

Vienna 2019 Abstract Submission

Title

Carta Study – Non-alcoholic wine in Germany

I want to submit an abstract for:

Conference Presentation

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Keywords

non-alcoholic wine, consumer behavior, market research, Germany

Research Question

Who drinks non-alcoholic wine and why?

Methods

An online survey with a representative German sample.

Results

The survey will show whether there is a significant difference between consumers of alcoholic wine and non-alcoholic wine.

Abstract

The market for non-alcoholic beverages has grown over the last few years. The reasons for that are manifold. The trend to a healthier lifestyle, an increasing education about the effects of alcoholic beverages, changing legislation for alcoholic beverages, such as the “Loi Évin”, a more moderate consumption of alcoholic beverages or sobriety for various reasons might push the consumption of non-alcoholic beverages. New non-alcoholic beverages enter the market and the non-alcoholic wines can be found in the market. However, the market for non-alcoholic wine has not yet been a topic for academia. Hence, the motives for the consumption of non-alcoholic wines is yet unclear. The purpose of this study is the identification of motives for the consumption of non-alcoholic wines and the analysis of a customer segment that is most likely to spend money on non-alcoholic wines in Germany. Since there is no available data for non-alcoholic wine, a look at the non-alcoholic beer could be a good start for an analysis. The production of non-alcoholic beer has increased from 2005 to 2017 from 1’997 million hectolitre to 3’308 million hectolitre (Statistisches Bundesamt, n.d). Another survey among singles regarding their consumption of non-alcoholic beer shows that around 82 % of the participants do not drink non-alcoholic beer at all (VuMA, n.d.). That survey also shows that the consumption of non-alcoholic beer is not dependent on the relationship status; whether the participants are single, single under the age of 49 or in comparison to the total population, the results

are not significantly different. Since there is no available data for non-alcoholic wine or sparkling wine, the study at hand will deliver new and important insights for practice and academia.

This study is based on a representative online survey. The survey will be distributed among 1'000 German consumers via an online panel to achieve a nationwide coverage. The survey will be conducted in January 2019. The survey covers questions about the participants' previous and planned consumption of alcoholic and non-alcoholic beverages. Furthermore, spontaneous associations with non-alcoholic wine are part of the survey to gain more insights into the image that non-alcoholic wines evoke in consumers' minds. The reasons for drinking or not drinking non-alcoholic wine will be also covered with the survey. Since wine consumption is highly dependent on the consumption situation, the situations and times for drinking non-alcoholic wines will be elicited as well. Part of the consumption situation is also the differentiation between business days and leisure-time and what kind of alcoholic and non-alcoholic beverages are consumed during these times and situations.

Apart from this information, the involvement construct by Hirche and Bruwer (2014) is part of the survey. This construct covers ten items about the consumer behaviour with regard to wine. The involvement is an important factor for the wine related consumer behaviour. Extrinsic and intrinsic product cues are valued differently depending on the level of involvement (e.g. Hirche and Bruwer, 2014).

Furthermore, the survey covers the topic of acceptable pricing for non-alcoholic wines. The participants need to state prices that are too high, too low and acceptable for a non-alcoholic wine. To gain more insights in the market knowledge of the participants and the awareness of brands that produce non-alcoholic wines, the survey also lists these brands. Participants need to state which brands they know. The image of non-alcoholic wines is also surveyed with a semantic differential with adjectives such as "healthy - unhealthy", "old - new", "boring - exciting", or "athletic - unathletic".

The participants' socio-demographics such as age, gender, education, current job, household size, income and current location (country and state) are also part of the online survey.

This study wants to examine whether there is a specific consumer segment that is particularly open to non-alcoholic wines. Furthermore, the study wants to answer the question regarding the motives for drinking non-alcoholic wines. Since the market for non-alcoholic wines is quite small right now, there does not exist any information about the consumer structure for this product category. Therefore, this study is the first of its kind and will be able to deliver necessary insights for companies that produce non-alcoholic wines. Due to a lack of information about the consumers of non-alcoholic wine, there is no specific consumer segment that can be targeted by the production companies.

References

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