

REGIONAL IDENTITIES AND CONSUMER BEHAVIOUR: THE CASE OF TYPICAL ITALIAN WINE

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Abstract

The paper presented aims at verifying the consumers' behaviour with respect to the typical wine products in Italy with particular attention to Lazio region, an area particularly rich of vineyards and typical wine products. The research hypothesis is that obtaining a mark of designation of origin is a necessary but not sufficient condition to have good performances in a territorial system. The "country of origin effect" is different according to type of wine, area of origin, and type of production.

The survey consisted of a sample of 500 wine consumers in the Lazio region and examined their consumer behaviour related to regional typical wines. In relation to the behavioural models the survey classified the consumers in homogeneous clusters. Using a multivariate analysis we divided consumers according to three variables related to macro consumption considerations:

- area of the sensibility
- area of indifference
- area of the saving

Furthermore we positioned each typical product within the behavioural spheres of the consumer (cognitive, affective, strong-willed). Finally we tested the consumers' awareness of the regional identity of the wines they purchased.

The strategic implications of the survey for marketing are evident. We suggest an articulated strategy of valorisation based on consumer's consumption considerations and on different behavioural spheres of the consumers.