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UNDERSTANDING WINE PURCHASE AND CONSUMPTION BEHAVIOR: A MARKET SEGMENTATION PROPOSAL

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ABSTRACT

Purpose: The main aim of this paper is to propose a market segmentation approach based on all the phases of wine purchase and consumption process. To this aim, we investigated the main components of wine purchasing behavior and the socio-demographic profile of those who are both buyers and consumers of wine.

Design/Methodology/Approach: Starting from consumer behavior literature, we identified six phases in the purchasing process and we operationalized each of them. A structured questionnaire was developed according to such framework and an empirical study was carried out. We realized 630 interviews to wine buyers and consumers in Campania, a region in the South of Italy. Then, we performed a cluster analysis with the specific aim of identifying the most relevant market segments.

Findings: The cluster analysis revealed the existence of four main market segments. We provide adetailed description of demographic and behavior alfeatures characterizing the identified segments.

Practical Implications: The proposed framework may be helpful in addressing effectively marketing strategies. By characterizing different groups of consumers on the base of multiple variables concerning each phase of the purchasing process, the proposed segmentation has implications for strategic (i.e. positioning) and operative (i.e. product, price, place, promotion) marketing decisions.

KEYWORDS: Wine, Market Segmentation, Consumer Behavior, Cluster Analysis