A Better Understanding of the Structure of a Wine Market
Using the Attribute of Variety
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The enhanced value of exploring attributes in the description of the structure of a wine market has been shown. In this paper, the attribute of variety is highlighted to illustrate this fact. A sample of revealed preference data obtained from a loyalty program of a high-end retail chain in Australia is evaluated using ‘observed’ performance measures, the ‘double jeopardy’ phenomenon, polarisation and duplication of purchase. The market is classified by variety into managerially useful segments of ‘excess loyalty’, ‘niche’ and ‘change of pace’ behaviour. The myth of a separate white and red wine category has been dispelled.

Key Words: Wine, Marketing, Attributes, Variety, ‘Observed’ Performance Measures, ‘Double Jeopardy’, Polarisation and Duplication of Purchase