

Introduction

In the French market wine is mainly bought in retail stores (BIVB, 2010; BIVB, 2011). Therefore, when shopping for wine consumers have to face a wide range of products in a very short period of time (Britton, 1992). Since consumers usually can not taste wine before purchasing it in retail stores, their decisions are based on their previous experiences, and on a great diversity of non-sensory information, such as packaging and the information available on the label (Lockshin, Jarvis, d'Hauteville & Perrouty, 2006). In this context, a large number of factors might influence consumers' decisions regarding the type of wine they buy (Jaeger, Danaher & Brodie, 2009), which makes wine purchase decision more complex than the choice of most food products (Lockshin & Hall, 2003).

Considering the difficulty in providing good quality wine due to dependence on climatic conditions, one of the main challenges for wine makers is to identify the attributes that drive consumers' purchase and particularly those which may determine their loyalty to a particular wine (Hollebeek, Jaeger, Brodie & Balemi, 2007; Jarvis, Mueller & Chiong 2010). Moreover, according to Atkin, Nowak & Rosanna (2007), a better understanding of how consumers make their wine purchase decisions could lead to more informed resolutions on pricing, packaging and distribution strategies.

Four stages have been identified on consumers' decision making process related to wine acquisition: need recognition, search for information, evaluation of alternatives, and final choice (Sanchez & Gil, 1998). Need recognition refers to the identification of needs to be satisfied through purchase and intended use of wine. According to Hall & Lockshin (2000) and Hall, Lockshin & O'Mahony (2001), intended use of wine has a strong impact on the desired scenarios to be achieved through wine consumption (e.g. enjoying a meal, enhancing mood, impressing others, etc.) and therefore, influence consumer decision making process. Furthermore, according to Quester & Smart (1996), consumers rely on different attributes for defining their wine purchase according to a specific expected consumption occasion. After consumers have established the purpose related to their wine purchase, they engage in the step of searching for information, in which they concentrate different cognitive efforts in looking for the information they need in order to make an informed choice (Assael, 2004). Considering the large number of variables which affect wine quality (Charters & Pettigrew, 2007), consumers have to rely on a large number of attributes to make their wine purchase decisions. Several studies have reported that previous experiences with wine, price, origin, grape variety, brand name, awards, packaging features and food pairing are amongst the most important characteristics underlying consumer wine purchase decisions (Goodman, Lockshin & Cohen, 2007a; 2007b; Jaeger, Danaher & Brodie, 2009; Lockshin & Hall, 2003; Sáenz-Navajas et al., 2013). Once the information is extracted, consumers evaluate their selected alternatives in order to reach a final decision on which wine they will acquire (Solomon, Bamossy & Askegaard, 2002). To understand better consumer decision making process while purchasing wine it is important to identify which attributes consumers actually rely on and how they perceive and weight them in order to reach a final decision.

One of the challenges in the development of more successful marketing strategies in the food industry, which is applicable in particular to the wine industry, is to identify consumer segments with different needs (Onwezen et al., 2012). In the special case of wine, consumers have been reported to have different perceptions and preferences according to their age, degree of involvement (Hollebeek, Jaeger, Brodie & Balemi, 2007; Jaeger, Danaher & Brodie, 2009), wine consumption frequency and purchase place (Martínez-Carrasco Martínez, Brugarolas Mollé-Bauzá, Del Campo Gomis & Martínez Poveda, 2006). Particularly, the identification of consumer segments based on motives underlying their wine purchase can provide an effective way to build up marketing strategies for product development and the design of advertising and communication campaigns (Costa, Dekker & Jongen, 2004; Onwezen et al., 2012; Solomon, Bamossy & Askegaard, 2002).

Most recent research articles that estimate the relative importance of different factors on consumer wine purchase rely on quantitative approaches with a reduced number of variables, such as conjoint analysis (Hollebeek, Jaeger, Brodie & Balemi, 2007), rating tasks (Jaeger, Danaher & Brodie, 2009), choice models (Mueller, Osidacz, Francis & Lockshin, 2010; Mueller & Szolnoki, 2010) or willingness-to-pay (Combris, Bazoche, Giraud-Héraud & Issanchou, 2009; Sáenz-Navajas et al., 2013). In all these approaches, consumers evaluate a set of attributes (direct rating), or products varying on a pre-established set of attributes. Contrastingly, with qualitative techniques, such as word association task, interview, and free listing task, consumers are free to express their own attributes allowing deeper probing of consumer behaviour (Donoghue, 2000; Steinmann, 2009). These techniques are usually used before quantitative approach to identify the set of attributes to be studied (Lawless & Heymann, 2010).

Among the qualitative techniques, free listing task is a simple method widely used in anthropology which consists of asking participants to list all the terms that fit into a certain criteria (Russell Bernard, 2005). The aim of this methodology is to get participants to list as many items they can, which, in turn, enables the definition of