

**Tell me why you like to drink wine:
Drinking motivations as a basis for market segmentation**

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Purpose *Wine is a complex product, both from a sensory as well as a symbolic perspective. Consumers cope with this complexity by developing intricate and highly context-dependent decision rules when buying wine. Several attempts to understand consumer behaviour using market segmentation techniques have been reported on the literature. Most of them use a psychometric approach based on lifestyle and level of involvement, or are based on consuming occasion; yet very few consider the interaction of these factors. In this paper we propose a mixed segmentation approach based on motivations and level of involvement for a given consuming occasion.*

Methodology *Based on a sample of Chilean premium wine consumers and using in-depth qualitative methods, four motivations for drinking wine were found: Social cohesion, Sophistication, Self-indulgence, and Tradition. Different motivations may act on the same consumer depending on the particular consuming occasion. Level of involvement seems to affect consumers' behaviour mainly through their level of confidence in their own wine-related decisions.*

Findings *Motivations seem to be a more concise and powerful factor than consuming occasion when explaining consumer behaviour. However, the effect of motivations is mediated by each consumer's level of involvement. Future work should include empirically validating these motivations, as well as measuring their actual impact on consumers' purchase behaviour.*

Key words: consumer; motivation; segmentation; clustering; wine marketing.

1 INTRODUCTION

Wine is a complex product from a consumer's point of view. To start, it is an experience product, *i.e.* it can only be fully appreciated after consumption because it is not possible to smell or taste it before a bottle is opened (Grunert 2005). Secondly, wine presents a vast and depth sensory variety (Ferreira *et al.* 2007), which is often overwhelming to the new consumer (Charters & Pettigrew 2003). Furthermore, wine is deeply rooted in the history of Western culture, bearing complex social (Mouret *et al.* 2013), cultural and religious symbolisms (Stanislawski 1975).

Wine complexity induces complex behaviour on consumers, making it harder for the wine industry to understand the market. Preferences for wine seem to be not only heterogeneous among the population (Blackman *et al.* 2010), but also variable within individuals (Mueller & Szolnoki 2010) and strongly context-dependant (Ritchie 2007). Since understanding consumers is the first step to effective marketing, a method to untangle this complexity is required.

Segmentation is one of the most traditional techniques used to understand consumers (Smith 1956), and as such, it has been applied to the wine market (Lockshin & Hall 2003, Lockshin & Corsi 2012). Traditionally, four factors or variables on which market segmenting can be based have been found (Arnould *et al.* 2002): demographics, geographic location, behaviour, and psychological characteristics of the consumers. On the wine industry, the latter has been the most explored (Spawton 1990, Lockshin *et al.* 1997, Bruwer *et al.* 2002), but some have proposed occasion based segmentations (Dubow 1992) and even mixed approaches (Quester & Smart 1998).

Within psychological segmentation, several approaches exist with no one standing out as clearly superior. Level of involvement and lifestyle has been two of the most studied segmentation variables, yet neither of them considers the influence of drinking context, such as the consumption occasion. Consumption occasion is a relevant factor in wine liking and purchasing, as empirically shown by Martínez-Carrasco *et al.* (2006), Hersleth *et al.* (2003) and Hall (2003). A third alternative, also within the psychological segmentation approach, is to segment the market based on the motivations behind drinking. According to the theory of planned behaviour, "intentions are assumed to capture the motivational factors that influence a behaviour" (Ajzen 1991). Therefore, consumers' motivations for drinking wine would be linked to their behaviour, making motivation a useful segmentation variable.

Segmentation based on motivations has the benefit of being naturally related to consuming occasion. Our approach does not associate consumers to motivations on a fixed manner, regardless of consuming occasion. Instead, a given consumer may be driven to drink by different motivations on different occasions. Hence, it is the consumer's perception of a drinking occasion what will determine the motivation that applies in each case. By identifying which motivations consumers associate to the most profitable or recurring consuming occasions, marketing efforts could concentrate on a few motivations instead of on many different consuming occasions.

Despite all the benefits of motivation-based segmentation, this approach is not common on wine market research. Meanwhile, the need for an efficient segmentation of the wine market remains unsatisfied.

This study aims to identify the most relevant motivations for wine drinking, as a first stage on developing a motivation-based segmentation for the wine market. To this end, an exploratory study was done on Chilean premium wine consumers. Qualitative methods were used because they fitted better with the exploratory nature of the study. It should be noted that Chile is an interesting place to study wine consumption, because its premium wine market developed only on the nineties, similarly to many other emerging economies, where premium wine consumption is a relatively new trend. Also, as motivations do not affect all individuals in the same way, a basic segmentation based on consumer's characteristics is proposed.

