Analysis of Some Aspects of Wine Consumers’ Behaviors in Sicily
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Abstract
In the past years, continuous changes in the wine market were closely related to
the evolution of customers’ life styles and, therefore, to their behavior in
consumption of wine.
Because of this evolutional trend, wine producers tried to differentiate their
products focusing on quality, in order to be more competitive and give an answer to
the higher prices of Italian wine.
This paper tries to analyze some of wine consumer’s behaviors and more
particularly it has the aim to identify the main features that may influence
consumer’s choices in purchasing wine.
The analysis of the characteristics of wine consumer and of his behaviors was
made by using a suitable questionnaire for a sample of people extracted in Sicily.
The analysis’ result shows an identikit of wine consumer and the factors that
mainly influence his choice in purchasing a wine, like, for example, the intrinsic and
the extrinsic characteristics of the product itself.
This information could be useful in order to know the product penetration in the
market and it could also be very interesting for future producer’s choices to meet
market targets.