**Buying Habits for Alcoholic Drinks: A Greek Market Research**

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**Structure of Presentation**

- Introduction
- Stylised facts about Greek Alcohol Consumption
- Our Empirical Research: the Questionnaire and the Data Set
- Descriptive Statistics Analysis
- Hypothesis Testing
- Regression Results
- Conclusions

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**Introduction**

- Alcohol is a part of our everyday life
- Research on buying and consuming habits for Greece is very limited
- The bulk of research on alcohol consumption deals with the negative aspects of it (medical research / alcohol as a problem / deaths related to alcohol etc)
- We examine alcohol buying and consuming habits from a marketing point of view

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**Introduction**

- We try to see alcohol not only as a prohibition, or as a sociological problem, when it is over-consumed, but as a product that exists in our everyday lives and plays a very important role in our social gatherings.
- Our effort is to try to obtain a general view of the Greek market and its relationship with the alcoholic beverages industry.
Data from the World Health Organization

- The European region has the highest proportion in the world of total ill health and premature death due to alcohol.
- The EU is the heaviest-drinking region in the world.
- For Greece, the consumption stands in the median of the European countries, with a decreasing tendency.
- “Hard” beverages are less popular than wine and, most of all beer, the consumption of which is rapidly increasing.

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Our empirical research

- Most studies are conducted by private alcoholic beverages companies – results are kept in secret.
- Most studies that publish their results, relate to the bad aspects of alcohol consumption.
- We try to fill this gap!

Questionnaire

- Our questionnaire is divided in 3 major parts.
  - The first part, explores all the aspects of the purchasing decision that have to do with the general category of the product “alcoholic beverages” and later on, with the product each consumer has decided to buy.
  - The aspects measured in this section, are: reasons for entering the sector of alcoholic beverages, customer decision making process (reasons for choosing to buy an alcoholic beverage, reasons to buy a specific alcoholic beverage product), involvement and brand loyalty, important others in the buying process, frequency of consumption, competitive and complementary products.

Questionnaire

- The second part, explores the influence of the store in the buying process of our sample.
- People were asked to answer questions regarding reasons for choosing a point of purchase, the image of the store and their level of loyalty in the specific store.

Questionnaire

- The third and last part, is dedicated to the demographic characteristics of the sample:
  - Gender
  - Age
  - Education
  - Income
  - Occupation
  - Total number of people (and number of children) in the house.
In our case, in order to have a first glance of the Greek society and its habits, we conducted personal interviews, with consumers encountered in major supermarkets in the 2 major Greek cities of Athens and Thessaloniki.

We interviewed a (non-probabilistic) sample of 2000 consumers. This way, we could have a very first set of data, taken directly from the main source of house shopping and from the consumers themselves, since the interviews were held directly in the liquor department, right after a consumer would have just bought an alcoholic beverage.

Our goal was to enter in the department of the alcoholic drinks and interview the people we would encounter there. Our direct presence in the alcoholic beverages sector gained us time, since we didn’t have to look for the people wanting to go to that section of the supermarket, but we were already there, waiting for them to come to us.

They were definitely buying (hence most probably consuming as well) alcohol.

Our research took place in the 4 major supermarket chains of Greece (they hold nearly the 90% of the total market share) Only supermarkets probably limits us from the wine lovers/experts that buy alcohol from dedicated to wine liquid stores (Cavas).

However, it allowed us to access the buying procedures and habits of the average consumer, who, after all, composes the majority of the consumers of the alcoholic drinks.

Original Buying Intention

H1: We expect wine and/or beer to be the first in the preferences of our sample, regardless of the demographic characteristics of the person asked.

Involvement

H2: We expect to find a direct relation between high levels of involvement with the product and reason for visiting the store.
Hypotheses

- **Store image**
  - *H3:* We expect consumers to have a more positive image for the store they are in, when buying the drink for a social event

- **Demographics**
  - *H4:* We expect to find a direct relation between demographic factors and the chosen beverage to be consumed

Descriptive Statistics

- **Demographics**
  - **Gender**
    - Perfectly balanced sample of males and females (1000 people each)
  - **Age**
    - 18–25: 9.5%
    - 26–35: 27.0%
    - 36–45: 36.0%
    - 46–55: 19.0%
    - 56+: 8.5%

