Context of Research

- This study will investigate and seek to determine Greek consumers’ perceptions of Greek wine.
- Greek wine production raised by 17.5%, national wine sales declined by 7%, Greeks are consuming less and opting for cheaper wine. (ELSTAT, 2013)
- However, the majority of Greek consumers prefer to consume lower-quality non-bottled wine – 75% of the consumers buy only non-bottled wine (ICAP, 2010)
- Potential threat to the Greek wine production; since the domestic market, apart from the exports, plays a significant role in the consumption
What is Greek non bottled wine (Χύμα)?

Bulk wine

What is Greek non bottled wine (Χύμα)?

Objective of the research

This research will seek to understand consumer acquisition buyer behaviour and future impact on domestic market development.

This presentation aims to provide the theoretical framework for investigation.

Study is at theoretical stage in preparation of collecting data.

Research Objectives:

- To understand the reasons for non-bottled wine consumption in Greece.
- To create a theoretical model to explain this behaviour.
- To test the empirical validity of the model.


**Literature review (wine)**

- Our prior research concerning wine:
  - Wine and Consumer behaviour: Dilmperi and Asteriou (2010); Asteriou, Dilmperi and Siriopoulou (2012)

Previous research on wine/food consumption

- Food and wine involvement/ core wine experience/ tourism. TPB Sparks (2007)

**Theory of Planned Behaviour (TPB)**

- Explaining and modelling consumer behaviour/ Theory of planned behaviour (TPB)
- Past behaviour and habits (link to purchase non-bottled wine and ‘memories’ and ‘emotions’)
- Values theory
- High and low Involvement as a moderator
- Demographics

**Proposed Methodology**

- Stage 1: Qualitative Research Focus Group
- Stage 2: Scale Development
- Stage 3: Scale Validation


Alamos, E., Hingley, M. and Bourlakis, M. “The impact of holidays on UK residents’ food consumption: The case of Greece as tourism destination”, Submitted to Tourism Management

Bregoli, I., Hingley, M., Del Chiappa, G., and Sodano, V. “Challenges in Italian wine routes: managing stakeholder networks”, Submitted to Qualitative Market Research


