

The impact of COVID-19 on consumers' motives in purchasing quality Greek wine

Dimitris Skalkos ^{1,*}, Ioanna S. Kosma ¹, Nikos Roumeliotis ¹, Christos Yiakoumettis ², Haralabos C. Karantonis ³

- 1 Laboratory of Food Chemistry, Department of Chemistry, University of Ioannina, 45110 Ioannina, Greece: i.kosma@uoi.gr (ISK); ch05729@uoi.gr (NR)
- 2 Department of Informatics and Computer Engineering, University of West Attica, Egaleo park campus, Ag. Spyridonos str., 12243, Athens, Greece: chgiak@uniwa.gr
- 3 Laboratory of Food Chemistry, Biochemistry and Technology, Department of Food Science and Nutrition, School of the Environment, University of The Aegean, Metropolitan Ioakeim 2, 81400 Lemnos, Greece: chkarantonis@aegean.gr

* Correspondence: dskalkos@uoi.gr; Tel.:+302651008345

Table. S1 QUESTIONNAIRE
 CONSUMERS' MOTIVES IN PURCHASING GREEK QUALITY WINE
 In the Post COVID-19 era

1. DEMOGRAPHICS

SEX
MALE
FEMALE

1. Age
18-25
26-35
36-45
46-55
56+

2. Level of education
None/Primary school
Secondary school
High school
University

3. Civil state
Single
Married
Divorced
Widow / widower

4. Job situation
Employed
Unemployed
Student
Retired

5. Permanent resident in Greece
NORTH GREECE (regions of Macedonia – Thrace)
WEST GREECE (region of Epirus – Aitolokarnania prefecture)
CENTRAL GREECE (including Athens)
SOUTH GREECE (region of Peloponnese)
ISLANDS

Choose in the scale between Not at all important and very important regarding the following sentences

(Mark your answer with X).

II. PURCHASE AND CONSUMPTION OF GREEK WINE IN THE POST COVID-19 ERA

	Never	Very seldom	Seldom	Often	Very often
1. Where DID YOU PURCHASE the wine you consumed before COVID-19? (give ONE answer for every choice)					
From supermarket	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
From wine cellar	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
From local winery - producer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Via on line	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Where DO YOU PURCHASE the wine you consume now? (give ONE answer for every choice)	Never	Very seldom	Seldom	Often	Very often
From supermarket	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
From wine cellar	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
From local winery - producer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Via on line	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. How many bottles of wine do you buy per month TODAY (ONLY one answer)	Mark only ONE answer				
One (1) bottle per month			<input type="checkbox"/>		
Two (2) bottles per month			<input type="checkbox"/>		
Three (3) bottles pr month			<input type="checkbox"/>		
Four (4) bottles per month			<input type="checkbox"/>		
More bottles per month			<input type="checkbox"/>		
4. How much MONEY do you send MONTHLY for the purchase of wine (ONLY one answer)	Mark only ONE answer				
Up tp 10 euros			<input type="checkbox"/>		
10 – 20 euros			<input type="checkbox"/>		
20-30 euros			<input type="checkbox"/>		
30 – 40 euros			<input type="checkbox"/>		
More than 40 euros			<input type="checkbox"/>		
	Mark one answer only				
5. Do you consume MORE or LESS wine TODAY as compared with the period BEFORE COVID-19 (ONLY one answer)	More		Less		
	<input type="checkbox"/>		<input type="checkbox"/>		
6. Which KINDS OF WINE do you consume TODAY (You can give more than one answer)	Mark as many choices you want				
Red			<input type="checkbox"/>		
White			<input type="checkbox"/>		
Rose			<input type="checkbox"/>		
Semisweet			<input type="checkbox"/>		
Sparkling			<input type="checkbox"/>		
Other kind			<input type="checkbox"/>		
7. With what DO YOU ACCOMPANY WINE consumption TODAY (you can give more than one answer)	Mark as many choices you want				

Meat					
Fish					
Chicken					
Cheese					
Fruits					
Nuts					
I prefer to consume it plain					
8. Which WINES do you prefer with the following accompaniments? (give ONE answer for every choice)	None	Red	White	Rose	Sparkling
Meat	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fish	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Chicken	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cheese	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fruits	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Nuts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. Where do you consume the WINE TODAY? (you can give more than one answer)	Mark as many choices you want				
At home	<input type="checkbox"/>				
At the restaurant	<input type="checkbox"/>				
With friends	<input type="checkbox"/>				
At the club/bar	<input type="checkbox"/>				
During celebrations	<input type="checkbox"/>				
At the night club	<input type="checkbox"/>				
10. Where did you consume the WINE BEFORE COVID-19 pandemic? (you can give more than one answer)	Mark as many choices you want				
At home	<input type="checkbox"/>				
At the restaurant	<input type="checkbox"/>				
With friends	<input type="checkbox"/>				
At the club/bar	<input type="checkbox"/>				
During celebrations	<input type="checkbox"/>				
At the night club	<input type="checkbox"/>				

