the questionnaire on Facebook and on wine blogs in Sweden. A major drawback of this sampling technique is the fact that the respondents who answer the questionnaire will have an interest in the subject. For this research the interest in the topic is seen as an advantage instead of a weakness.

Convenience sampling consists in selecting random cases that are easiest to obtain, for example it can be random people that are interviewed in a shopping center for a particular TV show (Saunders et al., 2007). The researchers tried to collect more responses by leaving some questionnaires at one of the restaurants where an interview was conducted and by trying to catch people at random in the shopping center at A6 in Jonkoping. The biggest weakness of this sampling technique is that it is predisposed to bias and influences that are out of the researchers’ control. Again the authors of the paper are aware of this weakness and are trying to overcome it with the usage of multiple non-probability sampling techniques.

Several non-probability sampling techniques were used while trying to obtain responses for the questionnaire in order to increase the response rate. However, the authors are perfectly aware that the sampling size collected is relatively small in ratio with the whole population of Sweden but there is a firm belief that the results of the survey may yield some interesting findings and trends that can be further investigated in the future by other bigger researches.

### 2.4 Data Analysis

The semi-structured interviews will be analyzed qualitatively and the data collected from the questionnaires will be analyzed quantitatively using descriptive statistics.

Elo and Kyngäs (2007) define a qualitative data analysis as a process of bringing structure, meaning and order to the collected data. For this research a qualitative analysis will be performed to analyze the data collected through the semi-structured interviews with representatives of the main actors on the Swedish alcohol market.

Seidel (1998) states that a qualitative analysis consists of three fundamental steps – the first step is to notice things, the second one is to collect things and the third step is to think about things.
Notice things: At this stage familiar patterns emerging in the text are identified.

Collecting Things: At this point the data is sorted into coherent and relevant categories.

Think about Things: At this stage the examination of the collected things happens. Seidel (1998) clarifies that the goals of this stage are “(1) to make sense out of each collection, (2) to look for patterns and relationships both within a collection and across collection and (3) to make general discoveries about the phenomena” (Seidel, 1998).

The data collected by the questionnaires will be analyzed with the help of descriptive statistics. Saunders et al. (2007) state that the descriptive statistics give the researchers the opportunity to describe and compare variables numerically. These statistics focus on two aspects – the central tendency and the dispersion (Saunders et al., 2007).

The central tendency usually provides the general impression of the values that are seen as common. The three most common ways to measure central tendency in a business research are: value that occurs most frequently (mode), middle value or mid-point after the ranking of data (median) and value, that often is referred to as the average, which consists of all the data values in the calculation (mean) (Saunders et al., 2007).

According to Saunders et al. (2007) the dispersion describes how the data values disperse around the central tendency. The authors suggest that the most often used ways to describe dispersion are the difference in the middle 50% of values (inter-quartile range) and the extent to which there is a difference in the values from the mean (standard deviation) (Saunders et al., 2007).

Saunders et al. (2007) state that the most common way to test a hypothesis is via a significance testing. Significance testing is the test of probable relationship between variables occurring by chance with the condition that there is no difference in the population where the sample is drawn from. In most statistical analysis software the significance testing is shown with the so called p-value (probability value). For a result to be considered statistically significant the p value must be equal or lower than 0.05. The statistical significance of a relationship is partially determined by the sample size. With a small sample size it is very difficult to obtain statistically significant results and by increasing the number of the sample size more not so obvious relationships and differences will be statistically significant. If there is a notably big sample size nearly every relationship and difference will be statistically significant (Saunders et al., 2007).

Because of the relatively small sample size no significance testing will be used in the analyses as it will most certainly give back a response of an insignificant result. The analysis will be only descriptive and the authors believe that it will be enough to support or reject the hypotheses that were formulated. The descriptive statistics that will be used are: value that occurs most frequently (mode), value, that often is referred to as an the average, which consists of all the data values in the calculation (mean) and the extent to which there is a difference in the values from the mean (standard deviation).
2.5  Trustworthiness of the Research

2.5.1  Reliability

The semi-structured interviews lack standardization which raises the issue of reliability. According to Saunders et al. (2007), reliability has to deal with whether alike results of the research can be reached if it is done by another researcher. According to Robson (2002) there are four threats to the reliability of a research. The first one is subject or participant error. This means that the participants or subjects’ answers may vary depending on the time when the interview is conducted and the enthusiasm. The authors tried to avoid this by arranging the interviews in times that fit best to the respondents, so a participant or subject error to be avoided. The second threat is subject or participant bias which has to do with the fact that the respondent may give answers that their superiors want to hear. In this study the interviewees are part of the top management or are the top management themselves to the places they work, so this threat is eliminated by that fact. The third and fourth threats are observer error and observer bias which means that the interviews performed by different researchers may result in different ways for extracting and giving meaning to data for. Both authors were present at the interviews and the analysis of the interviews and in this way that threats were controlled in this research.

On the other hand, the questionnaire is standardized and is pilot tested which gives reliability in terms of removing the error and bias by the researchers. The responses are gathered by using multiple non-probability sampling techniques which makes the data collected by the questionnaire further more reliable as the error and bias of the respondents is removed by ensuring different techniques for collecting the data.

2.5.2  Validity

Validity shows if the measurements used in the research reflect accurately the characteristics of the investigated phenomena in the real world. It is assumed that if there is a perfect validity, there is lack of any errors in the research. That is why the perfect validity leads to a perfect reliability, however perfect reliability does not ensure a perfect validity because the occurrence of systematic errors is possible (Malhotra & Birks, 2006).

The validity in this research is ensured by the gathering of two types of data – qualitative and quantitative. The interviews themselves are checked to see if they meet the reality with the questionnaire. And one of the main objectives of this paper is to see if the hypotheses about the attitudes and perceptions of the Swedes towards wine are supported or rejected. So the deductive approach itself is a proof for validity.
3 Frame of reference

In this chapter, a frame of reference will be drawn in order to be found out what studies regarding the topic have been done so far and what are the factors determining perceptions and attitudes towards wine consumption. After that hypotheses will be formulated based on the most common factors found by researchers through the years affecting the perceptions and attitudes of customers towards wine.

3.1 Introduction to the theory

According to Chrea et al. (2011) there is a distinguishing choice process when it comes to wine in comparison to other fast-moving consumer goods. This existing difference in the choice process is based on the high complexity and unique nature of wine as a product category. When consumers are at the point of purchase, they are offered with vast varieties and brands of local and imported wine. When making a purchase decision, consumers rely on existing quality cues presented by the wine label and bottle because generally they haven’t had a chance of tasting a particular wine prior to the purchase, which is the case with tasting the wine in a store as a part of promotional activity. Quester and Smart (1998) argue in their report that these cues are typically grouped in two categories: (1) cues linked to the product itself such as grape assortment, oak maturation, and country of origin; and (2) cues that can be changed without shifting the product such as price, packaging, and price name.

In order to answer the main research question of this paper, the authors are going to base their further research on the following theories: perceptions, attitudes, and country of origin. Moreover, after the theory presentation hypotheses will be formulated.

3.2 Perceptions

Klöckner (2011) says that perception describes the process of external information that enters the individual’s information processing system. This is the first level of changing the accessible information. People have a set of sensitive organs that select information from the outside world, which determines what type of information they can notice and what type of information is below their sensory threshold. Solomon (2009) calls it sensory systems. The perceptual process begins with the raw data that enter our five senses. The author says that sensory data that derive from the external environment can cause internal sensory experience. He claims that the exclusive sensory quality that a product possesses can become a crucial determinant in standing it out from the competitors’ products. For example, Harley Davidson made the sound of their machines when revving up a trademark of the brand. Such responses work on the multisensory, fantasy, and emotional level of consumers’ interconnections with products. Consumption based on that is called hedonic consumption (Solomon, 2009).

These reflections are basic and lots of cognitive psychologists build on them with the more interesting concept that perception is an active, therefore constructive process. The idea of that concept is that what we already know and expect to hear or see meddles yet with the lowest process of perceiving (Klöckner, 2011). According to Solomon (2009) the process...
of perception is composed by four main stages: stimulation, registration, organization, and interpretation.

Friedman (1986) observes three general cycles of consumer behavior in his paper. In 1950s the information processing era gave the start of the motivation-based period described by Dichter (1964). This period continued till the late 1970s and these were the most popular years of it (Bettman, 1979). Experiential period started in 1980s. An individual state of consciousness with a variety of symbolic meanings, hedonic responses, and esthetic criteria is the perspective from which the consumption is examined within this period (Holbrook & Hirschman, 1982). Great manifestations of the experiential standpoint on consumer behavior are symbolic and esthetic consumption (Friedman, 1986). Taking into account the fact that products serve as symbols, Zaltman and Wallendorf (1979) say that their symbolic content may also be a motive for evaluation, purchase, and consumption. This is the fundamental concept of symbolic consumption according to their research paper. When it comes to esthetic consumption, the main idea is that the product is perceived and valued for itself rather than the benefits it may provide to the consumers, namely the utilitarian functions that it possesses (Holbrook, 1981).

### 3.3 Food perceptions

When it comes to consumer perceptions towards food the main factor that is found to be of a great importance in the literature is perceived quality. The concept of perceived quality has a significant value within the field of food consumer behavior (Martinez, Molla-Bauza, Gomis, Del & Poveda, 2006). Zeithaml (1988) define perceived quality as consumer’s evaluation of the product’s overall distinction or dominance. Nelson (1974) divides the goods in two types – search goods and experience goods. According to his work, the quality related to search goods can be identified by assessment prior to purchase, while the quality related to experience goods can be qualified only after purchase. There is a third type of goods – credence goods, formulated by Grunert (1997), and the quality that refers to them is a question of credibility because as the author claims even after consumption the consumers are not able to determine if the product actually has the desired characteristic.

Martinez et al. (2006) say that for evidences of quality researchers apply one attribute – usually price, as well as multiple attributes. A weakness of the single attribute approach is its extreme simplicity. Thus, the multiple attributes model is widely used, although it possesses its own weaknesses such as the fact that very often interrelationship of attributes is not taken into account (Grunet, 1997). The quality indicator attributes are classified by Olson and Jacoby (1972) between intrinsic and extrinsic characteristics. Researchers continue that the physical structure of the product is part of the intrinsic attributes and these cannot be altered without changing the nature of the actual product. On the other hand the extrinsic attributes are not part of the actual product but they are only product-related.

### 3.4 Wine perceptions

According to Lockshin and Hall (2003), the large amount of different cues that may influence the wine purchase decision are the reason why the consumer choice of wine is more
complex than the choice for many other products. Thus the wine consumer behavior needs a special examination.

Esposito and Pomarici (2002) classify the wine consumption in line with the reference to the phase of consumption process. In the preconsumption phase the main focus is on the analysis of need recognition, the information search and the choice evaluation (Albisu et al., 1989; Charters et al., 1999; Hall et al., 1999; Johnson et al., 1991; Laporte, 2002; Pomarici, 2000; Ramussen & Lockshin, 1999). Consumption phase is characterized by the qualitative and descriptive studies regarding the situations where the wine is consumed, purchase places, drinking rituals and consequences of the wine consumption (Aigrain et al., 1998; Groves et al., 2000; Hall & Lockshin, 1999; Spawton, 1986). At the last, post-consumption phase, the focus is on analyzing the influence of sensory characteristics that form a subjective quality (Delteil, 2000; Delteil, 2001; Hoffman et al., 2001).

One of the most commonly applied technique when analyzing consumer preferences towards wine in the precondition phase is conjoint analysis. It is designed on such a way that consumers can show their preferences towards a group of products or profiles created by combining product attributes and attribute levels (Martinez et al., 2006). For the purposes of this thesis the authors are not going to apply conjoint analysis because the research and sample size are relatively small. Moreover, the aim of this paper is not to build a profile of successful wine among Swedes which is the common case when such analysis is used by researchers (Green & Srinvasan, 1978). The objectives of the research are to check how important are given factors that are central for creating perceptions and attitudes among Swedes, but not to build combinations with them. With the current work the authors aim to set a base which can be expanded with further bigger researches of the Swedish population when it comes to wine. Conjoint analysis will be very beneficial if there is an opportunity for bigger representative sample, where a lot of connections will be available.

The existent literature shows different product definitions when it comes to quality of the wine. Edwards and Mort (1991) say that wine is tangible and at the same time intangible product. They explain the tangible characteristics as color, smell, taste and flavor and claim that consumers search for other benefits as well, such as the idea that they consume quality product, the delight of learning and being knowledgeable or the status attached to the product.

According to Bello and Cervantes (2002) wine quality cues find their place between intrinsic and extrinsic characteristics. Vintage, type of grape, year and sensory characteristics such as taste, flavor and color compose the first group while the price, brand and country of origin are included in the second group.

However, Del Rio et al. (2001) explain that consumer perceptions determine the purchase choice and they have larger weight than the real product characteristics in this process. Thus, it is of a great importance for marketers to know the benefits or advantages that the consumer gives the product. According to that, is the understanding of Spawton (1991) to wine as bundle of benefits. He states that the combination of these benefits satisfy particular consumer want: the fundamental benefits are the consumer’s reasons of choosing wine.
over other alcoholic beverages; tangible characteristics composed of all the attributes perceived through the senses (shape of the bottle, packaging design, label and the information on it); and intangible characteristics that distinguish the product from the products of the competitors, namely price, retailers, winery image, distributors and communication mix.