The rest of the paper is organised as follows. Second section presents a brief review of the literature on wine market segmentation. Third section describes the methodology used in the study. Then the main results follow, closing with a brief discussion.

2 BACKGROUND

Most wine market segmentation studies are based on psychological variables. The standard was set by Spawton (1990) who, based on research by McKinna (1987), identified four consumer segments: *Connoisseurs* (knowledgeable segment, they consume often and they like to experiment with new wines), *Aspirational drinkers* (concerned with self-image projected, buy fashionable brands, seek advice), *Beverage wine consumers* (consume often but do not experiment) and *New wine drinkers* (new to wine, drink mostly on premises). A later study by Hall & Winchester (2000) empirically confirmed three out of Spawton's (1990) four segments, changing the New wine drinkers for an *Enjoyment-oriented* segment.

After the work of Spawton (1990), other researchers have explored different segmentation variables, but mainly within the psychological spectrum. Level of involvement, wine-related lifestyles and occasion are the most studied segmentation variables, even though there has also been some work on motivation-based segmenting (Dubow 1992), as well as other attempts based on consumer behaviour (Mueller & Lockshin 2013 and Goodman *et al.* 2002). This section shortly presents the most relevant work on each area.

2.1 Segmentation based on consuming occasion

Although segmentation based on consuming occasion is probably one of the least popular strategies in the literature, the approach is very promising. As Ritchie (2007) points out, wine satisfies different functions on consumer lives, and those functions are highly dependent on context. Consumers do not behave the same way (*i.e.* do not buy the same wine) when buying a bottle for themselves, buying it as a gift, taking it to a dinner party, or to sharing it with someone at a restaurant.

Dubow (1992) compared a consumer-based segmentation with an occasion-based segmentation. In the first approach users are classified based on their answers to a questionnaire about their motivation for wine drinking, without specifying a particular consuming occasion. The second approach requires consumers to report all the consuming occasions faced during a certain period, and then segmented these (based on their characteristics). Therefore, this approach does not classify consumers on segments; rather it classifies consuming occasions on a set of occasion-based segments, regardless of

which consumer reported the occasion. These occasion segments can be interpreted as prototypical consuming occasions, just as any user-based segment can be understood as a prototypical consumer. The author called the occasion-based segments Need states.

Consuming occasions were described using 33 benefits or motives to consume wine, making Dubow's work (1992) a mixed approach to segmenting. The tacit hypothesis behind this study is that occasions differ from one another due to the motivation they entangle.

Dubow (1992) found five segments through each approach, but only three of them were common to both approaches. The five segments associated with an occasion-based approach were: *Social* (drinks to share with others), *Introspective* (drinks to improve mood), *Semi-temperate* (drinks light wine), *Food enhancement* (drinks to enhance food), and *Oenophilic* (drinks for the aroma, enjoys choosing wine). The author concluded that occasion-based segmentation is more informative than user-based segmentation, at least on the case of products where consumers are not loyal to a brand.

Hall & Lockshin (2000) used means-end chain analysis to study the perceptual differences between consuming occasions. Means-end chain analysis aims to link personal values to product characteristics. It assumes that the product is the mean used by consumers to achieve their end (the end being values that are important to consumers). Given that values act as motivations for consumers (Vinson *et al.* 1997), the work of Hall & Lockshin (2000) is able to relate occasions with motivations, and thus constitutes a mixed approach to consumer behaviour analysis. The authors worked with nine predefined values (motivations), taken from Kamakura & Novak (1992), and eight consuming occasions set *a priori*: intimate dinner, meal with friends, meal with family, business related, outdoor BBQ/picnic, party/celebration, self, and with friends.

Finally, Quester & Smart (1998) –unlike the previous work discussed– advocated for an approach that considers both the consumption occasion and the level of product involvement of the consumer. Using conjoint analysis, they demonstrated that the behaviour of consumers changed based both on consuming occasion and level of product involvement. In their experiment, the authors only considered buying wine for three fixed occasions: meal at home during the week, dinner party at a friend's house, and a gift for the employer.

2.2 Segmentation based on motivation

To our knowledge, the only published study using segmentation based only on motivations is that by Dubow (1992), particularly, his user-based segmentation. But as Dubow (1992) states, his occasion based segmentation seems to work better. The lack of work around segmentation based on motivations is probably due to its close relation to consuming occasion, as has been noted previously.

