

AWBR 8th International Conference



Tell me why you like to drink wine

Drinking motivations as a basis
for market segmentation

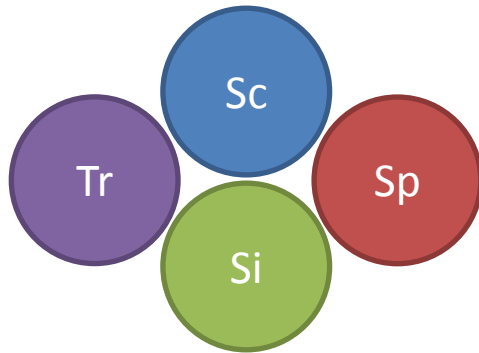
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The presentation has only two parts, due to time



Our segmentation



Applications

But there is a full paper available for interested parties

Classical segmentation on wine markets considers various angles (geographic location, demographics, behaviour) ... but dominating one has been psychographic, and three tendencies identified:

Level of involvement

How important the product, its acquisition, and brand are for the consumer.

Lifestyle

How does the product matches with the consumer's lifestyle (attitudes and opinions).

Neither of these considers influence of context

Motivations

Why does the consumer drink?

This has been the least explored in the literature



We used two qualitative methodologies

In-depth interviews

Individual episodic interviews with
premium wine consumers
14 (7) consumers interviewed

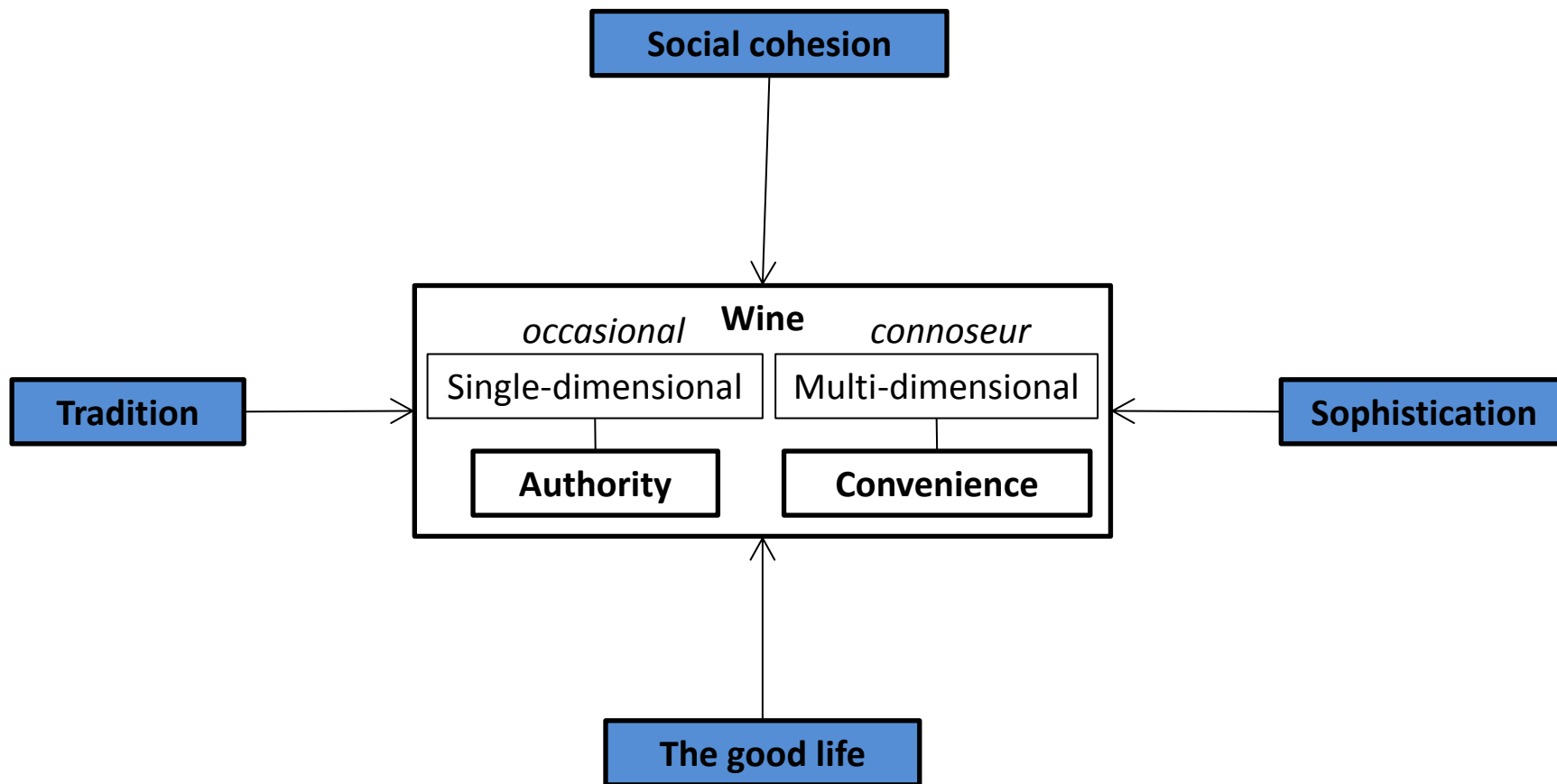


Focus groups

Discussion groups with consumers
6 groups of 4 to 8 consumers (gender, 3 levels
of involvement and age)
Topics: purchasing process and experience,
consuming occasion, experience, wine
attributes vs. occasion and information
sources)