Bruwer, Li and Reid (2002) are from the researchers who say that when purchasing wine consumers are influenced by the factors that include intrinsic and extrinsic attributes along with the circumstance by reason of the wine is purchased. Conducted study by Hall et al. (2001) aimed to discover consumers’ perceptions of the attributes of wine and the perceived value of the attributes with regard to the wine purchase and the importance of the context on the decision process. Their findings show that wine price, wine taste and wine type (red or white) are the dominant attributes when it comes to wine choice and that significance of these attributes differ for different consumption situations.

According to Hall and Winchester (2000) perceived benefits of a wine, such as social status, are determinants of consumer decision making and serve as a base for it. Other studies on wine marketing reveal the significance of the brand to the consumers (Anon, 1999) as well as the price and country of origin (Gil and Sanchez, 1997). Mueller and Lockshin (2008) examine different cues regarding the wine choice and purchase behavior. The most dominant variables that were found when the consumers make their decision at the point of purchase are price and grape variety, while packaging and label design are measured to be less essential (Chaney, 2000; Hall et al., 2001; Thomas & Pickering, 2003; Lockshin et al., 2009). Other important variables that were found out are promotional display or prior experience and knowledge of wine. Marin, Jorgensen, Kennedy and Ferrier (2007) disclose by their research that the type of wine bottle closure has also an influence on consumer perceptions of wine quality. According to their research the natural cork increases drastically the perception of quality.

The following table is from the research paper of Martinez et al. (2006) and presents findings of consumers’ preferences when evaluating wine from several studies made in Australia and Spain. The results partly cover the findings from the literature review of the current study and exemplify some of the factors found to be of a great significance in the perceptual process as prerequisites in forming consumers’ preferences.

<table>
<thead>
<tr>
<th>Reference</th>
<th>Place</th>
<th>Attribute</th>
<th>Main results</th>
</tr>
</thead>
<tbody>
<tr>
<td>Johnson et al. (1991)</td>
<td>Australia</td>
<td>Price, wine type, wine region, vintage year</td>
<td>Cluster analysis using part-wraths for each level attribute. Six distinct choice segments relating to the way people choose bottles of white wine and five for the red wine market.</td>
</tr>
<tr>
<td>Sánchez and Gil (1997)</td>
<td>Aragón (Spain)</td>
<td>Price, vintage year, origin</td>
<td>Conjoint analysis through habitat type. In urban areas, origin is the most valued, followed by vintage year, and then price. In rural areas: vintage year, origin and price</td>
</tr>
<tr>
<td>Gil and Sánchez (1997)</td>
<td>Aragón and Navarra (Spain)</td>
<td>Price, origin, vintage year</td>
<td>Compares wine attribute preferences within and between Aragón and Navarra. Identifies and characterizes four wine consumer segments. Simulate market shares of three different wine profiles.</td>
</tr>
<tr>
<td>------------------------</td>
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</tr>
<tr>
<td>Quester and Smart (1998)</td>
<td>South Australia</td>
<td>Price, origin, grape variety, wine type</td>
<td>Influence of consumption situation and product involvement over wine attributes relative importance.</td>
</tr>
<tr>
<td>Bernabeu et al. (2001)</td>
<td>Albacete (Spain)</td>
<td>Price, origin, wine type</td>
<td>Consumers prefer wine from other regions, of the current year and of average price. Cluster analysis depending on type of habitat.</td>
</tr>
<tr>
<td>Lockshin et al. (2004)</td>
<td>Adelaide (Australia)</td>
<td>Brand, region, price, award</td>
<td>Brand and award effects are largest, but moderated by level of involvement. Price and region also have an effect, which is moderated by involvement.</td>
</tr>
</tbody>
</table>

### 3.5 Attitude theory

According to Sholderer (2011) attitude theory studies how people evaluate things and it is a part of social psychology. An individual inclination to appraise particular object as positive or negative is an attitude. Attitude objects of two classes are of a general interest for the consumer researchers. These are “products and services including their functional properties (attributes), hedonic consequences (affect, utility, value), their symbolic (brands, package designs, advertisements) and social representations (manufactures, service staff, other consumers or users, reference groups)” (Sholderer, 2011).

Sholderer (2011) asserts in his work that at the very beginning when the attitude theory appeared the field was dominated by consistency theories of attitude. These are theories from the same family that share the fundamental motivational supposition that people endeavor for consistency. According to the researchers the most significant ones are dissonance theory (Festinger, 1957), balance theory (Heider, 1958), and social judgment theory which can also be found as assimilation and contrast theory (Sherif & Hovland, 1961). An alternative to the dissonance theory is a self-perception theory (Fazio, 1987) which meaning is summarized by Bem (1972): “Individuals come to ‘know’ their own attitudes, emotions, and other internal states partially by inferring them from observations of their own overt behavior and/or the circumstances in which this behavior occurs”. The specific for all consistency theories is that they are active and process-oriented. They focus on the mechanisms by which people attain unity between their cognition, affective experience, and behavior (Sholderer, 2011).

In contrary to consistency theories of attitude, the multi-attribute theories of attitude that appeared on a later historical stage are static and structure-oriented. Their focus is on the importance that people ascribe to the diverse attributes of an attitude object when they form a general assessment of the object. These multi-attribute theories are closely connect-
ed to economic models of rational choice and expectancy-value models of motivation (Sholderer, 2011). Grounded on the researches through the years the Martin Fishbein’s multi-attribute model, together with its extended versions, the theories of reasoned action (Fishbein and Ajzen, 1975) and planned behavior (Ajzen, 1991) emerged to be one of the most significant multi-attribute theories of attitude. The extended theories of the Fishbein’s model go a step ahead, trying to explain how beliefs about, and evaluations of, the results of behaviors encourage intentions and actions (Sholderer, 2011).

According to Sholderer’s (2011) research paper social cognition theories of attitude become dominant in the field since 1980s. Appointed as the most significant theories are Russell Fazio’s theory of object-evaluation associations (Fazio, 1995), Eliot Smith’s connectionist models of social cognition (Conrey and Smith, 1997) and a few integrative dual-process models of attitude and attitude change, as one of them is the associative-propositional model of evaluation (Gawronski and Bodenhausen, 2006). The unification between all social cognition models is that they are drafted in the language of experimental psychology (Sholderer, 2011).

Sholderer (2011) states that nowadays the attitude theory gives broad explanations of how attitudes are created and changed, how they are cognitively depicted, and how they are connected with other psychological processes. The perspective of many present approaches is of a dual-system view of the human mind. Two systems are distinguished by the associative-propositional model. Sholderer (2011) says that the associative system is evolutionarily older, functions quickly, mechanically and without conscious exertion. This system processes information in a parallel manner and is very much related to the perceptual apparatus. The learning is relatively slow and is supported by contiguity learning mechanisms, classical conditioning, and the evaluation is formed with the help of “hot” affects. In contrary to the attitude object, the object-evaluation associations that are stored in this system activate automatically and manifest themselves in instant affective replies to the attitude object. The reasoning system is evolutionarily newer. It processes information in a time-consuming, calculated, and sequential manner. It is restricted by a working memory capability. It is capable of learning flexibly and evaluates with the help of “cold” propositional logical processes (Sholderer, 2011).

According to Sholderer (2011) the modern theories of attitude are much more focused on the processes of the associative system compared to the theories from the past. Conrey and Smith (1997) see attitudes as patterns of activation in a connectionist system. They consider attitudes as fairly transient, contingent on situational premises that instigate them. Precondition for creating firm attitudes is a frequent stimulation in a comparable situation. Sholderer (2011) says that this is the reason why in the modern understanding attitudes are seen as states of mind rather than person’s character. Scientists have developed complex methods that capture the rapid, automatic processes of the associative system. These methods are based on reaction time measurement. According to Greenwald, McGhee, and Shwartz (1998) one of the most acknowledged modes for figuring such implicit attitudes is the implicit association test. In order to capture the results from the reasoning system on
the other hand, traditionalists use semantic differential scales, Likert scales, and Thurstone scales to measure explicit attitudes (Sholderer, 2011).

Sholderer (2011) claims that specific consumer behavior theories of attitude do not exist and this is the reason why this field has adopted the attitude theories that have been developed in social psychology, along with the measurement methods related to the different approaches. However, he says that the consumer behavior researchers have never used the social cognition theories of attitude as a foothold in their work. According to his work the reaction-time based measures are of an exceptional importance to the modern attitude theory but they are barely used in consumer research. The situation with the connectionist models of consumer cognition is the same (Sholderer, 2011).

3.6 Value-expressive function of wine consumption

According to Solomon (2009) there are functions of attitudes and they are four types: utilitarian, value-expressive, ego-defensive and knowledge functions. These are formed on person’s motives of doing something. In this sense wine consumption serves the value-expressive function that is an expression of the consumer’s central value of self concept. According to this concept, consumers form their product attitude based on what the product says about them or their personality but not on the objective benefits that the product possesses. Solomon (2009) continues that lifestyle is central for the value-expressive attitudes – how consumers develop a cluster of activities, interests, and opinions to express a specific social identity. Bruwer et al. (2002) say that wine progressively becomes a lifestyle beverage. According to their paper lifestyle is completely linked to consumer’s values and the wine consumption is a way of expressing these values. Further in their research the authors prove that the factors which influence consumers include intrinsic and extrinsic attributes, as well as the fact for which the wine is purchased. The authors say that how wine products are related to values in consumers’ cognitive construction is of a main importance. The correlation between the wine product and value realization can be very indirect, as in the case of food consumption (Bruwer et al., 2002). Because of the complexity of the wine consumption behavior, achieving value may be dependent on many different factors in addition to the product itself, such as the circumstance of consumption, the process of consuming, recognition by others of one’s knowledge in both selection and use of wine. The variety of situations when wine can be consumed gives the consumers certain autonomy in how they use such products to acquire values (Bruwer et al., 2002).

3.7 The importance of situation of consumption when forming attitudes towards wine

The key influencers of the purchase decision according to Spawton (1991) are "perceived risk; product cues such as brand, label and price; product experience and knowledge, and the product-use situation". Fennel (1978) also proved the product-use situation to be very important in her research. She claims that this factor activates purchase and for this reason it is of a great importance to be identified. As a conclusion Fennel (1978) states that two perceptions of the product-use situation can be maintained by the wine product category
and they are interest opportunity and sensory pleasure opportunity. According to the interest opportunity consumers approach the purchase with open mind. This means that they are curious to explore possibilities, be abstracted and perceive the product as a chance for experiencing a pleasure and get knowledge. Fennel (1978) writes that developing an expertise and intellectual involvement in the product category are of fundamental interest for the consumers. From the other hand a pursuit of pleasure in relation to the senses, such as taste and smell is acknowledged by the sensory pleasure opportunity. Gluckman (1990) claim that needs are these that direct the motivations of wine consumers. He continues with the assertion that needs which apply to premium wine brands are admiration and self-realization which on the other hand is a need for self-respect and self-completion.

Dickson (1982) states that consumers choose from an opportunities of products or brands that fit the consumption in a particular situation rather than just deciding if they will consume a particular product or brand by itself. For example, such situation might be choosing wine because I matches particular meal. Harrington (2006) asserts that depending on the circumstance pairing wine with food can alter sensory constituents as well as the choice of wine, the weight or flavors in the food or both. This change can have a positive, a neutral and in some situations a negative influence.

3.8 Country of origin

The place where the products are manufactured and the effect it has on the consumer preferences has been thoroughly discussed as a "country affiliation" in the marketing and business literature (Chao, 1989), however, in more general terms this falls under the rubric "country of origin effects" (Elliot & Cameron, 1994). Samiee (1987) broadly defines the country of origin effects as "any influence, positive or negative, that the country of manufacture might have on the consumer's choice processes or subsequent behavior." Schooler (1965) was concerned that country of origin effects comprise invisible or informal barriers to the trading process and became the first to identify that the national origin sets the basis for product bias. Since then, a number of consumer studies from various countries have identified the country of origin effects. However, a lot of studies have stated that the country of origin effects do not exist or if they do, their significance is really small in influencing the purchasing decision of the consumers (Elliot & Cameron, 1994).

Felzensztein, Hibbert and Vong (2004) state that a great number of literature from the sixties to present days have confirmed that the country of origin effects affect the consumer perceptions. Biswas, Chowdhury and Kabir (2011) argue that the country of origin is an influencing factor for product quality for the consumers' perceptions.

With the globalization and internationalization the country of origin concept has been further divided into areas like country of design, country of parts and country of assembly (Chao, 1993). Nowadays it is highly possible that a product is designed in one country, assembled in another, and the parts for the product could have been produced in a third country (Biswas et al., 2011).
The most important application of country of origin effects is with tangible and durable products, such as food or beverages, especially wine. This agricultural products that have such long traditions and the "place of origin" which is more specific than the country of origin can be used as an opportunity for positioning and creating a sustainable competitive advantage. So place-based marketing should be prioritized in the agenda of the agriculture exporters, because of its impact on the foreign markets (Felzensztein et al., 2004).

Thode and Maskulka (1998) argued that country of origin and place-based marketing strategies will be from help to the agricultural products in the international market competition by adding to them a quality performance criteria such as superior flavor, aroma etc. Furthermore: “if geographic origin imparts a quality differentiation, the producer possesses an attribute that cannot be easily duplicated, if at all” (Thode and Maskulka 1998, p. 380).

