



# AGRICULTURAL RESEARCH INSTITUTE

MINISTRY OF AGRICULTURE, RURAL DEVELOPMENT AND ENVIRONMENT



## **Opinion survey: Consumer behavior towards the purchase of a wine with a digital label**

The Agricultural Research Institute is conducting an opinion survey: Consumer behavior towards the purchase of a wine with a digital label.

The purpose of this survey is to provide a detailed description of the behavioural profile of the Cypriot consumer towards the purchase of a wine with a digital label. Therefore, it attempts to understand the attitudes, intentions and behaviour of consumers regarding the purchase of a wine with a digital label.

The questionnaire is addressed to people over 18 years old, who consume wine.

In this survey, we are interested in your personal opinion regarding the purchase of a wine with a digital label. Please answer the questions as accurately as possible. There are no right or wrong answers. Participation in the survey is anonymous, the information collected is strictly confidential and will be used ONLY for scientific purposes.

The link to the online form is available here:

<https://forms.gle/pi5Mjz6QT3gynVCL6>

**Thank you for your participation**