Wine Consumers of Lower Socio-Economic Sectors in the Metropolitan Region, Chile: A Segmentation Based on Attitudes

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In Chile was sold in 2011 about 303 million liters and it is estimated that sales in 2012 amounted to 339 million liters, reducing mass participation and currents wine sold in the domestic market under format bag in box and big bottles, from 84.80% in 2007 to 81.40% in 2011 and increasing the percentage share of premium wines by 22.4%. In the described context, the present work was to analyze consumer attitudes from low socioeconomic sectors to the current bottled wine (bag in box). For the development of this objective, a survey was applied to 400 people in one of the communes of Santiago de Chile with the highest proportion of people of low socioeconomic status, El Bosque. This instrument was developed with closed questions that looked sociodemographic, descriptive aspects of consumption and a set of statements about attitudes towards wine. The statistical treatment of the data was put into effect with univariate and multivariate statistics. With regard to the latter we used a combination of principal axis factor analysis with hierarchical cluster analysis; the latter was applied to the factors obtained. In descriptive terms, one of the main results is that the supermarket in people of low educational level is the main mall to buy wine. The liquor store is more important as a place to sell boxed wine bottled wine. Another result is related to those reporting not drinking boxed wine (57.0%) while those reporting not drinking bottled wine only reaches 31.0%. Regarding segmentation, we identified four market segments. One representing 54% of the total sample and is characterized in that it is concentrated consumers purchase and consumption frequency weekly report having mostly between 24 and 50 years and there is a high frequency level consumers title superior. Another of these segments is characterized by collecting a higher percentage of people who report eating boxed wine. In the other segments of consumer’s frequency bottled wine consuming state is greater than the declared with respect to boxed wine. Regarding attitudes towards wine, it appears that there is a segment that has a favorable attitude towards the bottled wine.

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