The authors have investigated "the most differentiated of all agriculturally - based consumer products" – wine. In the wine industry the consumers perceive different quality based on different areas of the world and the consumers are willing to pay premium prices based on the different perceptions of quality. Mainly it was concluded that geographic origin and county of origin effects do matter in the wine industry (Thode and Maskulka, 1998). So it can be said that the wine has a comparatively strong country of origin effects and these effects can be used in its promotion (Brookes, 1993).

3.9 Hypotheses

From the literature review and the findings that become known after doing it the authors of the thesis are going to formulate hypotheses for the purpose of the research. As mentioned in the previous chapter the deductive approach is connected with the hypotheses that will be formulated here and checked later on and will be either supported or rejected. The order of the hypotheses follows the importance of the findings and their value in formulating perceptions and attitudes according to the existing literature. So the hypothesis that the authors formed based on the literature review are:

**H1. Quality is important when it comes to wine**

When it comes to consumer perceptions towards food the main factor that is found to be of a great importance is perceived quality (Martinez et al., 2006). This is a key factor when perceiving wine as well and it is a part of the post-consumption phase when the evaluation process is based on sensory characteristics (Deltail, 2000; Delteil, 2001; Hoffman et. al., 2001). The post-consumption phase is the last of the three phases in the consumption process (Pomarici, 2002). Quality was further broken down in the questionnaire into smaller factors according to the theory, which together can bring the overview of a perceived quality. Such factors are taste, design of the bottle, design of the label etc.

**H2. Price is very important when it comes to wine**

This factor turned out to be one of the major factors that influences perceptions and attitudes and the purchase behaviour from there on (Chaney, 2000; Hall et al., 2001; Thomas and Pickering, 2003; Lockshin et al., 2009). Some researchers define the price as an extrin-
sic characteristic of the wine (Bello and Cervantes, 2002; Bruwer et al., 2002; Hall et al., 2001) while others explain it as an intangible characteristic that distinguishes the product from the competitors’ products (Spawton, 1991). As an overall understanding of the price, the previous studies define it as a part of the perceived quality of the wine. So, the claim that price is very important is going to be tested by the empirical study of this paper and the hypothesis will be supported or rejected.

**H3. Country of origin is very important when it comes to wine**

Samiee (1987) defines the country of origin effects as “any influence, positive or negative, that the country of manufacture might have on the consumers’ choice processes or subsequent behavior”. According to Feltzensztein et al. (2004) consumers’ perceptions towards tangible and durable products, such as food or beverages, especially wine, the country of origin effects have major influence. This factor is stated to be an influencing one for the quality of the wine in consumers’ perceptions (Biswas et al., 2011). However, there are researchers that claim that the country of origin effects do not exist or if they do, their significance is very small in influencing the purchasing decision of the consumers (Elliot & Cameron, 1994). The authors of the thesis are going to test if the statement that the country of origin is an important factor for Swedes when it comes to wine and to discover which of the previous findings is true for the Swedish consumers.
4 Empirical findings

In this chapter the authors are presenting the findings from the semi-structured interviews and the questionnaires. Hypotheses based on the information from the interviews will be developed in order to support the main research in this paper.

4.1 Interviews with Zuni, Stefan and Lennart

(The full interviews can be found in the appendices)

Date: 2012-04-02;  Date: 2012-04-04;

Place: Åtaglas;  Place: Studion;

Professional Title: Co-owner;  Professional Title: Recruitment manager, Bar manager;

Name: Zuni Lumani;  Name: Stefan;

Date: 2012-04-09

Place: Systembolaget, Jonkoping centre

Professional title: Manager

Name: Lennart

From the three interviews that were made for the purpose of this research it turns out that wine consumption is very high in Sweden. Zuni, Stefan and Lennart claim that their customers purchase a lot of wine and this is a growing fashion. Lennart says that there are customers that search actively information about wine and others that just go and ask at the point of purchase or just choose wine from the shelf. Anyway, he evaluates the customers’ interest towards wine as very high. According to Stefan, the consumption of wine today is trendy. In his opinion people consume wine because they want to show other people that they are somebody. The price of the wine is higher than the price of beers and behind the wine there is a history and sophistication – country of origin, producer, sort of grapes and ways of consuming it. He notices that there are even people that started to collect wine just to show the collection they have to their friends.

Another main finding from the three interviews is that wine goes with the food. This turns out to be the main factor when consumers purchase wine. Zuni, Stefan and Lennart say that depending on the meal people are having they chose the wine that they will consume. The customers of Systembolaget that are interested in this relationship: food – wine go to Systembolaget mostly on Fridays and Saturdays and they are a very large group of customers. According to Lennart, Systembolaget sells more red wine. However, he is firm that demand of the sorts of wine depends on the food that is going to be consumed with it. He says that their consumers use largely the webpage of Systembolaget as a consultant where they can type in what kind of meal they are going to eat and the software recommends different sorts of wine. The three of them agree that the food determines the choice of wine.
and that is why there are no preferences of white wine or Rosé over red wine or the other way around. However, Zuni and Stefan state that there is a seasonal trend as well. During the spring and summer customers prefer lighter wines as white and Rosé because they go with fish and white meats and during the cold months- autumn and winter, they prefer red wines that go with red meat.

Furthermore, consumers become more and more familiar with the grapes that wine is produced from. Zuni says that consumers ask for particular sorts of wine and Stefan goes even further by stressing that 5 years ago people didn’t have much of idea about the different sorts of wine in contrary to now when they are more acquainted with them and demand particular grapes. Lennart says that in the Systembolaget’s webpage where they give advices of mixes of drinks and food. Less famous sorts of wines are recommended. They usually don’t suggest Chardonnay or Merlot for example, but try to educate people by giving them less popular grapes as advices.

One more common finding from the three interviews is that customers are willing to try wines that they have never tried before. Lennart says that most of the customers are very curious. They are open to suggestions and take the professionals’ opinion for granted. They believe in the word of the people that consult them when choosing a wine. In the case with Studion and Åtaglas they have direct contact with the personnel and in the case with Systembolaget other than this option they also have the webpage where they can have their time in looking through and choosing an exact wine they are going to buy. Lennart thinks though that the restaurants and bars are not that well educated when it comes to wine but he also notices that this trend is changing.

Lennart and Stefan reveal that customers rely a lot on professionals’ opinion when it comes to wine purchasing. Their main sources are TV shows where famous chefs recommend wines, articles in newspapers, magazines and Internet. Stefan and Lennart point out the TV shows as the biggest influencer of wine consumption, followed by Systembolaget and the third place is taken from restaurants and bars. Lennart gives an example with the Fridays and Saturdays morning programs that gives suggestions of combining meals with wines. Stefan’s opinion is that it is a big thing if a product has a presence in Systembolaget because there is a jury that selects every commodity they sell there. People are familiar with this and with the products that Systembolaget has within different product categories.

When asking what the most important factor when purchasing a wine except the food factor is, Zuni, Lennart and Stefan say that price and quality hold the first positions. Lennart emphasize that for the customers of all price categories the taste is very important. Stefan explains quality as sort of grapes and producer, Zuni present it as the sort of grapes, while Lennart says that this is the taste- bouquet and expectations of the taste. All three points of view about quality are based on the customers’ preferences. There is a mismatch in Lennart and Stefan’s opinions about the price of the wine and how this determines the perceptions and attitudes among the customers. From Stefan’s point of view their customers see the low price as a low quality whilst Lennart say that there are different price category customers- 49 – 77 SEK; 70 – 99 SEK and up in Systembolaget and that the low price is not understood as a prerequisite for low quality.
An interesting finding is that according to the interviewees country of origin is not that important to their customers. They think that even wines from small and not that popular countries have chance to become popular if the quality is good. In this manner, Lennart, Stefan and Zuni believe that a Bulgarian wine would be sold well if the quality is good despite the thing that Swedes are not that familiar with Bulgaria as a whole. Zuni and Stefan don’t have Bulgarian wine in their wine lists but they are willing to have and sell it to their customers if it is quality one. Systembolaget from other side sell Bulgarian wine. Lennart says that in the 90s they have sold more Bulgarian wine than now. Actually, the trend moves up and down. One thing that he stresses as a factor is the demand and other thing is the producers themselves. The products that are sold in Systembolaget depend on the demand. This means that customers choose the products they want to be offered with. However, Lennart thinks that even a very good wine can get out of Systembolaget because of no or little demand and the reason for that is because they have large variety of products and all of them are good. Systembolaget works on such a manner that they are open for candidacy from producers from all over the world all the time and their policy is equality to everyone. Considering this, he sees the opportunity for a smaller producer to stand next to a bigger producer on a shelf as an advantage. In his opinion Systembolaget’s customers are familiar with Bulgarian wines. His personal assessment is that Bulgarian wine is good and gives examples with Merlot and Mavrud. Åtaglas also changes the products they sell except of the house wine that they have chosen for several years by now to be from Chilly. They seek diversity and that is why they prefer to change their menu.

4.1.1 Hypotheses

After the interviews were conducted three more hypotheses are formulated and implemented in the questionnaire. The hypotheses are presented and further discussed here. Their numbering continues in accordance with the theoretically derived hypotheses.

From the interviews it turned out that country of origin is believed to be a factor which is of moderate importance when it comes to the Swedes. The interviewees explained this with the curiosity of the Swedish wine consumers to try new wines. This led to the testable proposition that:

**H4. Swedish consumers are curious in trying new wines.**

Fennel (1978) suggests that consumers are curious to explore possibilities, be abstracted and perceive the product as a chance for experiencing a pleasure and get knowledge. From the interview with the Systembolaget representative it is evident that it is even a kind of an informal policy to encourage people in trying new wines. So if a consumer goes to the alcohol store and ask someone from the staff for a recommendation about a wine, the employees at Systembolaget will recommend the customer a wine that is not so known in terms of sort of grape or even sometimes country of origin. Systembolaget has the understanding that the rich variety of wines that is made available at the store is there for the consumers with the aim of encouraging them in trying these new wines that have different country of origin. The monopolis believes that while the big sorts of grapes are famous and recognized by the Swedes, the small and not so known ones have their charm as well. In
HoReCa the situation is a little bit different mainly because of the smaller assortment that can be offered. However, the two representatives of HoReCa that were interviewed stated that they change the wines they offer to the customers quite often and it is their goal to try and bring new wines in their restaurants.

Further on, the interviewees believe that the consumption of wine is seasonal which leads to the hypothesis that:

**H5. Preferences of the types of the wine are dependent on the season.**

All of the interviewees agree upon the opinion that the consumption of wine in Sweden is seasonal. They further explain that this seasonal consumption is tightly connected with the pairing of food and the weather. For example in winter when it is cold and more red meat is eaten red wines are preferred whereas in summer when it is warm and light food and fish is eaten white wines are preferred. However, the representative of Systembolaget believes that the consumption is even more dependent on the pairing with food and based on the selling of wine in Systembolaget red wine is considered to be the preferred choice of the Swedes. Harrington (2006) says that the pairing of wine with food has an influence on the choice of wine.

Just by looking at the statistics it is easy to be seen that the consumption of wine is constantly growing and the recent years it is one of the most consumed alcohol beverages (Statistics Sweden, 2007). However, after the interviews were conducted an interesting assumption is that Swedes consume wine to be fashionable and trendy. So for example they order a glass or bottle of wine instead of beer because wine is expensive and fancy while beer is cheap and everybody can afford it. Another example that is given in the interviews is that there is a growing group of Swedes who start having their own wine collection, so they can brag with it in front of their friends and relatives. This leads to the assumption that:

**H6. Consuming wine in Sweden right now is trendy.**

Support for this assumption may be found in the theory as well. As discussed in the Frame of Reference, Solomon (2009) talks about the value-expressive attitudes and the lifestyle that is central for them. Important for the value-expressive function is that attitudes are formed not because of the objective benefits of a product but because of what the product says about the personality of the individual (Solomon, 2009). Further on, Bruwer et al. (2002) states that wine is becoming a lifestyle beverage.

As mentioned before these three hypotheses are taken into consideration when elaborating the questionnaire and will be tested and further discussed in the next chapter.

### 4.2 Questionnaires

Through the questionnaires 102 responses have been gathered. The respondents are from different ages and on rough estimations based on the responses received from the different sampling techniques we believe that around 40% of the respondents are from the Jonkoping area and the rest are coming from different parts of Sweden.
Through the first control question there have been 6 questionnaires that were answered with the option “I don’t drink any wine” and as so they are not interesting for our research topic and are discarded from the further presentation and analysis of the data. This leaves us with 96 responses for further presentation and analysis.

**Figure 4-1 - How often do you consume wine?**

As it can be seen in Figure 4-1 most of the respondents (62%) consume wine once or more times per week. Around 31% are consuming wine not so often – just once or twice per month and around 6% are the one who do not consume wine.

**Figure 4-2 - Gender**

60% of the respondents that are going to be further analyzed are men, and 40% are women.

The respondents are in the age range of 18 to 70 years old. However, predominantly the respondents of the questionnaire were born in the late 70s and 80s.
From Figure 4-3 it can be seen that 86% of the respondents purchase the wine themselves personally. This is a valuable result for the research because it means that more of the consumers that have participated in the survey are involved in the buying process of wine and have some criteria developed for selecting the wine.

