How strong is French consumers knowledge with respect to wine?
Georges GIRAUD1, Corinne AMBLARD, Cléo TEBBY
VetAgro Sup Lyon-Clermont, France
giraud@enitac.fr, amblard@enitac.fr, tebby@enitac.fr

The paradigm of knowledge-based economy states that information asymmetry between consumers and producers will be reduced thanks to information availability and dissemination through the Internet or other media channels. Conversely to this statement, some published articles shown that knowledge-based economy reinforces the information asymmetry between experts and novices among the consumers. Accordingly, we will consider the non homogeneity of consumers and will try to identify and qualify the differences between several groups of respondents regarding wine consumption by means of a k-means clustering applied to a knowledge-oriented questionnaire.

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