Nowadays, consumers do not just consider the functional use of a product important, but also the emotional experiences a product is able to provide. These emotional experiences are sated with non-material elements of a product whose accordant importance depend on the values held by the consumers. Hence, by referring to Means-End-Chain-Theory, it can be stated that personal values constitute the actual buying motive. For this reason, the identification of values helps to explain purchasing motives and preferences over and above the explanatory power of observable market stimuli such as prices and income. Moreover, values vary between different cultural circles. Because of this and of the influence of values on consumer behaviour, it is expected that cultural values lead to culture-specific consumption patterns. To determine these coherences between cultural values and the consumer behaviour of a cultural circle, we conducted an empirical study using laddering-interviews. We deliberately chose this qualitative approach, because laddering-interviews allow for the identification of the actual buying motives. Hence, the buying process, i.e. the reasons for certain purchasing decisions made by the consumers will be clarified. In order to contribute to the explanation of buying decisions, we questioned 20 German and 20 Ukrainian female wine consumers.

After having presented the results of this empirical study, we highlight some differences concerning the consumption habits of German and Ukrainian wine consumers. Furthermore, we will elaborate on how these differences concerning the consumption patterns of consumers from diverse cultural backgrounds have to be accounted for in the development of marketing strategies. In order to not only consider culture-specific consumption habits in the formulation of communication strategies on a general basis, the provision for the results of our empirical study, i.e. for typical German and Ukrainian consumption patterns in communication strategies will also be presented.