Figure 4-4 - Wine preferences

Figure 4-4 shows how the respondents have answered on the question about their wine preferences. It can be easily seen that red wine is the most preferred wine with 48%. The one that consume wine according to the season and the weather are slightly more than the ones who prefer white wine with namely 26% and 24%.
It is most usual for the wine consumers to purchase wine and bring it home and drink it with their family. There have been several answers saying “Other”. The specifications that came there are 80% all of the above or several of the above. The others have said that they drink the wine at home with meal but not with the family, rather alone. And one respondent has said that he/she drinks wine with friends.

On the question “Are you interested in trying new wine brands?”, as it can be clearly seen on Figure 4-6, 85% of the people asked have answered that they are interested and they do it. Then 12% would like to try new wine brands, however they do not do it. And only 3% are not interested in testing new wines and change the brand they are consuming now.
Figure 4-7 - Mean values of the importance of the factors

Figure 4-7 represents a graphical presentation of the mean values that the factors scored on the question “How important are the following factors when selecting a wine?”. In this case the minimum a factor can score is 1 (Unimportant) and the maximum is 5 (Very important). The 0 and 6 which are seen on the graphic are just added by the software and have no meaning or importance. It is easily seen that the factor which the Swedes consider most is the taste of the wine, and the one that is less important is the design of the bottle. The factors will be further discussed in the analysis chapter.

Figure 4-8 - Have you tried Bulgarian wine?

Most of the respondents (65%) have not tried Bulgarian wine. This question was a control question as well. So the ones who have not tried Bulgarian wine are asked to give reasons why and those who have tried it (35%) are asked to evaluate the Bulgarian wine on several factors. The presentation of the answers of these two questions follows.
On the question why the respondents have not tried Bulgarian wine an opportunity to select multiple answers was given. As Figure 4-9 shows mostly Bulgarian wine have not been tried because the respondents have not seen or heard of it. Several think that Bulgaria does not produce good wines. Those who have chosen the option of other reason mostly said that they are not sure if they have not tried Bulgarian wine. One respondent said that Bulgaria does not have high class wines and another one has said that Bulgarian wine is just not worth trying.

Figure 4-10 - Evaluation of the Bulgarian wine

Those of the respondents that have tried Bulgarian wine were asked to evaluate it in terms of several factors that can be seen on Figure 4-10 with the grades of 1 to 5, where 1 was the worst possible and 5 was the highest one. As the software starts its presentation from 0 in this case the scale is moved back with one. So the Bulgarian wine scored most on price (average of 4.23) and on closure of the bottle (average of 4.03). What is worst by the Bulgarian wine according to the Swedes is the information on the label (average of 3.47). The factors will be further discussed in the analysis chapter.
Finally, the participants in the questionnaire were asked to say what their first association is when they hear Bulgaria. 38% of the respondents have no associations with Bulgaria at all. A big group of people (23%) had other associations than the one given as possible by the authors. Most of them were with holiday and sun. Among the rest answers are Sunny Beach, parties, Sofia, Eastern Europe, history, Hristo Stoichkov, crimes and corruption. Then there are two big groups of people who associate Bulgaria with beautiful nature and seaside, namely 17% and 13%.

*Figure 4-11 - First association with Bulgaria*
5 Discussion

In this chapter analyses and interpretation of the data collected through semi-structured interviews and questionnaires will be made.

5.1 Qualitative analyses

Authors are going to analyze the data gathered through the semi-structured interviews with the full conscious of the biases that may appear in their interpretations. According to Malhotra and Birks (2006) the social and cultural development of the researchers are their major problem in reflecting their perception of problems. Researchers should reflect on their unconscious reference to cultural values before formulating the problem. The differences appear because of the unconscious reference to cultural values. The authors are going to approach this analysis by focusing upon what they believe to be the most valid meaning held in the data retrieved. The coding approach corresponds to simple forms of content analysis which according to Weber (1990) classifies textual material, reducing it to more relevant, controllable bits of data. This means that the codes are kept to a general level and their number is relatively small. In order to explain the meaning from the data, the authors are going to display the data according to their vision of its meaning.

First of all, the interviews reveal that quality is a central factor in modifying perceptions and attitudes. This responds to the first hypothesis created by the authors after the literature review was done. According to the interviewees quality is understood by the sort of the grapes, taste and producer. As authors proposed in the hypothesis about quality the above understanding is part of the post-consumption phase where the focus is on the influence of sensory characteristics (Delteil, 2000; Delteil, 2001; Hoffman et al., 2001). The meaning of this is that only after the purchase is done and the product is tested, in this case wine, consumers create their perception of quality. Through the quantitative research if this is really the case with the Swedish consumers is investigated and the first hypothesis will be supported or rejected.

The second hypothesis created by the authors based on the theory review is unclear if it is true or false based on the information gathered from the interviews. The interviewees say that price is an important factor for the Swedish consumers, however it is not one of the main factors that matters when selecting a wine. Interesting claim that was not found in the literature and became visible after the interviews is that the low price creates perception of low quality. Nonetheless, this can be interpreted in relation to Bello and Cervantes (2002) who say that price is an extrinsic characteristic of a product and it forms perception of its quality. The trueness of the second hypothesis is tested by the quantitative research and will be discussed in the next subchapter.

The interviews disclose that country of origin is not important for the Swedish consumers which rejects the third hypothesis. Swedes are curious in trying new wines and this is reinforced by the retailers that introduce constantly new wines from all over the world to their customers. Based on that the forth hypothesis was created because this factor is evaluated
as a significantly important in the consumer behavior by the authors of the thesis. The importance of this finding comes from there that if there is no rampant prejudice against the country of origin of the wine it means that the Swedish market is a really beneficial place for the wine producers. There are no behavioral barriers and the authors assume that the ways of reaching customers and make them loyal to a brand is a task with an absence of a main obstacle in front. As one of the interviewee said even wines from small and not that popular countries have a great chance to become well-known in Sweden if their product has a good quality.

The finding that the country of origin is not vital for the creation of perceptions among Swedes when it comes to wine is in line with the fact that there are researchers who state that the country of origin effects do not exist and if they do, their weight in influencing the purchase decision of the consumers is fairly small (Elliot & Cameron, 1994). Nevertheless, this finding is in contrary to the results from numerous researches that prove that country of origin has a great influence on the consumers’ perceptions of quality (Felzensztein et al., 2004; Biswas et al., 2011). Moreover, Thode and Maskulka (1998) assert that geographic origin and country of origin do matter in the wine industry which claim is underlined by the statement of Brookes (1993) that country of origin effects has relatively strong perceptual influence when it comes to wine. So, the third hypothesis that appears to be false after the interviews have been conducted is tested by the quantitative research and will be discussed in the next subchapter.

The literature review and the interviews show that the consumption of wine has always been significant in Sweden but the last few years this trend is increasing. The interest of details such as producers, sort of grapes, maturation of wine, etc. has developed in Swedish consumers. However, from the interviews pops up that the preferences of types of wine have a seasonal mode. This is because the usual consumption of wine in Sweden according to the interviewees is in combination with food. As proved by previous researches the product-use situation is very important (Spawton, 1991; Fennel, 1978). Fennel (1978) suggests that there are two main perceptions of the product-use situation – interest opportunity and pleasure opportunity. She says that consumers are curious to explore possibilities as part of interest opportunity, be abstracted and perceive the product as a chance for experiencing a pleasure. When it comes to the pleasure opportunity a pursuit of pleasure in relation to the senses, such as taste and smell is central. Harrington (2006) asserts that depending on the circumstances pairing wine with food can alter sensory components as well as the choice of wine, the weight or flavors in the food or both. This is the case with the Swedish consumers and a hypothesis based on this finding was tested and will be discussed further on in this paper.

A major finding is that the wine consumption in Sweden nowadays is trendy and this is in relation with the Solomon’s (2009) claim that the product attitude is formed not because of the objective benefits that a product possesses but because of what the product says about its consumer. Sholderer (2011) discusses that the products as well as the services are evaluated by consumers based on “their functional properties (attributes), hedonic consequences
(affect, utility, value), their symbolic (brands, package design, advertisements) and social representations (manufactures, service staff, other consumers or users, reference groups)”. The statement that the wine consumption is fashionable belongs to the hedonic consequences and it can be also attached to the social representations if understood as a desire of an individual to become a member of a particular group. Hall and Winchester (2000) prove that the factor which serves as a base for consumer behavior when buying wine is the social status and this is one of the main perceived benefits of the wine. One of the interviewees sais that there is an appearing trend in Sweden for collecting wine as a part of the parade of the social status. Bruwer et al. found out back in 2002 that the wine progressively becomes a lifestyle beverage and the authors of this thesis are certain that this is a key factor in shaping consumers attitudes towards wine.

Interesting finding that appears from the interviews is that main influencers for the Swedish consumers when choosing wine are TV shows and the famous chefs. It turns out that watching culinary shows is very popular among Swedes and the recommendations from the chefs set the trends in wines. However, the authors of this paper are not going to focus on this factor because the situation with advertisement and promotions of alcohol in Sweden is quite obscure. According to Institute of Alcohol Studies (2010) advertising of all types of alcohol in Sweden above 2.25% is illicit. The exception is made only at the point of purchase and in trade journals. Other sources that are allowed to carry alcohol advertisements are foreign magazines. The report says that there is mismatching between the European Union law and the Swedish restrictions which is a challenge as long as Sweden is part of the Union. In 2003 Sweden’s Market Court upheld an earlier judgment of the Stockholm District Court that a ban on all alcohol advertising is incompatible with the European Commission Treaty, though the judgment related only to press advertising. Currently, therefore, there is uncertainty about what is permitted.

In the next subchapter when analyzing the collected quantitative data the authors are going to clarify if the findings from the literature review and the semi-structured interviews that were discussed above are compatible with the Swedish consumer’s behavior and to support or reject the formulated hypotheses.

### 5.2 Quantitative analysis

This discussion of the quantitative data analysis will follow the hypothesis structure. After all six hypotheses are supported or rejected by the discussion, the attitudes and perceptions toward Bulgarian wine and interpretation will be presented at the end of this subchapter.

For discussing and analyzing the first four hypotheses the following table and figure will be used:
The first hypothesis formulated is that quality is important when it comes to wine.

Zeithaml’s (1988) definition for perceived quality is the consumer’s evaluation of the product’s overall distinction or dominance. Quality in this research is tested as a part of the post-consumption phase. At this stage the focus is on analyzing the influence of sensory characteristics that form a subjective quality (Delteil, 2000; Delteil, 2001; Hoffman et al., 2001). During the evaluation process the authors believe the taste is a leading factor and according to Edwards and Mort (1991) it is a tangible characteristic. The authors continue with the claim that consumers search for other benefits as well, such as the idea that they consume quality product, the delight of learning and being knowledgeable or the status attached to the product. So the term quality has been broken down in several factors in the questionnaire. As stated the leading and most important factor when it comes to quality is considered to be the taste in harmony with the statement of Hall et al. (2001). Then all other factors except from price are considered to be part of the quality when it comes to wine. Bello and Cervantes (2002) assert that wine quality cues find their place between intrinsic and extrinsic characteristics. Vintage, type of grape, year and sensory characteristics such as taste, flavor and color compose the first group while the price, brand and country of origin are included in the second group. Moreover, Del Rio et al. (2001) explain that consumer perceptions determine the purchase choice and they have larger weight than the real product characteristics.
Hence, it is of a great importance for marketers to know the benefits or advantages that the consumer gives the product. According to this understanding is the written by Spawton (1991) that the wine possesses a bundle of benefits. He states that the combination of these benefits satisfy particular consumer want: the fundamental benefits are the consumer’s reasons of choosing wine over other alcoholic beverages; tangible characteristics composed of all the attributes perceived through the senses (shape of the bottle, packaging design, label and the information on it); and intangible characteristics that distinguish the product from the products of the competitors, namely price, retailers, winery image, distributors and communication mix. The quality break down in this research is done by the authors based on summarizing the literature and the interviews. Taste of the wine is the factor that scores 4.56 with a standard deviation of 0.61. This comes to show that taste single handedly is the most important factor for the Swedes and predetermines their perceptions and attitudes towards wine.

It is interesting to have a closer look to the second most important factor for the Swedish population – sort of the grape – which turns out to be a big part of the perceived quality as well. This finding is in accord with previous researches that found the grape variety as a dominant variable at the point of purchase (Chaney, 2000; Hall et. al., 2001; Thomas and Pickering, 2003; Lockshin et. al., 2009). The sort of grape scores 3.58 with a standard deviation of 1.26 which determines it as the second most important factor among Swedes when it comes to wine selection and perceptions and attitudes. The standard deviation though is one of the highest for this research which comes to show that the answers have been quite equally dispersed throughout the different options. A closer look to the data shows that the answers really are almost equally dispersed between moderately important, important and very important and a few respondents have said it is not important or of little importance.

Most of the other factors that determine quality scored around 3, however the authors considered taste to be the most important determinant when it comes to quality so as a total for quality the score will be around 4 which suggests that quality is important when it comes to wine and so the first hypothesis is supported.

The second hypothesis formulated is that price is very important when it comes to wine.

