THE ATTRIBUTES of WINE CONSUMPTION in TURKEY: MEANS – END CHAIN ANALYSIS

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Abstract

Wine is a newly developing sector in Turkey even though the roots of wine producing in Anatolia are very old. Turkey is geographically located on the Mediterranean Region and its climate makes it possible to produce high quality wine grapes. Turkey is the fourth country in the world (after Spain, Italy and France) with the largest vineyard area. There is 24,730, 294 ha. total area dedicated to plant production and 2.28 % of that area is used for grape production. Annual grape production is about 3,650,000 tons and only %3.5 of it goes towards wine producing. Before the 1980’s, there was only one wine producing enterprise which was organized by the government. Therefore, wine producing was based on the same types of wine grapes and limited tastes. Following the entrance of new enterprises into the market, new wine types with different techniques have been introduced. Also, consumers are getting more familiar to find different brands of wine in the market. The aim of this research is the analyzing of wine consumption attributes and determining the factors influencing the level of consumption. The details of this study come from consumers who consume wine and live in Antalya. For that reason, the survey was planned to collect the primary data in Antalya province, Turkey. For this study, using face to face questionnaires with consumers is the best way of exploring economic and demographic factors for wine consumption and determining attributes of wine. It was estimated 300 consumers as representative to fill the questionnaire in Antalya. The main difficulty of sampling comes of consumers belonging to population refusing to consume alcohol beverage consumption because of traditional or religious reasons. Wine marketing is not diverged well and wine grape production is rare in comparison to other grape types. There are many factors affecting the consumption level. In addition to economic reasons for buying wine, it is expected that other attributes like familiarity with grape types,

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knowledge of wine making are necessary. Previous empirical studies have shown that the Means-end Chains methodology is one of the suitable ways for studying this case. This methodology regarding “laddering” is an interviewing technique, aimed at determining wine purchasing behavior. This study refers to wine consumption and buying attributes which are going to highlight the factors for wine enterprises and publicity for Turkish wines.

*Keywords*: Wine consumer; Means and Chains; Turkey; Purchasing motives;