III. PREFERENCE OF CHOICE FOR QUALITY GREEK WINE IN THE POST COVID-19 ERA

11. How important are the following <u>TRADITIONAL PARAMETERS</u> for the selection of QUALITY GREEK WINE	Not at all	Little	Medium Level	Much	Very much
1. The price of the wine	<input type="checkbox"/>				
2. The variety of the grapes	<input type="checkbox"/>				
3. The year of wine production	<input type="checkbox"/>				
4. The geographical origin	<input type="checkbox"/>				
5. The existence of quality certificates such as PDO (Protected Designation of Origin) etc.	<input type="checkbox"/>				
12. How important are the following <u>ORGANOLEPTIC PARAMETERS</u> for the selection of QUALITY GREEK WINE	Not at all	Little	Medium Level	Much	Very much
1. The taste	<input type="checkbox"/>				

2. The aroma	<input type="checkbox"/>					
3. The sweetness	<input type="checkbox"/>					
4. The habit	<input type="checkbox"/>					
5. The influence from friends and relatives	<input type="checkbox"/>					
13. How important are the following <u>APPEARANCE PARAMETERS</u> for the selection of QUALITY GREEK WINE	Not at all	Little	Medium Level	Much	Very much	
1. The fame – name (BRAND) of the wine	<input type="checkbox"/>					
2. A beautiful bottle	<input type="checkbox"/>					
3. A beautiful label	<input type="checkbox"/>					
4. The description and the rest data on the label	<input type="checkbox"/>					
5. The size of the bottle (750ml / 500ml / 250ml etc.)	<input type="checkbox"/>					
14. How important are the following <u>SUSTAINABLE CHARACTERISTICS</u> for the selection of QUALITY GREEK WINE	Not at all	Little	Medium Level	Much	Very much	
1. Biological wine	<input type="checkbox"/>					
2. Without alcohol	<input type="checkbox"/>					
3. Without sulfur	<input type="checkbox"/>					
4. In friendly to the environment packaging	<input type="checkbox"/>					
5. With awards	<input type="checkbox"/>					
15. How important are the following <u>GENERAL CHARACTERISTICS</u> for the selection of QUALITY GREEK WINE	Not at all	Little	Medium Level	Much	Very much	
1. Rational value for money	<input type="checkbox"/>					
2. Unique and special	<input type="checkbox"/>					
3. Added value for the region where it is produced	<input type="checkbox"/>					
4. A myth (historical narrative)	<input type="checkbox"/>					
5. Timeless but also modern	<input type="checkbox"/>					

IV. KNOWLEDGE AND PREFERENCE OF THE “SAMOS’ WINES» IN THE POST COVID-19 ERA

16. Which kinds of wine do you believe that the island of SAMOS is producing (you can give more than one answer)	Mark as many choices you want
Red	<input type="checkbox"/>
White	<input type="checkbox"/>
Rose	<input type="checkbox"/>
Sweet	<input type="checkbox"/>
Semi-sweet	<input type="checkbox"/>
Sparkling	<input type="checkbox"/>
Dry	<input type="checkbox"/>
Semi-dry	<input type="checkbox"/>
17. Which kinds of SAMOS WINE would you buy TODAY (you can give ONE or TWO answer only)	Mark ONE or TWO answers only
Red	<input type="checkbox"/>
White	<input type="checkbox"/>

Rose		<input type="checkbox"/>	
Sweet		<input type="checkbox"/>	
Semi-sweet		<input type="checkbox"/>	
Sparkling		<input type="checkbox"/>	
Dry		<input type="checkbox"/>	
Semi-dry		<input type="checkbox"/>	
18. Where would you like to purchase SAMOS' WINE from, in case you decide to buy it TODAY (ONLY one answer)	Mark only ONE answer		
From supermarket		<input type="checkbox"/>	
From wine cellar		<input type="checkbox"/>	
Via on line		<input type="checkbox"/>	
19. Do you consume SAMOS' WINE	YES		NO
	<input type="checkbox"/>		<input type="checkbox"/>
20. Do you know any winery in the island of SAMOS	YES		NO
	<input type="checkbox"/>		<input type="checkbox"/>
21. Have you tasted any of the SAMOS' WINES	YES		NO
	<input type="checkbox"/>		<input type="checkbox"/>
22. Do you believe that SAMOS' WINES are QUALITY WINES	YES		NO
	<input type="checkbox"/>		<input type="checkbox"/>
23. Do you believe that SAMOS WINE is exported in significant quantities	YES		NO
	<input type="checkbox"/>		<input type="checkbox"/>
24. Have you visited the island of SAMOS	YES		NO
	<input type="checkbox"/>		<input type="checkbox"/>
25. Which one do you think is the basic agricultural product of the island of SAMOS TODAY (ONLY one answer)	Mark only ONE answer		
Olive oil		<input type="checkbox"/>	
Raisin		<input type="checkbox"/>	
Wine		<input type="checkbox"/>	
Olives		<input type="checkbox"/>	
Honey		<input type="checkbox"/>	
Orchids		<input type="checkbox"/>	