As the theory discusses some researchers see price as a characteristic that is not typical for the wine (Bello and Cervantes, 2002; Bruwer et al., 2002; Hall et al., 2001). However, others suggest that is part of the perceived quality and even can be used as a distinguishing feature from the competitors’ products (Spawton, 1991). So it is seen as quite dual, but most of the researchers state that price is really decisive and is very important. Looking again back at the table and the figure that presents the importance of different factors when selecting wine it is visible that price as a factor scores 3.13 with a standard deviation of 1.04. This standard deviation is the second lowest which shows that there is no big variation of answers when it comes to this factor. With the score of 3.13 the respondents suggest that price is moderately important when it comes to selecting wine. However, this does not come as a surprise after the interviews were conducted. The interviews pointed out that for some group of people price is really important, but in general all of them suggested that price does not pay a big role when it comes to the selection process of wine and to the per-
ceptions and attitudes of the Swedes. So, for the second hypothesis that has been formulated from the literature review the conclusion is that it is not valid for the Swedish population.

The third and fourth hypotheses that were formulated have a connection to each other. That is why the authors of the thesis decide to discuss the both hypothesis simultaneously. So, the third hypothesis which was derived from the literature review is that country of origin is very important when it comes to wine and the forth hypothesis that was formulated after the interviews is that Swedish consumers are curious in trying new wines. For the discussion of the forth hypothesis the following figure will be used:

![Figure 5-2 - Interest in trying new wines](image)

Elliot and Cameron (1994) state that there are some researchers who believe that country of origin has no effect on the consumers or if it does it is a really insignificant one. But according to Feltzensztein et al. (2004) especially when it comes to wine country of origin has a major influence on the perceptions and attitudes of the consumers. Most of the researchers are convinced thought that when it comes to wine country of origin is of great importance which was the main reason for the formulation of the third hypothesis. However, after the interviews were conducted, a contradiction between H3 formulated from the theory and the opinion of the interviewees was spotted. While the theory suggests that the country of origin is one of the most important things when it comes to wine and it can be used as a competitive advantage in a marketing strategy, the interviewees suggest that the Swedish population is open for trying new wines and this curiosity determines that the country of origin will not be an important factor when the attitudes and perceptions towards a wine are formed. This is not new in the theory as well. Fennel (1978) suggests that consumers are curious to explore possibilities, be abstracted and perceive the product as a chance for experiencing a pleasure and get knowledge. This led to the formulation of the fourth hypothesis.

Taking a look back at the Table 5-1 and the Figure 5-1 it can be easily seen that country of origin scores 3.14 with a standard deviation of 1.17. Here the standard deviation is higher.
which shows that the responses about the country of origin varied more than those for price. However, the mean value of 3.14 qualifies the country of origin as moderately important to the Swedes. In a conclusion it can be said that the third hypothesis is rejected when it comes to the Swedish people. Then having a look at Figure 5-2 shows that 97% of the respondents are willing to try new brands of wine which suggests that the statement about the curiosity of the Swedish consumers to try new wines is true.

However, from the interviews it is clarified that the Swedes are beginning to be curious more and more about the country of origin and the year of production. So the country of origin is still not important for the Swedes, or at least not for now.

The fifth hypothesis states that the preferences of the types of the wine are dependent on the season.

This hypothesis was formed based on that all of the interviewees strongly believe that the consumption of Rosé, red or white wine is determined by the season and the weather. They have further explained that this has to do with the pairing of wine with food as well. The example of that is that during the cold months people eat mainly red meat, so the preferred wine is red. On the contrary, during the summer when it is warm people eat lighter food and fish, so the preferred wines are white and Rosé. This finds theoretical support in the statement of Harrington (2006) that the pairing of wine with food has an influence on the choice of wine. However, from the interview with Systembolaget it was clarified that mostly red wine is sold.

The following figure shows how the respondents have answered on the question about their wine preferences.

![Figure 5-3 - Wine preferences](Image)

Only 26% of the respondents have indicated their preferences to vary according to the season. As the sales of Systembolaget suggest red wine is not only the most bought type of wine but as well the most preferred one with 48% of the respondents suggesting that they prefer red over the other types of wines. This results lead to the conclusion that the fifth
hypothesis is not valid and so it is rejected. However, the results are really curious and are a premise for opening of a discussion why the wine preferences are not as the people of the alcohol industry claim to be. The authors of this thesis are on the opinion that may be that the link between the food and wine is really strong and the eating habits of the consumers may not be seasonal at all. For example if a person likes red meat, he/she will eat red meat no matter if it is winter or summer, and then the preference of type of food transfers to the preference of type of wine, which in this case will be red. But these are only assumptions made by the authors and a further research should be made on this topic.

The last hypothesis that was formulated based on the interviews is that consuming wine in Sweden right now is trendy. For the discussion of this hypothesis the following figures will be used.

![Pie chart showing wine consumption frequency](image)

**Figure 5-4 - How often do you consume wine?**

On this figure it can be seen that only 6% of the respondents do not consume wine. This comes to show that the other 94% of the people asked actually consume wine. This as well is supported by the official statistics of Systembolaget (2010) and Statistics Sweden (2007) which shows that wine is the number one alcohol beverage consumed in Sweden. So, it is a trend, but is it fashionable as well, as the formulation of the hypothesis suggests. To answer this, the question what is the typical occasions that you buy wine for was asked.
Looking back to the theory, it can be seen that the wine consumption defined after the interviews and the questionnaire as a fashionable consumption among Swedes falls under the formulation of the experiential period. Holbrook and Hirschman (1982) explain the consumption in this period as an individual state of consciousness with a variety of symbolic meanings, hedonic responses, and esthetic criteria. According to Solomon (2009), responses that work on the multisensory, fantasy, and emotional level of consumers’ interconnections with products are part of the hedonic consumption. Zaltman and Wallendorf (1979) claim that the symbolic content of the products can become a motive for evaluation, purchase, and consumption.

When this question about occasion the Swedes buy wine for was asked for typical and not value-expressive consumption the authors assume that these are the occasions when Swedes consume wine at home or in a bar/restaurant with a meal. The other responses suggest a fashionable and trendy consumption of wine. It is possible that the consumption of wine at home with the family for a meal or in a bar/restaurant with a meal can be trendy and value-expressive as well and vice versa. It was discussed earlier that mixing wine with food is a sophisticated process and shows some kind of trendiness, however in this case it is considered as a typical consumption. The answers considered as a typical consumption got 45% and the others are 40% of the respondents. There are 15% who have selected “other, specify” as an option. As discussed before they have selected mostly all of the above and the authors consider those 15% as trendy and fashionable consumers as well which leads to 55% in total. This suggests that wine consumption right now is fashionable in Sweden and supports the sixth and last hypothesis.

Finally, to sum up the results, this is what appears for the hypotheses:

H1. Quality is important when it comes to wine – supported
H2. Price is very important when it comes to wine – rejected
H3. Country of origin is very important when it comes to wine – rejected
H4. Swedish consumers are curious in trying new wines – **supported**

H5. Preferences of the types of the wine are dependent on the season – **rejected**

H6. Consuming wine in Sweden right now is trendy – **supported**

Two of the hypotheses derived from the interviews were supported by the data collected from the questionnaire and one turned out to be incorrect. Two of the hypotheses that were formulated based on the theory were rejected when it comes to the Swedish population. However there were hints from the interview that specifically for Sweden price of the wine and country of origin are not that important.

The main focus of this thesis is to describe and identify if there are any attitudes and perceptions among Swedes towards Bulgarian wine. For this purpose a control question was asked in the questionnaire if the respondents have ever tried Bulgarian wine. Then if they have tried it they are asked to evaluate it from 1 to 5 on several factors. If they have not tried it they were asked to state why they have not.

**Figure 5-6 - Have you ever tried Bulgarian wine?**

35% of the respondents have tried Bulgarian wine. Most of the other 65% who have never tried it pointed out as a reason that they have never seen or heard of Bulgarian wine. This shows that there is a very little awareness among the Swedes for Bulgarian wine. This little awareness can be further supported by the question about what are the first associations that the respondents have with Bulgaria. There 38% of all people asked have no associations, which means they do not know anything about the country. The good thing in this case is that there is neutrality, it means there is lack of negativism which is good and of course lack of positivism, which in this case is bad. However, this gives a lot of space for marketers to try and create awareness among the Swedish population.

Now the interpretation of the data collected from those who have tried Bulgarian wine will be presented.
As mentioned before the respondents who have tried Bulgarian wine have been asked to evaluate it on the following factors: price, taste, design of bottle, design of label, information on the label, closure of the bottle and sort of grape. The evaluation is by giving a grade from 1 to 5 where 1 is the lowest possible and 5 is the highest possible. The software starts the presentation from 0, which means the real average value is derived by adding 1 to each of the numbers.

The standard deviation on all of the factors is relatively low in comparison with the standard deviation of the factors discussed in the beginning of this subchapter. The low standard deviation shows a consistency in the answers of the respondents. Price is the factor that scores most when it comes to Bulgarian wine. Based on price the Bulgarian wine is evaluated with an average of 4.23 from 5 as the highest possible. This shows that the Swedes who have tried Bulgarian wine are satisfied with the price it has. The information on the label is the lowest scoring factor with an average of 3.47. Here it is interesting that the design of the bottle and the label score more than the information on the label because in the general picture of the factors information on the label is considered more important than the design of the bottle and the label. Sort of the grape and taste are scoring low on average with namely 3.77 and 3.87. Surprisingly closure of the bottle is scoring high with 4.03 on average. This suggests that Swedes in general are satisfied with the closure of Bulgarian wine.
To sum it up, Lockshin and Hall (2003) suggest that the large amount of different cues that may influence the wine purchase decision are the reason why the consumer choice of wine is more complex than the choice for many other products. Swedes find the price and closure of the bottle by Bulgarian wine satisfying. However, there is room for improvement by the taste and the sorts of grape used for the production of the wine. Lots of improvement should be done for the presentation of the information about the wine on the label, and the authors believe that a lot of improvement should be done for presenting information about Bulgarian wine in general, not only on the label of the wine. Finally, a total grade of the Bulgarian wine is made by calculating the average of all factors. And the grade that Bulgarian wine scores on a scale from 1 to 5 is 3.82. So it can be said that among those who have tried Bulgarian wine the perceptions and attitudes are quite positive.
6 Conclusions

In this chapter general conclusion will be made followed by shortcomings, market implications and recommendations for further researches.

6.1 General Conclusions

The main conclusion of this study is that there is very little awareness among the Swedes when it comes to Bulgarian wine. Most of the Swedish people have not heard of or seen Bulgarian wine, although it is available on the shelves in Systembolaget. This tendency of being unaware of Bulgarian wine can be further seen as a lot of Swedes do not know anything about Bulgaria and those who have heard about it mostly connect Bulgaria with the Sea side, Sunny beach and the parties.

The small amount of Swedes who have tried Bulgarian wine have a relatively positive attitude towards it. However, based on the evaluation given by them it can be further improved, especially when it comes to taste and information on the label. The conclusion of the authors of the current paper is that by evaluating that there is a need of the taste improvement by Swedes means that either different sorts of grapes should be presented on the market or greater communication efforts need to be done in order to change the perceptions of the Swedes. Though, the Swedish consumers are pretty satisfied with the price and the closure of the bottle of Bulgarian wine.

The research yields that price and country of origin are not essential in forming the perceptions and attitudes towards wine in general when it comes to the Swedish population. An explanation about this is given by the interviewees. In their opinion price is not so important because there are different type of price category consumers who choose wine based on how much they are willing to spend. Country of origin is also not so important for the Swedes because they are curious in trying new wines.

Finally, the last main conclusion is that quality remains the main determinant when attitudes and perceptions towards wine are formed. Quality, especially the taste, is the most important factor by far. The taste and the aroma of the wine are the main determinants when it comes to pairing wine with food. And as it was explained by the interviewees the mixing of wine with food is of a great significance for the Swedes.

6.2 Shortcomings

The authors are satisfied with the results and the research as a whole given the time and recourse limitations. It would have been much better if more respondents have answered the questionnaire, so more data would have been available for analyzing. However, given the language barrier and the relatively hard access to Swedish people when it comes to taking part of their time for filling in a survey, the sample size is satisfying. If the authors had more financial resources and time the preferred way of doing the research would have been through a probability (representative) random sampling techniques. This would have given much more accurate picture, statistically significant results and the ability to generalize them.
6.3 Market Implications

The authors of this paper are confident that good market perspectives for Bulgarian wine exist on the Swedish market. In order to achieve this goal producers that are interested in this market should invest resources for conducting deeper and more detailed researches. What turned out to be very important from the current research paper is that awareness of Bulgaria in general and the wines that are produced there is needed to be developed. Entering the government monopolist Systembolaget is the main way of reaching the Swedish population but this is a difficult process because of the many requirements that need to be met. Even though consumers believe that all the products have great quality if they are part of Systembolaget’s assortments this is not a compulsory factor for success of a particular product because the variety in this alcohol monopolist is very large. Yet a product with an excellent quality can get out of Systembolaget because of fewer sales caused by the great product diversity. In order to create superior awareness negotiation for a presence with key actors from HoReCa have to done. Becoming a part of their product range means that specialists that work there will promote the particular brand or product. Another approach that appeared to be of extreme importance when communicate wine are the chefs on the TV shows. For the purposes of this thesis the situation with alcohol advertising was not examined because it needs a separate detailed research to be conducted. However, this factor popped up to be one of the most influential ones for setting the consumer behavior.

