Vienna 2019 Abstract Submission

Title
Wine consumption behaviour in Millennials: a Means-end chain Theory application

I want to submit an abstract for:
Conference Presentation

Corresponding Author
Rocco Roma

E-Mail
rocco.roma@uniba.it

Affiliation
University of Bari Aldo Moro

Co-Author/s

Name	E-Mail	Affiliation
Annalisa De Boni	annalisa.deboni@uniba.it	University of Bari Aldo Moro
Daniela Susca Calligaris		University of Bari Aldo Moro

Keywords
Consumer behaviour, Laddering

Research Question
analyse Italian Millennials' wine consumption behaviour basing on a qualitative approach, defining how consumers evaluate and appreciate product's attribute and which are the logical consequences and values.

Methods
The Means End Chain approach describes the consumers' knowledge of wine attributes, the consequences of its use, and personal values and represents all this in a hierarchical cognitive structure

Results
Millenials devote an high appreciation to wine quality attributes, especially those rooted in tradition and terroir, they perceive drinking wine more as a convivial event than family meal habit

Abstract
Consumers behaviour in wine purchasing results from a large number of factors including specific wine characteristics, such as origin, grape variety, vintage, brand, packaging, price etc. and factors related to consumers' peculiarities, such as knowledge of wine, lifestyle, situations and frequency of wine consumption. Demographic factors, lifestyles and social values are acknowledged to have a strong influence on purchasing (Hume, 2010). Consumers group belonging to different generations are influenced by social and economic opportunities and barriers and have different knowledge and experiences influencing their values leading to different lifestyles and shopping behaviours, (Radnovanovic 2017; Ordun 2015).
XX century last generation, currently aged between 18 and 35 years, are the so called Millennials; their relevant feature is to be perfectly acquainted with technological innovations, social media and realTv shows, (Schultz 2012, Parment, 2013); moreover Millennials seem to have some characteristics in common, all contributing to define their

peculiar behaviour: having both parents working, living in a wealthy society, being exposed to globalization and always willing to be informed about news and new developments (Nazzaro et al 2019),.

Millenials are the first global generation connected by Internet and social media, they are more interested than former generations in communicate and share their experiences with a lot of people, and to stay in touch with persons having common interests sharing information and opinions about the products they mean to buy. Their preferences are devoted to the best and most innovative products purchased as fast and affordable as possible; so that Millennials show a strong preference for the e-commerce.

Millenials are an important emerging target group for their noticeably size, attitude towards innovative products; thus for wine industry they represent an opportunity and a challenge in the same time, for their purchasing power.

The main purpose of this research was to analyse Italian Millennials' wine consumption and purchasing behaviour basing on a qualitative approach, allowing to define how consumers evaluate and appreciate product's attribute and which are the logical consequences and values that underlie their choices (Schwartz, 1992).

Materials and Method

Research investigated the hierarchical links among the attributes, linked consequences and personal values related to wine consumption and purchase, taking into account the local Millennials consumers and using hard laddering interviews to detect how consumers translate the attributes of products into meaningful associations with their own values. (Arsil et al. 2016). The Means End Chain (MEC) approach was applied to describe the consumers' knowledge of wine attributes, the consequences of its use, and personal values and represents all this in a hierarchical cognitive structure (Gutman 1984).

Data collection was performed during the 2018: a total of 140 consumers, living in Southern Italy, participated in the laddering interview session. Millennial consumers answered to a structured questionnaire, submitted during direct interviews in pub or wine bar or broadcasted by social network. The questionnaire was composed by three sections: the first one aimed to inquiry on the consumers' socioeconomic main features, the second section, addressed to investigate consumers' behaviour, including questions about wine key purchasing habits and consumption frequency, circumstances and place, and the last section including the three data set of wine attributes, intrinsic (wine type and characteristics) and extrinsic (information in labels) and social characteristics gathered from literature review, consequences and values related to wine. Interviewed selected their favourite sets of linkages (ladders) among these, comparable to hierarchical cognitive structures connecting consumers' product knowledge to their self-knowledge (Fotopoulos et al 2003).

Results

Collected data analysis allowed defining consumers' groups according to their socioeconomic features and their consumption behaviours, mainly respect to habits, frequency, circumstances and place. The most (63%) of interviewed declared a weekly wine consumption, mainly outside, more than an half (73%) declared to have an intermediate level of expertise about wine quality, the most of interviewees (41%) inform themselves by word of mouth among friends and the 37% by searching on internet. The analysis of ladder's frequencies allowed to define the Hierarchy Value Map (HMV) for consumption motivations. In general Millennials devote an high appreciation to wine quality attributes, especially those rooted in tradition and terroir, they perceive drinking wine more as a convivial event than family meal habit. Moreover HVM showed differences in consumption habit in relation to the different age range: people between 18-21 years showed a lower consumption due to both their younger age, and their lower income and knowledge levels. Women, showing an increasing wine consumption in the last years, are especially inspired in consumption by wine specific sensory appeal,

Conclusions

The results of the study indicate that the MEC approach is a suitable method to reveal consumers' motivation for buying wine, in relation to the different Millennial subgroups highlighted by the analysis. This research may provide some suggestions to reach out and connect with this new booming and promising consumers' segment even through innovative means and way of communication, fitting the new digital media, and adapting marketing strategies to this young, dynamic and very enquiring consumers' segment.

References

Arsil, P., Li, E., & Bruwer, J. (2016). Using means-end chain analysis to reveal consumers' motivation for buying local foods: An exploratory study. Gadjah Mada International Journal of Business. https://doi.org/10.22146/gamaijb.6061

Castellini, A., & Samoggia, A. (2018). Millennial consumers' wine consumption and purchasing habits and attitude towards wine innovation. Wine Economics and Policy. https://doi.org/10.1016/j.wep.2018.11.001

Fotopoulos, C., Krystallis, A., & Ness, M. (n.d.). Wine produced by organic grapes in Greece: using means-end chains analysis to reveal organic buyers' purchasing motives in comparison to the non-buyers. Retrieved from www.elsevier.com/locate/foodqual

Hume, M. (2010). Compassion without action: Examining the young consumers consumption and attitude to sustainable consumption. Journal of World Business. https://doi.org/10.1016/j.jwb.2009.08.007

Lerro, M., Raimondo, M., Stanco, M., Nazzaro, C., & Marotta, G. (2019). Cause Related Marketing among Millennial Consumers: The Role of Trust and Loyalty in the Food Industry. Sustainability. https://doi.org/10.3390/su11020535

Ordun, G., & Ordun, G. (2015). Millennial (Gen Y) Consumer Behavior, Their Shopping Preferences and Perceptual Maps Associated With Brand Loyalty. Canadian Social Science, 11(4), 40–55. https://doi.org/10.3968/6697

Parment, A. (2013). Generation Y vs. Baby Boomers: Shopping behavior, buyer involvement and implications for retailing. Journal of Retailing and Consumer Services. https://doi.org/10.1016/j.jretconser.2012.12.001

Radovanovi´c, V. R., Petrovi´c, J. P., & Radovanovi´c, B. R. (n.d.). Behaviour of Millenial wine consumers in southern Serbia. https://doi.org/10.1051/bioconf/20170903015

Schultz, R., & Schwepker, C. H. (2012). "Generational research in the sales arena" NUMBER OF REFERENCES 0 NUMBER OF FIGURES 0 NUMBER OF TABLES 0. Innovative Marketing (Vol. 8).

Privacy
- Wine consumption behaviour in Millennials: a Means-end chain Theory application
- By using this form you agree with the storage and handling of your data by this website.