Brunner & Siegrist (2011) included product and brand involvement, lifestyle, and motives in their study. They used a questionnaire including original items as well as others taken from Lockshin *et al.* (1997) and Dubow (1992). Six segments were found: Price conscious, Involved, Image-oriented, Indifferent, Basic, and Enjoyment-oriented.

Even though not a segmentation study, Charters & Pettigrew (2008) performed an extensive qualitative study on the motivations for wine drinking. They identified two dimensions on the experience of

drinking wine: experiential and symbolic. The experiential dimension entails three aspects: personal enjoyment of wine, no matter if it is sensorial or cognitive; the feelings when consuming wine with a meal or with others; and the relaxing effect. The symbolic dimension also considers three aspects: the drinking ritual and its different meanings; links between wine and consumers' personal history; and the way consumers want other to see them. Charters & Pettigrew (2008) concluded that the experiential dimension is the most relevant for the majority of consumers, even though it interacts with the symbolic one. The authors also note that –for some consumers– wine is something that gives meaning to life. This relates to Charters & Pettigrew (2005) perception of wine as a quasi-aesthetic product, *i.e.* a product that is not only considered a beverage, but that can be appreciated in a sensorial and cognitive way, just like art.

3 METHODOLOGY

A sample of premium wine consumers were first recruited to participate in in-depth interviews using two methods. The first was an open invitation published in the facebook page of the *Centro de Aromas y Sabores*. All interested individuals had to go through a filter in order to be accepted; the requirements were to had bought and drunk premium wine at least once during the last month. The second recruiting process was an invitation sent by e-mail to a subset of consumers affiliated to a popular wine Club. While the first process aimed to recruit occasional consumers, the second sought to capture more experienced users (*i.e.* individuals who buy and consume wine regularly). A heterogeneous sample of consumers (according to their socio-demographic characteristics) was finally selected to participate.

Fourteen consumers were interviewed, four of them being members of the wine club. Half of the sample was female, and six individuals were forty years or older. All interviews were performed on places selected by the consumers, to make them feel comfortable (*i.e.* mainly at their houses or workplaces). Theoretical saturation was achieved after coding and thoroughly analysing seven interviews. The rest were listened and evaluated, but not coded, since they did not to provide significant additional information. Table 1 shows characteristics of those consumers whose interviews were analysed.

Table 1 – Main characteristics of the seven in-depth interview respondents

Gender	Age	Occupation
Female	42	Commercial assistant
Female	29	Technician
Female	43	Secretary
Male	43	Physical education teacher
Female	41	Secretary
Female	32	Journalist
Female	22	Student

Interviews were episodic (Flick, 2004). An episodic interview is a one-on-one interview, where the respondent is asked to narrate a number of events related to the research subject, allowing him to elaborate those aspects that she considers relevant. In our study, consumers had to describe the last time they bought wine, the last time they drank wine and the last time they gave wine as a present. The analysis was performed following the thematic coding proposed by Flick (2004), which considers four stages: coding, categorization, category description, and category harmonization. Based on results of the last stage, a consensus map (Zaltman 2003, Novak & Cañas 2008) was also built.

Six focus groups were then conducted. They were classified based on their gender, age, wine consuming frequency and the amount of time they had been consuming wine regularly. Table 2 shows the main characteristics of the participants of each focus group. Even though no income restrictions were included in the recruiting process for the focus groups, only medium and high income individuals participated. This happened because all participants had to have bought and drunk at least one bottle of premium wine recently.