6.4 Relevance to the International Marketing

The attitudes and perceptions are part of the consumer behavior which is tightly connected to the international marketing. More specifically this particular research reveals an interesting topic that has never been studied before. It presents the attitudes and perceptions among Swedes towards wine, and in particular towards Bulgarian wine. The findings about attitudes and perceptions can become a great knowledge for starting a marketing campaign in order to promote a product or service. In this case it can be an international marketing campaign of Bulgarian wine producers that aims to create awareness of their products among the Swedish population.

6.5 Future Research

The authors believe that this research can be the base for a bigger and much more thorough research. Preferably the using of probability sampling techniques will further investigate more factors and influencers and will prove or disprove the results of the current research. An interesting continuation of the present study will be the topic of how the attitudes and perception influence the decision of the consumer to buy a particular wine. So further investigation of the decision making process will be strongly encouraged. Another valuable direction a future research can take is the situation with alcohol advertising in Sweden. After the interviews it came visible that TV shows etc. have a big influence on the consumers, however this is type of promotion and advertising which in the given situation in Sweden is still ambiguous. And finally, the interesting finding about the preference of wines among Swedes opened the discussion of what really is the relation of wine and food
and if the preferences of food that are not seasonal can influence the preferences of wine. A research on this topic might yield some really intriguing results.
List of references


**Internet sources:**


Appendix

Appendix 1 – Interview with Zuni, Åttaglas

I: Can you give us a small presentation of yourself, like what is your job position?

R: Yes, I do everything around – I serve, take orders, and my position is a co-owner here. It is a family business.

I: What is your experience and expertise in the sphere of wine? Do you have any?

R: Wine. No, we learn. We change the wine every year from the company we buy it from and we read what type and kinds of wines do they have in their catalog. And there we have it from Italy, from South Africa, from Australia.

I: And what is the principle of changing the wine? Do you have any? Is it because of the customers or you are deciding it by yourself?

R: We decide it ourselves. In the summertime we change it to a lighter menu and we have Rosé wine and white wine, which goes the most. And in wintertime it is the red wines, they are heavier.

I: So it is not like customers are coming and searching for a concrete wine, or wine they drink?

R: Sometimes, yes. Sometimes they want a particular sort of grape, so they search for a particular wine made from this sort of grape.

I: But not brand? Just sorts?

R: Yes.

I: Do they have any preferences for the country of origin of the wine?

R: No. Sometimes they ask where the wine comes from and what the sort of the wine is.

I: When ordering wine do your customers ask questions regarding the brand, price, year of production?

R: Yes. They ask about the price, what brand it is, where it comes from and where they can buy it.

I: You mean that if they like the wine they ask where they can buy it.

R: Yes.

I: What is the most common thing- do people ask for your opinion when they order wine or they tell you: I want this exact sort?

R: Often they ask for my opinion. It depends on what food they consume. When I recommend them wine I take into consideration what do they eat – pasta, fish, meat, etc. So I try to recommend what is best for them.
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I: It means that they believe in your advices?

R: Yes, but I always let them try. If they don’t like it I recommend another one.

I: So, there are no preferences of red wine over white wine, but the choice depends on what food the customers have in this particular moment?

R: Yes.

I: How do you see the consumption of wine in Sweden based on your experience with your customers? Do you think there is high consumption of wine among Swedes?

R: Yes. I don’t know about consumption in other restaurants but here in my restaurant the consumption of wine is very high. We sell a lot of wine.

I: Who or what in your opinion influences the most the perceptions of Swedes towards wine? For example, is it you as a professional, as a person who knows the best how particular wine matches a meal, is it Systembolaget which is the main player on the market that sells alcohol, or maybe the consumers themselves search for information from specialized TV shows?

R: No I cannot answer that. It is a difficult question because I recommend what I like and what we sell here. We don’t have the same wine as Systembolaget.

I: It means you have direct communication with the importer.

R: Yes. Because the brands we sell here are not in Systembolaget. They don’t have them. Just a few.

I: May I ask you what is the situation with the monopolist Systembolaget and from the other side single players like restaurants in Sweden.

R: We have a contract with ……. And we buy from them. We can also buy from Systembolaget but the prices there are higher.

I: Why it costs more from Systembolaget?

R: I don’t know.

I: Do you know something about Bulgarian wine?

R: No.

I: No? So it means that you don’t offer any Bulgarian wine in here?

R: I don’t think the company we buy it from has Bulgarian wine, because I have signed a contract and I can buy only from them. I can check if you want.

I: For us more important to understand how you feel about it. If the company you are working with has Bulgarian wine in its range of wines, would you be willing to buy one?

R: Yes, if it is good.
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I: How are you going to understand if it is good or not? You are going to try it?

R: Yes, I always try it before taking it in the restaurant. If I want to change the menu I call them and tell them that this time I want for example two bottles from ten brands of wine, they come and bring the wine and me and my staff try it. Because all of my staff needs to know how it tastes even if they don’t drink wine, they have to taste it. It’s because of the customer, so they know how it tastes.

I: It sounds like a very high quality service here.

R: Yes, we got to have it because we sell every week at least 200 bottles of wine. I can bring you the catalog.

*(He brings the catalog)*

No Bulgarian wine.

I: Ok, I would like to ask you, in your opinion, what is the thing that is most important to the customers when it comes to process of selecting wine? Is it the price? Is it important for them what is the price?

R: Yes, always. The first thing is the price. The house wine that we have here, they ask where it is from, what the sort of the grapes is and how much does it cost. But always the first question is: “What is the price?”

I: So, in your opinion, the most important factors are price, sort of the grapes…?

R: Yes, when it comes to only drinking they always ask. When it comes to having the wine with a meal, they don’t ask about the price so much, they ask about where is the wine from because in the menu it doesn’t say what the house wine is, because you can change it so often, but we always have the same.

I: So you also say that country of origin is important for them.

R: Yes, where is it from. My house wine is from Chile.

I: Chile? Ok, why Chile?

R: Because it is a good wine, it is a normal wine. When you buy wine you look at this, how do you call it … if there are many grapes in it or not. This is a medium wine and this is my house wine.

I: So more people would like it. It is not that sophisticated.

R: Yes, it is a normal wine, you can have this to everything, that is why I have it as a house wine.

I: And ok, in overall, do you think there is more consumption of white or red wine?

R: Depends on the weather. In summer it is white wine and Rosé, in winter the customers prefer red wine, because of the cold.
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I: Thank you very much for your help! It was a pleasure for us to speak with you.
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Appendix 2 – Interview with Stefan, Studion

I: Can you give us a short presentation of yourself?

R: Yes. My name is Stefan. I work at 2 restaurants: Studion and Twin City and I am a recruitment manager. I am also a bar manager and sometimes I am a headwaiter. I’ve worked for 6 years for the same employer- I have the same position all these years. Before that I worked in Europe as a cocktail consultant and bar manager for 7 years. This is my passion – food and drinks. That is what I like and there is my biggest interest so far.

I: Ok. Do you have some education in this sphere or just experience?

R: Yes, just experience and some small coaches along the way. I started when I was 16 in Paris as a dishwasher. I worked my way up from there and of course I have taken some small courses along the way. For example, I have sommelier certificate and I am a cocktail expert. My biggest interest is in wine and aged spirits.

I: This is what are we going to speak about now. What is your experience and expertise in the sphere of wine?

R: I don’t know. The sphere of wine is so huge so it is hard to say what I am good at. I like wine from every country and I like to mix it with food and to find the right wine for the right food. Wine makes the dinner even better. So, I cannot say that I am an expert of wine because no one is but I have big interest in it.

I: Are you active in searching for information, for sorts, etc.?

R: Yes, all the time, every day. Right now I am a big fan of South America, Argentina.

I: Why is that?

R: Because I like meet and if you want to mix meet with wine I think Malbec is a great choice. My favorite Malbec comes from Argentina and in particular Mendoza. That’s where I am right now.

I: You work here also with wine suppliers?

R: Yes. Maybe once in a week I have meeting with a new guy that imports wine to Sweden and wants to introduce their wine on our market. They ask me for tips and I am more than glad to help them because I like wine.

I: Ok, something about your customers. When ordering wine do they ask questions regarding the brand, price, year of production, etc.? What are your observations?

R: Sometimes they do. If you go back five years no one did. They have just ordered glass of wine and they didn’t care what it was.

I: Sorry, just one clarification – we speak about Swedish consumers right now.
R: Yes, we speak about Swedish consumers. If you go back five years no one really cared about what they had in the glass. They ordered just a glass of red wine for example – the house wine. Of course, there were people that were asking for better wine as well. Nowadays, Swedes in general are more interested in wine and they know more about that because of the TV shows. Systembolaget also provide information and they can buy wine from other countries. The information about wine is larger now compare to five years ago. So, my guests today will definitely ask for sort of grape. Do you have any Merlot? Do you have any Cabernet Sauvignon? From which country the wine comes from? And if I answer the questions they will be like: Ok, but which producer is that? Oh, this is Franco Allegrini, ok. Customers know more about wine now. If I say: Hey, do you want to try this Franco Allegrini wine from Veneto, Italy? Five years ago no one would understand the question but now they ask: Oh, ok, is it Marano or it is Palazzo della Torre? Oh, it is Palazzo, ok. I like that wine.

I: So you think that they are open to suggestions? You say that they are more informed and they ask specific questions but are they open for suggestions from you?

R: Yes. They listen to us very much because they almost take for granted that we are professionals. Not everyone is but if they come here and this is a good place they ask the waiter: I would like to eat duck tonight. What kind of wine would you recommend for this meat? And the waiter can say for example: You can have this Pinot Noir from California.

I: So, you think that the most important factor when ordering wine is the meal?

R: Yes.

I: What about if they don’t consume anything and they are just with friends for few drinks? Do they still order a glass of wine?

R: Yes, they still order a glass of wine.

I: Do you think that price is also important for them?

R: It is important but not as much as the quality of the wine. But of course it is important.

I: And by quality you mean country of origin and sort of the grape?

R: Yes, and producer as well.

I: Ok, and what about the year of production? Do you think it is important?

R: Not yet. For me it is important but for my guests it is not that important. The opinion about particular wine comes also from the TV shows where the big chefs talk about wine and they say: You should definitely try this producer. Then the Swedes think: Ok, that is the best you can drink.

I: So, this is a form of advertising?

R: Yes, and it works.
I: As long as we know the situation with alcohol advertising is still not very clear in Sweden, right?

R: No, it is not.

I: What do you think: do Swedes have preferences of red over white wine or the other way around?

R: It depends what time of the year it is. Now they prefer white and pink wine and during the cold months and Easter they prefer red wine. They eat more meat and they don’t eat fish in the winter so that’s why the red wine is preferred.

I: How do you see the consumption of wine in Sweden? Is it high compare to other types of alcohol?

R: Yes, it is very high and it is growing quick.

I: How do you think Swedes consume wine? Is it part of their lifestyle? For example, when they go out with their friends after work, do they prefer wine or beer, or some other alcohol? If you make a comparison, where do you see the consumption of wine?

R: I think the wine is on the top. In Sweden now you are someone if you are sitting on a table with a bottle of wine instead of a glass of beer. So, if you go out and you order a bottle of wine that is to impress the other people because a bottle of wine is expensive.

I: So, it is some kind of trend right now?

R: Yes. A glass of beer is cheap; you don’t know anything about it. On the other hand a glass of wine is fancy.

I: We somehow mentioned this already but in your opinion who or what influences the most attitudes and perceptions of Swedish people towards wine? As you said they watch TV shows and they listen to your opinion as well when they come here. In Systembolaget they can go and see different kinds of wine from different countries.

R: I think it comes from the TV shows because Sweden has a good kitchen now. Swedish people are famous around the world for cooking great food and at the last World championships in cooking we had a guy from Sweden called Tommy Myllymäki who took the second place which means that he is the second best chef in the World. He is a big name and he is one of the chefs that enter the TV shows and if he shows a bottle of wine you should definitely try this one. I think the biggest influence comes from the TV shows where we have good chefs recommending good wine with a good food.

I: Do you think that this is a common thing among majority of Swedish people that they watch these TV shows and got influenced by them?

R: Yes, definitely. But also our Systembolaget has been better – you can order wine from all around the world and without extra cost. That is also a big thing for us. We have learned more about wine within last five years, so we know how to drink it and why we drink it. I
think both TV shows and Systembolaget as well the people in the restaurant business influence the people. We also know more about the wine so we can answer to the questions of our guests. I think the information and the interest of wine is larger now.

I: Do you know something about Bulgarian wine?

R: No, not much. Bulgaria doesn’t have any of the famous or the big producers. Although, I like the small countries and to find the pearls of the producers I don’t think Bulgaria has any big names yet, but maybe there will be.

I: Have you ever tried Bulgarian wine?

R: Yes, I’ve been to Bulgaria and I’ve tried local wines.

I: Do you remember which brands you have tried?

R: No, I don’t remember any names. It was many years ago.

I: What was your impression? How did you evaluate the quality of the wine?

R: Almost like Italy. It was more like a table wine.

I: You mean that the wine was lighter?

R: Yes, it was lighter, like an everyday wine. You can drink it really to ease your meals. But I didn’t get the impression that they were proud of their wines. It was more like: You should have this, instead of presented like they were proud of it.

I: Where did you try it?

R: In Sofia.

I: Yes, but where did you try it: in a restaurant where people are familiar with wines or you went in an ordinary place?

R: It was a small restaurant more like a creperie or something like that. Maybe this was not the place to drink the best wine you have but still they had wine and they serve it but not really … they were not proud of it. That is the impression I’ve got. But it was good. It was an everyday wine fits for every time.

