



# Motivations and Influencing Factors in Wine Consumption

*Peruvian market*

**Master Thesis**

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## **Abstract**

The present study explores the main influencing factors and motivations for wine consumption in Peru. The purpose is to identify at what extent each factor causes an effect on the wine consumer behavior, understanding key aspects such as the reasons for drinking wine, the wine buying decision-making process and the context of consumption influence. Each aspect will be analyzed taking into account the different wine consumers' segments. The research will be focused on Peruvian wine consumers.

**Key words:** Wine industry, Peruvian wine consumption, Wine regular consumer, Wine enthusiastic consumer, Wine consumer behavior, Consumer's wine buying decision-making process, Wine consumption decision-making process, Wine perceived quality, Wine risk perception, Country of origin.

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