- **Members in the Household**

<table>
<thead>
<tr>
<th>No</th>
<th>Frequency</th>
<th>Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>13</td>
<td>0.65</td>
<td>0.65</td>
</tr>
<tr>
<td>2</td>
<td>171</td>
<td>8.55</td>
<td>9.2</td>
</tr>
<tr>
<td>3</td>
<td>606</td>
<td>30.3</td>
<td>39.5</td>
</tr>
<tr>
<td>4</td>
<td>544</td>
<td>27.2</td>
<td>66.7</td>
</tr>
<tr>
<td>5</td>
<td>632</td>
<td>31.6</td>
<td>98.3</td>
</tr>
<tr>
<td>6</td>
<td>21</td>
<td>1.05</td>
<td>99.35</td>
</tr>
<tr>
<td>7</td>
<td>13</td>
<td>0.65</td>
<td>100</td>
</tr>
<tr>
<td>total</td>
<td>2000</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

- **Educational Level**

<table>
<thead>
<tr>
<th>Level</th>
<th>Frequency</th>
<th>%</th>
<th>Cumul %</th>
</tr>
</thead>
<tbody>
<tr>
<td>University</td>
<td>532</td>
<td>26.7</td>
<td>26.6</td>
</tr>
<tr>
<td>Technical School</td>
<td>380</td>
<td>19.0</td>
<td>45.6</td>
</tr>
<tr>
<td>Secondary</td>
<td>1027</td>
<td>51.3</td>
<td>97.0</td>
</tr>
<tr>
<td>Primary</td>
<td>61</td>
<td>3.0</td>
<td>100</td>
</tr>
</tbody>
</table>

- 2/3 of our data were collected in Athens
- 1/3 of our data were collected in Thessaloniki
### Descriptive Statistics

**Which Alcoholic Product they bought**

<table>
<thead>
<tr>
<th>Product</th>
<th>Frequency</th>
<th>%</th>
<th>Cum %</th>
</tr>
</thead>
<tbody>
<tr>
<td>whiskey standard</td>
<td>328</td>
<td>16.40</td>
<td>16.40</td>
</tr>
<tr>
<td>whiskey malt</td>
<td>192</td>
<td>9.60</td>
<td>26.00</td>
</tr>
<tr>
<td>whiskey other</td>
<td>10</td>
<td>0.50</td>
<td>26.50</td>
</tr>
<tr>
<td>vodka</td>
<td>367</td>
<td>18.35</td>
<td>44.85</td>
</tr>
<tr>
<td>rum</td>
<td>23</td>
<td>1.15</td>
<td>46.00</td>
</tr>
<tr>
<td>tequila</td>
<td>22</td>
<td>1.10</td>
<td>47.10</td>
</tr>
<tr>
<td>gin</td>
<td>27</td>
<td>1.35</td>
<td>48.45</td>
</tr>
<tr>
<td>liqueur</td>
<td>112</td>
<td>5.60</td>
<td>54.05</td>
</tr>
<tr>
<td>beer</td>
<td>341</td>
<td>17.05</td>
<td>71.10</td>
</tr>
<tr>
<td>wine</td>
<td>578</td>
<td>28.90</td>
<td>100.00</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>2000</td>
<td>100</td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

### Descriptive Statistics

- **Intention to buy**
  - The vast majority of the sample already had in mind the desire to buy an alcoholic product, upon entering the store (89% of the sample).
  - People, who didn’t have the intention to buy an alcoholic product, were driven to the specific section because when passing by it, it came to their mind that they did actually need a product from that sector (62.5%).
  - In general, before entering the department, 79.5% of the consumers had in mind buying a specific type of product and, what is more important, 74% of them were searching for a specific product.

- When finally reaching the product and taking it out of the self, the first kind of information the consumers read was
  - the brand of the product (87%) and
  - its price (62%).
  - Consumers claimed to have finally chosen the specific product, only because it was the kind of product (65.5%) or the specific brand (83.5%) they were looking for.
  - This shows that the commitment of the consumers towards the product they prefer is very high. So high, that they are reluctant to try a new product and they don’t look among the products based on other selection criteria.

- This result confirms what the bibliographic data was suggesting. **Brand is a very strong competitive advantage** nowadays and the power a specific name or logo has, can truly make the difference when it comes to making a buying decision.
**Descriptive Statistics**

- **With respect to wine**
  - They looked for specific brand (83%)
  - Price (68%)
  - Flavour, aroma etc. description (13%)
  - Preferred to buy Greek Wine (92%)

- Limitation: Supermarket buyers only

**Hypothesis Testing (1)**

- **H1:** We expect beer to be the first in the preferences of our sample, regardless of the demographic characteristics of the person asked.
  - **Rejected** – no statistical significant difference
  - **Wine** was the first
  - **Hard alcohol** was dominant (54%)