I: Do you think that there is some image of the Bulgarian wine in Sweden?

R: No, I don’t think so. Swedish people don’t know much about Bulgarian wine.

I: Maybe they are not very familiar with Bulgaria in general?

R: It is not only Bulgaria. It is only been five years that we really really start having interest about wine and of course within this five years we’ve learned about Italy, France, South America…

I: The New world…
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R: Yes, the New world and from New Zealand and Australia. But all the small countries that also produce – for example Lebanon. I love their wine- they have great wines but we don’t know much about it. And also Romania makes great wines but we know nothing about it. Maybe it is the same with Bulgaria.

I: Why do you think that consumption of wine became a trend in Sweden? Is it because of the TV shows?

R: Yes, I think so because famous people show on the TV shows and tell us to drink wine. It is like in the football – if David Beckham wears a pair of shoes, everyone that play soccer will wear them. And for us with wine and food, if some famous person tells us to drink this with a particular food we do it. A bit stupid, but…

I: Do you know that there is Bulgarian wine in Systembolaget?

R: I don’t have any idea about that.

I: So, do you think that there is enough to have presence in Systembolaget in order for people to get to know you or you need to be more active and maybe try to communicate your wine trough TV shows?

R: Yes, I think this is the easiest way. Also there is something called HoReCa- this is a Hotel Restaurant and Catering that can be contacted. So there are two ways to sell any kind of alcohol in Sweden. The one place is Systembolaget which is very hard to enter because you need to have the wine that fits the time; you need to have the right label, the right price. So, it is very hard to enter Systembolaget with any products. And then the other place is HoReCa. They send the producers to the restaurants where they present the wine for you and show you how you can drink it, how you can serve it, how you should handle it. They give you information about the wine.

I: As a restaurant you are part of this so called organization HoReCa?

R: No, it is just a collectors’ name for these 3 businesses. But if you are a producer of wine then you should chose one of these Hotels, Restaurants and Catering and present your product to them.

I: For example, if a producer wants to reach directly the customers it comes to present its products to you?

R: Yes, they come to me. And that is what I meant before by saying that I have a meeting at least once per week with a wine producer. Tomorrow Catena is coming here, from Argentina. They will present a wine for me and tell me the price, where I can use it, with what food it fits. Then it is up to me. I try the wine and if I am interested we have a deal. Then they send it directly to my restaurant. If a producer manages to get that then each of my guests for sure will know about the wine. The reason is that I will have it in my restaurant and I will try to sell it and I will talk about this wine. So, this is maybe the easiest way to get into the Swedish market with the wine that you produce.
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I: I don’t know if it is true, correct me if I am wrong, but to me sounds like that to get known by the people the way is either through TV shows and the other thing is the restaurants, because in Systembolaget the bottle is just on the shelf so nobody is there, I mean somebody comes, there is kind of a service in Systembolaget, but it’s not like…

R: Yes, it’s not like in restaurants or on TV shows.

I: So do you think it is better to approach the market through restaurants?

R: Yes, I think that is the first step anyway, because it takes long time to enter Systembolaget. Because there is a big group of people, the jury that tries every product. So if you want to enter the Systembolaget, your wine has to go through a lot of people that have to approve it.

I: Yes, but anyway, if you are already in Systembolaget and nobody knows about you?

R: Yes, but they know, Systembolaget is all around Sweden, that is the only place where you can buy alcohol and Swedish people actually know a lot about all the products in Systembolaget.

I: Ok. Do they have some kind of information about their products, like some catalog?

R: Yes, they have. They print four catalogs every year that you can get from the boutique. And they also have the Internet website, where if you click on the wine you have a lot of information about it, like where is it from, who the producer is. And also they have people working there who are good in the area of wines. So if I go there and ask them: “Do you have any Bulgarian wine?”, they will say: “Of course, we have” and then we go to the shelf where it is.

I: Yes, but if people are not aware of this Bulgarian wine?

R: Then, it is a problem.

I: That’s what we are trying to figure out here. So what do you think, if you are already in Systembolaget but people just don’t know there is Bulgarian wine, nobody told them?

R: But it is not that big, so if you manage to enter the Systembolaget, people will know, for sure. There is a lot of wine in Systembolaget that has been there for a long time. So when I enter the Systembolaget I don’t go for these shelves because I know every wine on them, so I ask them, do you have anything new, what’s the news from a month back and then they can tell me: “We have two new Bulgarian wines – one red and one white” and then I go and look at them.

I: Ok, so what is your opinion, when people are already in Systembolaget which factors do you think influence most their choice of buying some wine? And we are talking from consumer’s perspective here.

R: Unfortunately, a big influence is the label of the bottle, a nice label. You have to be interested in buying the wine because it is a nice label.
I: You mean the design and the information on it…

R: Yes, mostly the design. I don’t like that at all, but unfortunately it is like that, you have to have a nice bottle. And also the grape, Swedish people are still rookies about wine, it’s only have been five years, so they don’t know every grape around the world. But they are very familiar with may be the big five. And then if they go to Systembolaget and see a bottle of wine and on it will be the grapes Grenage for example, people don’t know about it. But if they read Cabernet Sauvignon, oh we like it, we will take that. So the grape is also important. Then also the price, of course. And by that, I mean, it shouldn’t be too cheap. Swedish people prefer to buy wine around 100 SEK.

I: So you say, label, grape and price on third place. What about country of origin?

R: It is not that important. Not for the most buyers, I think. For me, it is important but I am in a small category of people that views wine in another way. But then also an important thing, except from the grape and label should be if you have a description on the wine how to age it. Because for example if I or anyone buys a wine it is good to know if you can age the wine further in the bottle or you have to drink it right away, or can you save it for a couple of years, that is also an important thing.

I: Do you think it is an important thing for the majority of people?

R: Yes, because we start now to save wines at our homes.

I: To be a collector?

R: To be a collector, also to impress friends when we invite them to our homes and say: “Well, look at my wine collection”.

I: So it is really a kind of trend here?

R: Yes. So it is a big influence, I think, if you can save the bottle.

I: Something else?

R: I think something not so important, but still from significance is what kind of cork it is. Because if it is a screw cork we don’t like it, because we think it is a worse wine than the one with a natural cork. So we don’t like screw corks.

I: So, to conclude, you think it doesn’t matter if the wine comes from Bulgaria but if it is good quality it has the same chances as wine from for example Argentina.

R: Of course. I even think it has a bigger chance because we like new things and if there is a Bulgarian wine and people talk about it, we just need to have it. It is like an addiction. If you say to me that we have a new Bulgarian wine in Systembolaget, you have to try it, it was so good. Then I will buy two, three or four bottles of it. Because you said it was good. I think it is easy if you manage to enter the Systembolaget, I think it is very easy to sell from there. Just by mouth to mouth, if you speak about it I think that is enough.
I: So just entering is some kind of quality insurance, so if you are in Systembolaget, it means quality?

R: Yes, because you have to go through a lot of people to enter the Systembolaget and they have very well educated people and they think of all of this, they think about the label, because the label has to be in the right time, like the right design. And then you have to go through the grape tests for example. If they have one hundred wines at Systembolaget and they want to bring in another one and now they don’t have much from Bulgaria. So to bring in wine from Bulgaria it can skip a few tests because it is Bulgarian wine and may be the label is not that important, but the quality of the wine is the most important thing, of course.

I: OK. Actually we saw that each year because of the consumers’ demand they have ok, let’s say, for this year we will need wines from these countries and it is the same with alcohol. So they set what kind of alcohol they need from which countries.

R: Exactly. They always have to fill in the empty spaces. And that is what I like about Systembolaget. They are eager to find what we need and also tell us what we need.

I: So you use them also as a consultant.

R: Yes. The restaurants don’t work with them but as just private person you can consult with them. But the restaurants, we consult directly with the producer.

I: And if you go there and ask them can you give me some more information about the wines that you sell, the people that are there, they are enough educated?

R: Yes. Not everyone, but they have may be two or three persons at every Systembolaget that actually are experts on what they have in the store. But the cashiers, for example, they don’t know much about it. They have a few people in every Systembolaget that actually are very good.

I: Well, I think this is everything. If you think there is something more you can add or?

R: I don’t know. I think you have put the right questions on the paper and I think as we said before if you want to enter the Systembolaget with a wine and you succeed with that, then you are safe. But it is very hard to enter the Systembolaget, very very hard. So the easiest way to bring a new product or a wine from Bulgaria, in this case, to Sweden is to enter the HoReCa – the hotels, the restaurants and catering. Then you have to visit, meet in the restaurant, tell me about the wine and give me a good price. When I have it on my restaurants, because I am a business man and work as a salesman, so if I have it on my restaurants then I will give a lot of effort to sell it. So that’s I think the best way. And if people start to talk about it, in whatever town you may be are in, the Systembolaget would find out.

I: And also is it correct that if you have presence in Systembolaget, and you as another actor on the market you see this wine and you decide to try it, after that you will go and
search for it and ask that you want to buy that wine, so you will be the active part and you
will not need the producer to come to you and ask you if you want to try its wine.

R: Exactly, that's right.

I: So do you think that if you are already in Systembolaget, do you need to approach restau-
rants or it is an unnecessary effort?

R: Yes, you have to approach the restaurants as well.

I: You think so? It is important?

R: Because that is the thing about Sweden, also a little bit silly but the products that are in
Systembolaget, we don’t want them in the restaurants. Because it is much more expensive
to buy a bottle of wine in the restaurants compared to Systembolaget. If I buy a bottle of
wine for 100 SEK at Systembolaget, may be it will cost 300 or 400 SEK here. That’s why I
can’t have the same wine as in Systembolaget here because then my guests will pay only
100 SEK from Systembolaget instead of 400 SEK in a restaurant. So we try always to have
different wines here than in Systembolaget. So it is necessary to enter both HoReCa and
Systembolaget. But still, I think the easiest way is to enter the restaurants first. Because if
you buy a bottle of wine here and then you go to Systembolaget and ask them: “I was at
this restaurant last week and I bought a bottle of Chardonnay called whatever, do you have
it here?” and they say that they don’t have it but they can order it for you. And if more and
more people stop by to order this particular bottle of wine, they will take it in their prod-
ucts selection.

I: I think it was very useful information. Thank you very much for the time that you spend
with us and everything that you have shared with us!
Appendix 3 – Interview with Lennart, Jönköping center

I: Can you give us some short information about you?

R: I am the manager of Systembolaget in Jonkoping, the so called city center store. I am 50 years old, have two children and a wife. I am living in about a one Swedish mile from the city.

I: For how long have you been working in Systembolaget?

R: For 20 years. But not as a manager. I was working for about ten years in Huskvarna and for one year in Nassjo. I’ve been in this store since 2004.

I: It is quite a long experience.

R: Absolutely.

I: Do you have any knowledge about wine- more than the knowledge that you gain in the store? Are you interested in wine?

R: Absolutely.

I: What is your experience with wine? Do you have any expertise?

R: I have some expertise.

I: Can you tell us something more about that?

R: Yes. We have education in wine. For example, I educate people in the store and I also educate my staff. I graduated in wine studies in 1995 in Stockholm. Do you know sommelier?

I: Yes.

R: I have that education.

I: When people buy wine here do they ask about the brand. Are they interested to know more about the wine that you sell here or they just go and read by themselves when making the choice which wine to buy. What are your observations?

R: It is different. We have people that just have a look by themselves and we have people that have a lot of questions about wine and food.

I: How do you split these two types of groups? Are the people that more interested in wine heavy wine consumers or they are just willing to try new wines? Do you have any observations about that?

R: Absolutely. We have three stores in the region of Jönköping – one in Huskvarna, one in A6 and this in the city. We have customers that are very very interested in wine and food together. We also have people that just come and buy what they want to have like beer,
Appendix

spirits, etc. So, we have different types of customers but most of the customers are very interested in wine and food together.

I: So, this is something that goes along- food and wine?

R: Yes. And most of these customers come on Fridays and Saturdays. We also have students that come mostly on Wednesdays and sometimes on the afternoon of Mondays. We also have customers that are very interested in beers and whiskeys.

I: How do you evaluate the wine consumers? Are they a big group?

R: Yes, absolutely, they are a very big group.

I: We saw some data about wine consumption in Sweden and there is said that the consumption is growing every year. So, do you think that drinking wine is some kind of a trend right now in Sweden?

R: Historically, if you look at the Swedish or Nordic people they were drinking more spirits and beer. As much as we come to the present days the wine consumption increases. That is how we come to this date today – it is very very large the consumption of wine in Sweden today.

I: Do you think that it is modern to drink wine nowadays?

R: I think that people are interested in wine and food as a combination. This is very very popular in Sweden as a whole.

I: Do Swedes prefer red or white wine or there is not such a trend?

R: It is red wine- in the price class of 70 up to 200 SEK in this store. You mean the customers here?

I: Yes. And what do you think is most important for them when they choose wine? Is there something that influences their choice like the price or the country of where the wine comes from?

R: It is different. I think the media has very big influence on the customers. And I mean the media all over the newspapers and the television.

I: So you mean that there are advertisements or there are professionals that speak about wine?

R: Professionals.

I: So, it is more like public relations not like advertising?

R: I don’t know…

I: It is more like publicity- famous people speak about wine?
Appendix

R: Yes. In the TV morning programs for example where they give suggestions of combining food with particular wines.