Consensus Map from In-Depth Interviews



We discovered four motivations for wine drinking

Social Cohesion

Represents wish to **share** in a social context. This context **embraces wine** consumption, as an acceptable alcoholic beverage.

Wine is a drink to share on intimate occasions



We discovered four motivations for wine drinking

Sophistication

Represents the wish of being **unique** and **differentiate** from others.

Wine as an object of interest by itself



We discovered four motivations for wine drinking

Self-Indulgence

Represents the wish to self-indulge, to **enjoy life** through **good things**

Wine can be a treated both at a sensorial and cognitive level



We discovered four motivations for wine drinking

Tradition

Represents the acceptance of wine as the **default drink** to share a meal with, due to family tradition.

Strong association between wine and *pater familias* (ie. father or grandfather)



Motivations can be used directly for market segmentation or through modelling preferences

Market segmentation

Occasion-based segmentation

Each purchase occasion is segmented, rather than each consumer

Each motivation can represent several consuming contexts

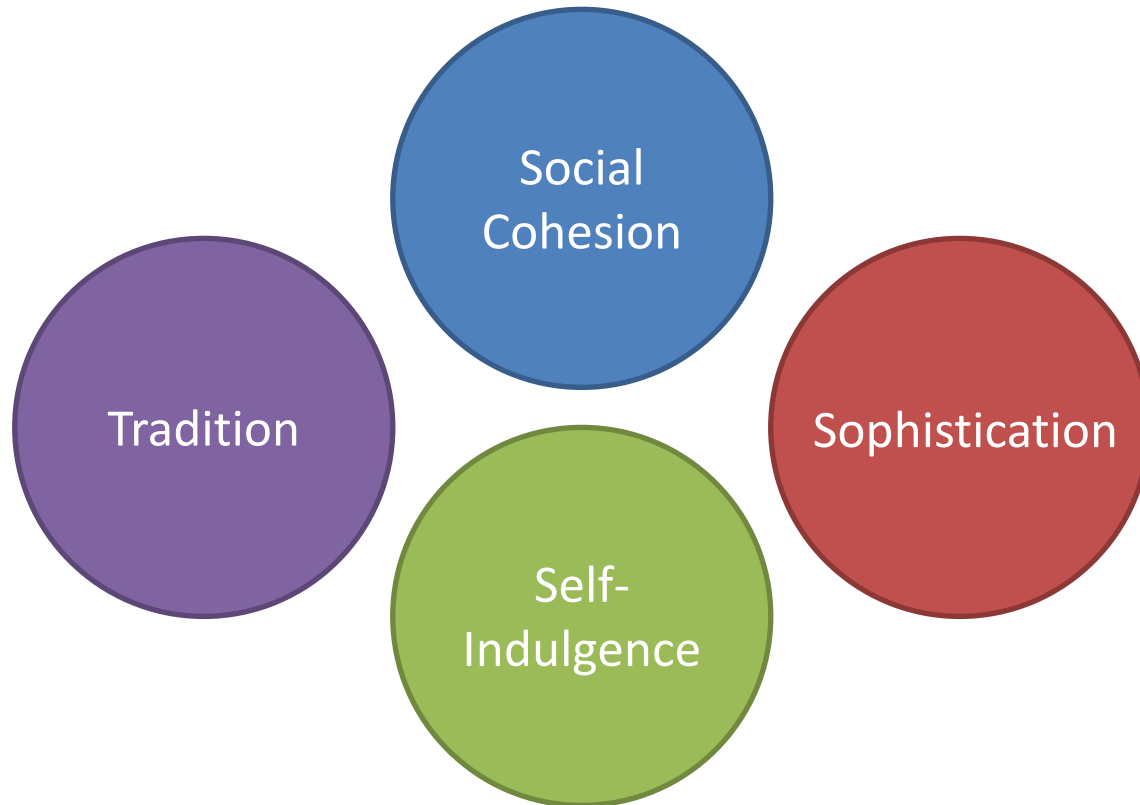


Modelling preferences

Consumer preferences can depend upon the motivation behind each consuming occasion ... *latent class* model and *latent variables* in hybrid choice models



In conclusion we found four motivations that shape Chilean consumers' preferences for wine



Questions?

Empirical validation as well as the influence of these motivations on consumers' choices are currently under study