Buying Habits for Alcoholic Drinks: A Greek Market Research
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The aim of this paper is to draw conclusions about the buying habits of Greek consumers concerning alcoholic beverages. Based on the data provided by the W.H.O., the European Region has the highest proportion in the world of total ill health and premature death due to alcohol. At a societal level, the European Union is the heaviest-drinking region in the world. Focusing in the Greek reality, we find very interesting data provided by Non-Governmental Organizations, leading campaigns that have to do with the consequences of excessive alcohol consumption. The data suggest that the Greek consumption stands in the median of the European countries. Adult men consume alcohol every day in a percentage reaching 42.5%, while the relative percentage for women is 13.6%. Only 8.3% of the general population does not consume alcohol at all, while the consumption is bigger amongst the age range of 55 - 64 years old. Relating to the place of the preferred consumption, one out of three people, consume alcohol in their home or in the house of another person, while the vast majority 61.9% prefers to consume alcohol elsewhere (bars, clubs, cafes, restaurants). Women prefer consuming more at home than outside, contrary to men. Also, while data on a European level suggest that one out of four deaths in the ages between 15-29 is related to alcohol, Greece is still low in that percentage, leaving Ireland, England and Denmark on the top of the list. Nevertheless, we find that Greece is also facing problems that have to do with excessive alcohol consumption, especially for the age group of 18-24 years old. Young people prefer to consume more “hard” beverages than wine or beer. Finally, it is important to underline that alcoholic beverages are consumed more frequently in rural and semi-urban areas, than in the big cities like Athens and Thessaloniki.