I: So, you said that in your opinion media is the biggest influencer of wine consumption.

R: Absolutely.

I: It is not Systembolaget or HoReCa but the media?

R: We have very interesting thing – our website. Have you looked at that one?

I: Yes.

R: We know there are a lot of people going to this web site and they combine for example dishes and wines together and come to the store and buy it.

I: But what is your opinion- who influences them mostly? There are three parts within this process- you, Systembolaget with your webpage where people can go and so to say educate themselves…

R: I think people find an inspiration on this webpage in combining food and wine together. Then they look at the media and the commercials. I think they have influence at some groups.

I: So, you think it is a mixed thing.

R: Absolutely. But I don’t know who has the biggest influence on the people.

I: Yes, I was just asking about your opinion because there are consumers that go to bars and restaurants and people that work there also give them advices which wine is good and…

R: Yes, absolutely. I think that they have influence too.

I: Do you think that it is enough for a company to have its products here in Syssembolaget in order to be profitable? For example, a wine producer from Bulgaria. If they sell their product in Systembolaget, is this enough to gain popularity among Swedish peopleand to be consumed?

R: Do you mean profit for them in this country or…

I: Yes, to become popular among people. Or they need to enter bars and restaurants as well and also to pay some famous people to speak about them in the media…

R: I don’t know. I don’t have any opinion about that. But if you have a good product it shouldn’t be a problem to sell it here.

I: How do you describe a good product? What in your opinion is a good product?
Appendix

R: If you have a good product and you are in Systembolaget.... We taste all products that come into Systembolaget and also the journalists taste the products. If they think it is good you have it in the media. This is one piece of it.

I: We understood that in order to enter Systembolaget, in order to have space on the shelf you need to go through very long and hard process of evaluation.

R: Yes.

I: So this is the first proof that your product is good?

R: Yes.

I: Do you think that this is important for people? The think that a product is in Systembolage it means for them that this product is good...

R: Absolutely.

I: Are they willing to try a product just because it is here and they trust Systembolaget?

R: But if you look on for example a new wine coming here... in this store we have very curious people. They taste almost everything and if you have a wine for example from Bulgaria which costs about 67 or 80 SEK I think people should be very curious about that wine. They will taste it and if they like it they are going to buy it.

I: Can they taste it here in the store?

R: No, no, no. This is against the Swedish alcohol policy.

I: Ok, they need to buy it, try it and if they like it they will continue buying it...?

R: Absolutely.

I: So, you think that within this price range people are willing to buy? Maybe there is some prejudice that if is too cheap the quality is not that good...?

R: But I don’t think that it is so simple. There are different categories of people that buy in special price categories. For example from 49 to up to 70 SEK, from 70 to 99, etc. There are different categories of customers. We have this in all stores in Systembolaget in Sweden. This is the same if you look on spirits or beers- the same categories. Some buys high quality beers and some buys low quality beers.

I: And do you think the willingness of people to buy and try new wines is in within each price category?

R: Absolutely.

I: Do you do any kind of marketing in Systembolaget regarding the products that you sell here?

R: I don’t think that I really understand your question about marketing.
Appendix

I: Do you have any way of showing that you have a new product or that this product is very good and the customers need to try it? Any promotions? Or you have all the products on the shelf and you treat them equally?

R: Absolutely that is the way it is. We treat them equally.

I: Do you have any kind of promotions…?

R: No, not at all. This is also against the Swedish alcoholic policy. And we have a complex situation because we have a monopoly in European Union. The discussion about this has been since we get into the European Union in the 90s. If you have a look to all the countries in the European Union that have problems and especially Russia for example, they look at Systembolaget. Systembolaget is a very good example. If we compare the Swedish alcoholic consumption with for example Italy or France, UK- there is a big difference.

I: Do you know something about Bulgarian wine?

R: Yes, Plovdiv for example. Boyar.

I: What do you think about the quality of the wine?

R: I think it is good. For example the Merlot grape from Bulgaria is very good, Mavrud…

I: Where do you put Bulgarian wine next to…which…?

R: I think the last wine that I have tried was Merlot from Plovdiv and the quality was very different… how do you call it… it was not very high level or even quality …

I: You mean…

R: It could be very good for example for a year and then tip, and then good again.

I: How do you understand quality – by mean of taste, by mean of how long it can last as well?

R: The taste, the bouquet…

I: Do you consider the duration of the wine life as part of the quality of the wine?

R: If you compare the taste and the bouquet and what do you expect a Merlot should be when you drink it… sometimes it is a very very good quality and then it tips and it’s flat, and it’s not so good, not so filly, it is not plumy… the taste as we expect it to be.

I: Do you think that Swedes are familiar with Bulgarian wine?

R: Absolutely. We have for example, it is 2012 now… at the 90s we had a lot of Bulgarian wine in Systembolaget. It goes up and down.

I: Why is that?
Appendix

R: Maybe the producers. If they don’t sell we take it away. Then a new producer comes and tries to enter Systembolaget. It becomes a good seller for about 5-6 years, then it goes down and we take it away.

I: By goes down you mean that customers don’t buy it anymore?

R: Exactly.

I: Why do you think this happens?

R: There is a big variety of wines in Systembolaget. We have a lot of choices. There are new wines coming for example every month. Then we have a lot of wines coming three times per year – about 100 different wines. The variety is so large – we have thousands of wines in one store. You can have very very good wines and don’t sell because you have a lot of choices. In my opinion all the wines here are very very fine and good wines.

I: So, you don’t think that there is such a thing that customers are loyal to a particular brand or…?

R: No, no, no.

I: … when they like it or…

R: Maybe some of them. Some people want to have a fruity wine and some people want to have a spicy wine – there are very different categories of people.

I: So it is more about the taste but not about the producer or the country that the wine comes from?

R: No, no, no, it is not about the producer or the country that the wine comes from. I don’t think so. Absolutely not. If you have a look who chooses the wine that we have to have in the store – these are the people, the Swedish people. We have the wine that the people buy. And the wine that people don’t we take away.

I: Yes, of course because you have limited space.

R: Absolutely.

I: We saw that you have this catalogue with requirements for the wine and country of origin, so the producers can look there and if they fulfill the requirements they can apply to enter Systembolaget. You are searching for particular wines which means that you do a research about the preferences of the consumers.

R: Not we, but the head quarter.

I: Yes, but the Systembolaget does such a research?

R: Absolutely, yes. They do very large research. Then we have something in Sweden, they work for the European Union. The name is Konkurrensverket? Do you understand me?

I: What do you mean?
Appendix

R: How do you call it? I don’t find the words. It is something like a regulation that they don’t discriminate any wines. Do you understand me?

I: Yes.

R: It should be fair for everyone to come in. This is very important.

I: We know that this is the policy of Systembolaget…

R: Absolutely.

I: Do you think that actually it is kind of a good thing to have opportunity to stay next to French or Italian wines on the shelf for example? Do you think that this policy of giving them an equal chance is a good thing for the smaller and not that famous producers?

R: Yes, we give everybody a chance to come in. It is very important for the producers that they have equal chances to get into Systembolaget, I know that. It is the same for example for the small breweries that they have the same opportunity to come to Systembolaget. If you take a look at the smaller wine producers and breweries, the Swedish people prefer them.

I: You said that when journalists come and try wines, if they like them it means that they will write about them…

R: The journalists are not so good. They can taste whatever they want to and write about that. It is different. I mean we, at Systembolaget, when we taste a wine we try to give the opportunity for every producer to come in without discriminating it. And when the tests are conducted it is a blind test so you don’t know exactly where the wine is from and who is the producer. So you cannot know if it is a small wine cellar or a small brewery.

I: It is just the taste.

R: Yes, just how it tastes, and later on the information about the grape and the country is given.

I: Do you think that the sort of the grape is important, because we understood that the Swedes are not so familiar with a lot of sorts of grapes they know for example the big five and when they come in the store to buy wines they go for the ones they know, like Merlot, Mavrud, Cabernet Sauvignon or Chardonnay, and they don’t want to try wines that they haven’t heard of?

R: When we recommend a wine for example for some dishes to a customer, we don’t select the big grapes. We can have for example Gewurztraminer or Grüner Veltliner, or something like that, it is not a common grape.

I: So you are trying by personal recommendations to tell the Swedish consumers that there are other types of wine and sorts, not only the one they know and you can get familiar with these new ones?
Appendix

R: Absolutely. We can give a recommendation for example for the Portuguese wines, there are a lot of grapes there that people have never heard about. We recommend to taste different wines, to select different wines because we have a lot of wines. So it is important for the curiosity and to learn about a wine. But if you look at the restaurants they are not so good educated about wines or spirits. It is a little bit better now, but if you go back ten or fifteen years they were not so good in wine and foods, that’s peculiar very peculiar.

I: Then, that’s it. I think we covered everything. Thank you very much for the time you have spared to make this interview.
Appendix

Appendix 4 – Questionnaire (English version)

1. How often do you consume wine in a typical month?
   - O I don’t consume wine (if you choose this answer please don’t continue filling the survey)
   - O Once or twice a month
   - O Once or twice a week
   - O More than twice a week

2. Are you the one who purchases wine?
   - O Yes
   - O No

3. What wine do you prefer?
   - O White
   - O Red
   - O Rosé
   - O It depends on the season

4. What is the typical occasion that you buy wine for?
   - O In a bar/restaurant without a meal
   - O In a bar/restaurant as a complimentary to the meal
   - O For a party
   - O For consuming it at home with the family
   - O Buy it for my own wine collection
   - O Other, specify: __________________________________________

5. Are you interested in trying new wine brands?
   - O Yes, I am and I do that
   - O Yes, I am willing to try different wine brands but I don’t do
   - O No, I am not

6. How important are the following factors when selecting a wine?

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7. **Have you ever tried Bulgarian wine?**
   - O Yes
   - O No (if this is your answer go to question 9)

8. **Please evaluate it according the following factors where 1 is the lowest and 5 is the highest possible rating (after evaluating go to question 10)**

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9. **What are the reasons why you have never tried Bulgarian wine (you can choose more than one answer)?**
   - ☐ I haven’t heard of Bulgarian wine
   - ☐ I haven’t seen Bulgarian wine
   - ☐ I don’t think Bulgaria has good wine
   - ☐ Other, specify: ____________________________________________

10. **What is your first association with Bulgaria?**
    - O Beautiful nature
    - O Sea side
    - O Alcohol
    - O Rose oil
    - O Nothing
    - O Other, specify: ____________________________________________
11. Gender
   O Male
   O Female

12. Year of birth

____________________________

Thank you for your help!
Appendix

Appendix 5 – Questionnaire (Swedish version)

1. Hur ofta dricker du vin under en typisk månad?
   O Jag dricker inte vin (i fallet detta är ditt svar så behöver du inte fortsätta att fylla in undersökningen)
   O En eller två gånger per månad
   O En eller två gånger per vecka
   O Mer än två gånger per vecka

2. Är det du som köper vinet i ditt hushåll?
   O Ja
   O Nej

3. Vilkentyp av vin föredrar du?
   O Vitt
   O Rött
   O Rosé
   O Det beror på säsongen

4. Vilken är den vanligaste anledningen till att du köper vin?
   O I en bar/restaurang utan en måltid
   O I en bar/restaurang tillsammans med måltiden
   O För en fest
   O För att dricka hemma med familjen
   O Köper det till min/vår egen vinsamling
   O Annat, specifera: __________________________________________

5. Är du intresserad av att testa nya vinmärken?
   O Ja, Jag är intresserad och jag gör det
   O Ja, jag är villig att testa olika vinmärken men jag gör det inte
   O Nej jag är inte

6. Hur viktigt är det med följande faktorer vid val av vin?

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<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Stängning av flaskan</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Tillverkningsår</td>
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<td>O</td>
<td>O</td>
<td>O</td>
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<td>O</td>
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<tr>
<td>Typ av vindruva</td>
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<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Hur vinet mognar</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
</tbody>
</table>

7. **Har du någonsin prövat Bulgariskt vin?**
   - O Ja
   - O Nej (ifall detta är ditt svar, så gå vidare till fråga nummer 9)

8. **Var snäll och utvärdera Bulgariskt vin efter följande faktorer där 1 är den lägsta och 5 är den högsta möjliga värderingen (efter utvärderingen gå till fråga 10)**

   | 1 | 2 | 3 | 4 | 5 |
---|---|---|---|---|---|
| Pris | O | O | O | O | O |
| Smak | O | O | O | O | O |
| Design av flaskan | O | O | O | O | O |
| Design av etiketten | O | O | O | O | O |
| Information på etiketten | O | O | O | O | O |
| Stängning av flaskan | O | O | O | O | O |
| Typ av vindruva | O | O | O | O | O |

9. **Vad är anledningarna till att du aldrig har testat Bulgariskt vin? (du kan välja mer än ett svar)**
   - □ Jag har inte hört talas om Bulgariskt vin
   - □ Jag har inte sett bulgariskt vin
   - □ Jag tror inte Bulgarien har bra vin
   - □ Annat, specifika: ____________________________

10. **Vad är din första tanke om Bulgarien?**
    - O Fin natur
    - O Sjökust
    - O Alkohol
    - O Rosolja
    - O Inget
    - O Annat, specifika: ____________________________
Appendix

11. Kön
   O Man
   O Kvinna

12. Födelseår

___________________

Tack för din hjälp!