



Thesis title: "Analysis of Mexican Consumer Behavior on Wine"

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Abstract (max 300 words)

Topic position & objectives:

This thesis reports on a study using the Theory of Planned Behavior (TPB) formulated by Fishbein and Ajzen (2005) in order to evaluate consumer's behavior on decision-making process when choosing wine in Mexico including the analysis of the main drivers on influencing the final intention to drink wine like the specificity of the consumption situation and occasion.

Methods:

The research focuses on 220 individuals from Bajío Region in South-Center cities of Mexico like Mexico City, Guadalajara, Aguascalientes and Ensenada aged in majority of 19 to 34 years old and high educated; through the diffusion of two phase survey among social media like Facebook pages and via e-mail.

Results:

The outcomes, include Mexican consumers perceiving the idea of drinking wine for the good taste, sharing this special occasion with their friends instead of family, do not take care of the place, and finally the behavior on drinking wine is clearly 'up to the consumer' by the intention of making an effort to do it.

Main conclusions:

It is important that owners of wineries who are already aware of the increment of consumption of wine and consequently an increase of their sales, they must create a strategy to increase consumer involvement in Mexican wine through marketing strategies like promotional activities not only at the door cellars but also in the wine shops including courses on training about wine and the use of social network advertising and emotional linking seem to show good results with brands investing more in social networks and internet advertisements.

Keywords (5):

Theory of Planned Behavior, Discrete Choice Analysis, drinking wine, Mexico, consumer behavior.

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