



Analysis of Some Aspects of Wine Consumers' Behaviors in Sicily

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Abstract

In the past years, continuous changes in the wine market were closely related to the evolution of customers' life styles and, therefore, to their behavior in consumption of wine.

Because of this evolutionary trend, wine producers tried to differentiate their products focusing on quality, in order to be more competitive and give an answer to the higher prices of Italian wine.

This paper tries to analyze some of wine consumer's behaviors and more particularly it has the aim to identify the main features that may influence consumer's choices in purchasing wine.

The analysis of the characteristics of wine consumer and of his behaviors was made by using a suitable questionnaire for a sample of people extracted in Sicily.

The analysis' result shows an identikit of wine consumer and the factors that mainly influence his choice in purchasing a wine, like, for example, the intrinsic and the extrinsic characteristics of the product itself.

This information could be useful in order to know the product penetration in the market and it could also be very interesting for future producer's choices to meet market targets.