



Segments and Preferences of Consumers to Wine Reds of Maule Region – Chile by Multivariate Analysis

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The present study was carried out in order to meet the consumer behaviour of the Metropolitan Region, Santiago de Chile, as opposed to red wines from the Maule Valley, the main wine-producing area of Chile, located between latitudes 34 ° 41 'and 36 ° 33' south latitude. However, even though in terms of production is the most important, its wines, in general, are little known in the domestic market. Therefore, the search for a better match supply and demand through the achievement of a better understanding of consumers in the main consuming region of Chile was the main objective of this investigation. In this sense, we selected a group of 100 regular consumers of bottled wine in the region brought, which were subjected to a taste panel and implementation of a survey. The experiment was part of a blind tasting and a visual assessment to evaluate possible convergences between extrinsic attributes (packaging, labeling, etc.) and intrinsic (liquid) of wine. Subsequently consumer segments were identified and characterized as homogenous socio-demographic aspects, attitudes to wine and lifestyles. The wines evaluated corresponded to four red wines bottled reserves of the region Maule, plus others from different areas to make comparisons and to assess their preferences for attributes. The data analysis was carried out using descriptive statistical analysis univariate tests of statistical inference and multivariate techniques such as principal component analysis, cluster analysis and joint analysis. Also, the segmentation of consumers was conducted through an indirect method, in which the cluster analysis was applied to a set of 15 statements on wine, a principal components analysis with varimax rotation.

Subsequent to the new variables generated (latent or not observed), answered a hierarchical cluster analysis, and finally, to characterize and establish significant differences between the segments was applied anova a factor for continuous variables and the chi-square test for discrete variables. One of the main results was the identification and characterization of three market segments: segment 1 "Aspirants" represents 31% of the sample; segment 2 "Drinking cult" which accounts for 53% of the sample and segment 3 "Aware", which represents 16% of the surveyed population.

In addition, it is appropriated to these consumer groups significant differences in preferences compared with Appellation of Origin (AO), price and range, so that the segment "Aspirants" preferred AO Colchagua a price of 7 dollars per bottle and Cabernet Sauvignon; segment "Drinking cult" preferred AO Colchagua, but also shows a slight preference for AO Maipo, a price of 7 dollars per bottle and Cabernet Sauvignon and to a lesser extent, Carménère; lastly, the segment "Aware" preferred AO Maipo, a price range that is between 6 and 7 dollars per bottle and varieties Carménère and to a lesser extent, Cabernet Sauvignon. Finally, to emphasize that market segment research raises lines strategic business development, which focuses heavily in the promotional and advertising component