Segmenting Greek Wine Consumers using the Best-Worst Scaling Approach: New Results and Comparison across 11 Countries
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Abstract

The main purpose of this research is to use the Best-Worst Scaling (BWS) approach as an alternative/most appropriate method in segmenting wine consumers for the Greek case. Also, a comparison of the obtained results with results from other studies for 11 wine consuming/producing countries will help understand Greece’s position in the global wine market.

Research on segmentation is heavily focused on surveys used to measure buyers’ attitudes towards various products, promotions, or practices. There is a hidden assumption that the numeric methods used in this kind of researches, produce reliable and valid measurements, which can then be used for comparing different countries and draw conclusions based on them. However, in reality there are several reasons why much of marketing measurement is not accurate and the conclusions based on unreliable measurements.

The current research addresses some of these problematic issues and uses a different methodology to segment Greek wine consumers that overcomes this problem. The empirical methodology used in the statistical analysis involves exploratory factor analysis and cluster analysis. The BWS method used here is similar to that used from the Australian Grape and Wine Research and Development Corporation (AGWRDC). The obtained results are then compared among 11 countries that were examined from previous similar empirical research.

The paper reveals the main reasons that drive consumers to buy wine and compares them among a set of different countries, yielding some useful results for policy makers, researchers and stakeholders that deal with the Greek wine market.

Keywords: Segmentation, Greek Wine Consumers, Best-Worst Scaling Method

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