Title: Pre-purchase characteristics of bottled wine affecting the consumer willingness to buy and the expected fair price.

By
Ilias P. Vlachos* and Vasilis Skipitaris
*Corresponding Author

Agricultural University of Athens
Dept. of Agricultural Economics & Rural Development
Iera Odos 75
Botanikos 118 55
Athens
Greece
Telephone: +30 210 5294757
Fax: +30 210 5294757
email: ivlachos@aua.gr / ivlachos@gmail.com

Abstract:
The present study attempts to offer more insights into the Hellenic market of bottled wine.
The propose of this study is to examine the wine consumer behavior regarding the pre-purchase, perceived, characteristics of bottled wine such as quality labels, eco labels, closure type and aesthetics of the bottle and the label. It is hypothesized that those characteristics affect the willingness to buy and the willingness to pay for wine. We did a survey on Greek wine consumers using a pre-tested structured questionnaire, composed by 4 sectors. The first one was about wine consumer behavior; the second one regarded the consumers willingness to buy for the prepurchase perceived characteristics of bottled wine; the third one measured the consumer willingness to pay for them; and the fourth and final sector was about demographics. The consumers were approached via random sampling during the period: 15 January 2009 – 15 February 2009. A total of 220 workable questionnaires were received resulting in 57% response rate. The collected data was statistically analyzed using SPSS program. Correlation, regression and factor, multivariate analyses were conducted. Analysis provided support for most of the hypothesis. Pre-purchase characteristics of bottled wine were found to relate to the consumer willingness to buy and the expected fair price. The study concludes with recommendations for future research.