Young Urban Adults’ Preference for Wine Information Sources: 
An Exploratory Study for Republic of Macedonia

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Abstract

Identifying the most effective way in presenting important information to consumers has always been of great importance to marketing managers. This article focuses on measuring the importance of wine information sources that influence the wine choice of Macedonian young adults purchasing wine in wine shops. Our goal tried to identify significant differences in the use of information sources across wine knowledge, involvement and gender-demographic subgroups within the sample, in order to give marketing managers a means to develop more efficient marketing strategies. Most marketing researchers use rating scales to understand consumer preferences. These have a range of problems, which can be improved using the new technique, best-worst scaling (BWS). The best-worst scaling method was applied to measure the level of importance to a list of most commonly used wine information sources. The sources of information used for this study were selected on a base of qualitative interviews with Macedonian wine marketers and confirmed after literature review of the articles published in the most important wine marketing journals. A total of 123 Macedonian young consumers between the age of 25 and 34 purchasing wine in wine shops participated in a face-to-face interview performed in three wine stores in Skopje and one in Bitola. The study results show that young urban adults in selection of their wines give more importance to information obtain by tasting the wine, recommendation from family members, and recommendation from friends and colleagues. The information sources less preferred were radio, television, billboards and printed media. Moreover, the study showed that specific differences exist in the preferences of information sources of males and females and between different knowledge and involvement segments.

Keywords: Young adults, external sources of wine information, knowledge, involvement, best-worst scaling, Republic of Macedonia