Consumers’ Intentions to Purchase Greek Bottled Wine
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Abstract

This study will investigate and seek to determine Greek consumers’ perceptions of Greek wine. During the last twenty years, there has been a remarkable change in the production of quality Greek wines that reach both home and international consumers. New small producers emerge on a regular basis with wine products that include both indigenous and international wine varieties, either in interesting blends or in single variety wines. The wine scene in Greece is evolving rapidly and the Greek consumers have begun to have an increasingly positive attitude towards the consumption of high quality Greek wine. However, despite growing attention to Greek wine, we believe that the majority of Greek consumers prefer to consume lower-quality non-bottled wine. If this behavior is not altered then this poses a threat to the Greek wine production; since the domestic market, apart from the exports, plays a significant role in the consumption of products and the development of markets.

The current study examines the intention of Greek consumers towards bottled wine. The study will utilise Ajzen’s (1990) theory of planned behavior (TPB). A total of 300 questionnaires will be distributed using convenience and quota sampling techniques. Also, exploratory factor analysis and structural equation modelling will be employed to test the TPB model, predicting wine purchase intentions.

We expect to find results that help us understand better the profile of Greek wine consumers. Also, the study might direct us to specific variables that can be used for segmentation and selective marketing, together with recommendations for policy makers, researchers and stakeholders involved in the Greek wine market; and other nations facing similar issues of development of niche and segmented regional markets in the context of globalizing sectors such as for wine.

Keywords: Greek Wine Consumption, Theory of Planned Behaviour, Structural Equation Modelling

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