**Hypothesis Testing (2)**

- **H2:** We expect to find a direct relation between high levels of involvement with the product and reason for visiting the store.
  - **Accepted** – most people answered that they bought the exact product they wanted before entering the store and that they visited the store because they were aware of the fact that they will find the specific product

**Regarding the store**

- 61% of them would prefer the alcoholic beverages department to be organized according to the general product type primarily and, secondarily, according to the specific brands of every category (54.5%).
- 70.5% of the participants do not read the informative leaflets of the supermarkets and 85% of them had not had a look at the advertising leaflet of the specific store before entering.
- 50% of them had looked for offers in the department.
- As far as the kind of offers preferred, 51.5% of the customers would like to gain a discount in the original price, while 59.5% prefers to come across this offer in the specific department, among the shelves carrying the products.
Hypothesis Testing (3)

- **H6**: We expect consumers to have a more positive image for the store they are in, when buying the drink for a social event.

  Accepted – the above stated hypothesis, was checked by performing One-way ANOVA analysis, to examine whether there is a difference in the means of the groups that buy the drink in order to consume it at home and the ones buying it for present, in relation with the questions 33 (their opinion about the liquor department of the store) and 34 (their overall evaluation of the shopping experience in that store).

Hypothesis Testing (4)

- **H4**: We expect to find a direct relation between demographic factors and the chosen beverage to be consumed.

  We run a set of regression with the use of dummies to test that hypothesis.

  Gender / Age / Education / Income / Price

Regression Results

<table>
<thead>
<tr>
<th></th>
<th>Hard Liq</th>
<th>Wine</th>
<th>Beer</th>
</tr>
</thead>
<tbody>
<tr>
<td>income</td>
<td>1.223</td>
<td>2.112</td>
<td>0.994</td>
</tr>
<tr>
<td></td>
<td>(3.231)</td>
<td>(3.345)</td>
<td>(1.234)</td>
</tr>
<tr>
<td>gender</td>
<td>2.998</td>
<td>1.238</td>
<td>1.763</td>
</tr>
<tr>
<td></td>
<td>(2.365)</td>
<td>(1.271)</td>
<td>(2.342)</td>
</tr>
<tr>
<td>educ 2</td>
<td>0.658</td>
<td>0.234</td>
<td>0.223</td>
</tr>
<tr>
<td></td>
<td>(0.594)</td>
<td>(1.562)</td>
<td>(0.893)</td>
</tr>
<tr>
<td>educ 3</td>
<td>0.554</td>
<td>0.331</td>
<td>0.437</td>
</tr>
<tr>
<td></td>
<td>(0.984)</td>
<td>(1.995)</td>
<td>(0.994)</td>
</tr>
<tr>
<td>educ 4</td>
<td>1.002</td>
<td>0.893</td>
<td>0.456</td>
</tr>
<tr>
<td></td>
<td>(1.654)</td>
<td>(2.342)</td>
<td>(0.499)</td>
</tr>
<tr>
<td>age 1</td>
<td>1.023</td>
<td>-0.123</td>
<td>0.873</td>
</tr>
<tr>
<td></td>
<td>(2.327)</td>
<td>(-2.213)</td>
<td>(2.343)</td>
</tr>
<tr>
<td>age 2</td>
<td>0.892</td>
<td>-0.223</td>
<td>0.898</td>
</tr>
<tr>
<td></td>
<td>(1.992)</td>
<td>(-1.429)</td>
<td>(2.083)</td>
</tr>
<tr>
<td>age 3</td>
<td>-0.231</td>
<td>0.334</td>
<td>0.882</td>
</tr>
<tr>
<td></td>
<td>(-1.006)</td>
<td>(2.342)</td>
<td>(1.983)</td>
</tr>
<tr>
<td>age 4</td>
<td>-0.987</td>
<td>1.024</td>
<td>-0.021</td>
</tr>
<tr>
<td></td>
<td>(-2.122)</td>
<td>(2.348)</td>
<td>(-1.246)</td>
</tr>
<tr>
<td>R-squared</td>
<td>0.44</td>
<td>0.46</td>
<td>0.38</td>
</tr>
</tbody>
</table>

Conclusions

1. Wine is the most preferable product but buyers of strong alcohol were around 54%.
2. Wine and beer are directly related to food so respondents do not buy much of them in supermarkets but in restaurants.
3. There is very strong brand loyalty.
4. People chose alcohol from brand and price mainly.
5. Demographics play important role: men consume more alcohol, age and wine consumption (-), age and strong alcohol (+)