

CONSUMER STUDY ABOUT WINE: PURCHASING AND CONSUMPTION BEHAVIOUR

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ABSTRACT

The main aim of this paper is to propose a market segmentation approach based on all 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 wine buyers and consumers. Starting from consumer behavior literature, we identified some phases in the purchasing process and we operational of each of them. A structured questionnaire was developed according to such framework and an empirical study was carried out. We realized some interviews to wine buyers and consumers. Then, we performed a cluster analysis in order to identify the most relevant market segments. Four main segments emerged from the cluster analysis. A description of demographic and behavioral features characterizing the identified segments is provided. The proposed framework may provide a clear guidance to reach market segmentation able to address effectively the marketing strategies. By characterizing different groups of consumers on the base of multiple variables related to each phase of the purchasing process, the proposed segmentation has implications both for strategic decisions, such as positioning, and operative ones based on Gwalior region (i.e. product, price, place, promotion).

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