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.

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 (Best Worst Scaling) method used here, is similar to that used from the Australian Grape and Wine Research and Development Corporation (AGWRDC).
Two of the most important properties of BWS are that it measures all items on a common scale and that the resulting scale has known measurement properties, either an interval or ratio scale depending on the transformation (Auger et al. 2007).

As long as every pair of items appears equally often, the difference between the number of times an item is chosen best and worst is a close approximation to the true scale values as taken from the Multinomial Logit model.

These values can be standardized to account for sample size differences between countries and then treated as ratio level values in subsequent multivariate analyses.

The method does not allow respondents to dislike or like all of the attributes. By definition it forces the attributes to make trade-offs and the resulting importance weights are then relative to each other.

In our research, respondents indicated the ‘most’ and ‘least’ important of 13 factors used in choosing wine from a retail store. We used a design, where there were 13 sets of four items.

Each item appeared once in each of the four positions in a set and each one appeared four times across the 13 sets.

Every possible pair of items appeared together exactly one time.

Using this design with the Best Worst method allows us to accurately estimate the true differences based on subtracting the best and worst counts for each item (Auger et al. 2007).

These counts are then a bias-free estimator of the importances of each of the items in wine choice at a retail store.

Data were gathered from nearly 1,000 individuals in the wine open days in Greece from 4 major Greek wine producing regions (Nemea, Drama, Amyntaio, Crete).

The data calculations and the statistical analysis is under process.

We expect to finish this stage of the research in the next couple of months.

The 13 Attributes for Choosing Wine

1. Tasted the wine previously
2. Someone recommended it
3. Grape Variety
4. Origin of the wine
5. Brand name
6. Medal / Award
7. I read about it
8. Matching food
9. Information on back label
10. Information on the self
11. An attractive front label
12. Promotional display on store
13. The alcohol level was below 13%
Data and Results

- The obtained results will be compared among 11 countries that were examined from previous similar empirical research.

Expected outcomes / conclusions

- The paper will hopefully reveal the main reasons that drive consumers to buy wine and compare them among a set of different countries,
- This will hopefully yield some useful results for policy makers, researchers and stakeholders that deal with the Greek wine market.

Table 2: Average BW Rating of Wine Choice Factors in Each Country (Ranked by Australia)

<table>
<thead>
<tr>
<th>Factor</th>
<th>Australia</th>
<th>Austria</th>
<th>Brazil</th>
<th>France</th>
<th>Germany</th>
<th>Israel</th>
<th>Italy</th>
<th>NZ</th>
<th>Taiwan</th>
<th>UK</th>
<th>USA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tasted the wine previously</td>
<td>2.60</td>
<td>1.37</td>
<td>1.58</td>
<td>1.41</td>
<td>2.04</td>
<td>3.04</td>
<td>1.89</td>
<td>2.38</td>
<td>2.26</td>
<td>2.23</td>
<td>2.19</td>
</tr>
<tr>
<td>Someone recommended it</td>
<td>1.25</td>
<td>0.93</td>
<td>0.81</td>
<td>0.49</td>
<td>1.53</td>
<td>0.73</td>
<td>0.34</td>
<td>0.90</td>
<td>1.44</td>
<td>0.89</td>
<td>1.32</td>
</tr>
<tr>
<td>Grape variety</td>
<td>0.91</td>
<td>1.43</td>
<td>0.55</td>
<td>0.70</td>
<td>0.54</td>
<td>0.68</td>
<td>0.41</td>
<td>1.50</td>
<td>0.63</td>
<td>-0.13</td>
<td>0.60</td>
</tr>
<tr>
<td>Origin of the wine</td>
<td>0.82</td>
<td>1.02</td>
<td>0.74</td>
<td>1.34</td>
<td>0.98</td>
<td>-0.83</td>
<td>0.75</td>
<td>0.74</td>
<td>0.74</td>
<td>0.47</td>
<td>0.23</td>
</tr>
<tr>
<td>Brand name</td>
<td>0.60</td>
<td>0.27</td>
<td>2.38</td>
<td>2.25</td>
<td>0.85</td>
<td>0.72</td>
<td>0.59</td>
<td>0.17</td>
<td>0.15</td>
<td>0.45</td>
<td>0.45</td>
</tr>
<tr>
<td>Medal / Award</td>
<td>-0.48</td>
<td>-2.99</td>
<td>-1.48</td>
<td>-0.46</td>
<td>-0.58</td>
<td>-1.14</td>
<td>-0.22</td>
<td>1.00</td>
<td>0.53</td>
<td>-0.45</td>
<td>0.14</td>
</tr>
<tr>
<td>I read about it</td>
<td>-0.00</td>
<td>-0.69</td>
<td>-0.42</td>
<td>-0.01</td>
<td>-0.17</td>
<td>0.66</td>
<td>0.65</td>
<td>-0.34</td>
<td>0.77</td>
<td>-0.12</td>
<td>0.09</td>
</tr>
<tr>
<td>Matching food</td>
<td>-0.26</td>
<td>-0.97</td>
<td>-1.04</td>
<td>-1.73</td>
<td>1.33</td>
<td>0.92</td>
<td>1.70</td>
<td>-0.74</td>
<td>0.72</td>
<td>-0.19</td>
<td>0.31</td>
</tr>
<tr>
<td>Information on back label</td>
<td>-0.27</td>
<td>-0.19</td>
<td>-0.79</td>
<td>-0.89</td>
<td>0.27</td>
<td>-0.69</td>
<td>0.43</td>
<td>-0.85</td>
<td>-0.62</td>
<td>0.43</td>
<td>-0.09</td>
</tr>
<tr>
<td>Information on the shelf</td>
<td>-0.87</td>
<td>-0.73</td>
<td>-0.77</td>
<td>-1.48</td>
<td>-0.08</td>
<td>-1.28</td>
<td>-1.21</td>
<td>-1.06</td>
<td>-0.89</td>
<td>-0.28</td>
<td>-0.49</td>
</tr>
<tr>
<td>An attractive front label</td>
<td>-1.02</td>
<td>-0.23</td>
<td>-1.74</td>
<td>-1.58</td>
<td>-0.40</td>
<td>-1.21</td>
<td>-1.40</td>
<td>-1.00</td>
<td>-0.96</td>
<td>-0.77</td>
<td>-0.23</td>
</tr>
<tr>
<td>Promotional display in stores</td>
<td>-1.40</td>
<td>-2.01</td>
<td>-0.96</td>
<td>-0.72</td>
<td>-1.84</td>
<td>-1.73</td>
<td>-1.72</td>
<td>-0.88</td>
<td>-0.78</td>
<td>-0.41</td>
<td>-1.06</td>
</tr>
<tr>
<td>Alcohol level below 13%</td>
<td>-2.66</td>
<td>-1.26</td>
<td>-0.91</td>
<td>-1.71</td>
<td>-2.75</td>
<td>-1.85</td>
<td>-1.55</td>
<td>-2.84</td>
<td>-1.97</td>
<td>-1.78</td>
<td>-2.84</td>
</tr>
</tbody>
</table>