Table 2 – Focus group filters

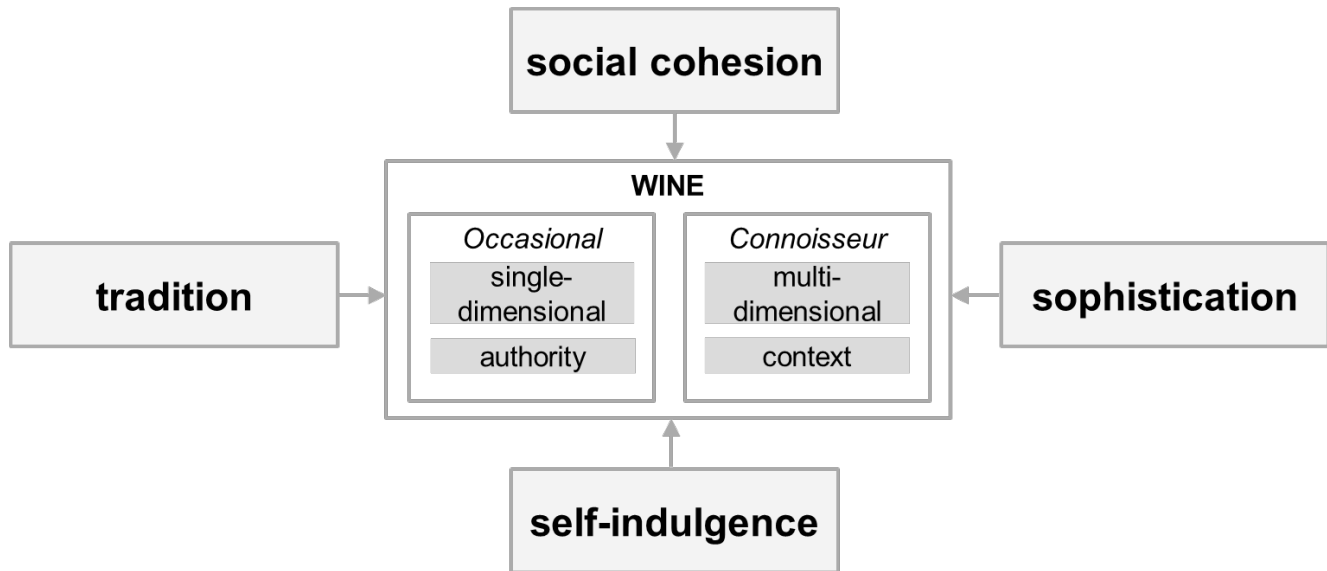
Focus Group	Gender of participants	Level of involvement with wine	Age
1	Males	High	30 to 60
2	Females	High	30 to 60
3	Males & Females	Medium (novice drinker)	25 to 35
4	Males & Females	Medium (novice drinker)	36 to 60
5	Males & Females	Low	25 to 35
6	Males & Females	Low	36 to 60

All sessions were structured around seven topics: purchasing process, purchase experience, consuming occasion, product choice, relation between wine attributes and consuming occasion, sensorial experience, and information sources. For closure, a list of the most relevant attributes of wine was constructed. The motivation for drinking wine was not explicitly included in the script of the focus groups, as it was intended to show up on its own during the discussion. Audio recordings of all six focus groups sessions were made, for later analysis.

4 RESULTS

Figure 1 presents the consensus map resulting from the in-depth episodic interviews and focus groups analyses. Four main motivations were identified: Social cohesion, Sophistication, Self-indulgence and Tradition. Furthermore, a basic dichotomous classification of consumers was also proposed: Occasional and *Connoisseur*. All of them are developed below.

Figure 1 – Consensus map with four motivations for drinking wine, and two classes of consumers



4.1 Motivations for drinking wine

Social cohesion, Sophistication, Self-indulgence and Tradition are four motivations to drink wine. These motivations determine the way consumers relate to wine by giving it a particular role in their life, as well as in their relation to others. More than one motivation can be present on a given consumer, as she faces different consuming occasions.

Social Cohesion, relates to the social environment in which wine drinking often happens, an environment that validates wine consumption. In Chile, as in many other societies, wine is the preferred drink with meals, and it is also used in social gatherings and celebrations, even religious ones, as in the case of the Catholic mass. On social occasions, wine helps people to relax, easing social relations. This is in direct connection with wine's alcoholic nature, as several participants expressed. And even though drunkenness is often condemned, moderate wine consumption is not negatively perceived.

Wine can also ease social relations by providing a conversation subject. When a good wine is on the table, talking about the wine itself can work as a conversation starter. Even more, trying new wines can be the very reason to get together with friends.

Even though Social cohesion explains wine drinking based on social interactions, wine is actually considered a drink for intimate occasions by consumers. This means that wine is perceived as a drink to share with close friends or family, not to be drunk at massive parties. This perception relates to wine being a relaxing drink, not a drink to “get tipsy”, as other mass consumption products might be.

Sophistication is born from the desire of being unique. A sophisticated individual wants to be distinguished from others, and being an expert on wine allows him to differentiate. The fact that a particular consumer is moved by Sophistication does not necessarily imply that the individual's interest in wine is purely utilitarian. Sophistication may entail a genuine passion for wine as an object (*i.e.* the individual is honestly attracted by wine and its world). The sophisticated individual will seek to learn

more about wine just as music-lovers do not only listen to music, but educate themselves on it. This motivation can make wine a hobby or even a passion.

When someone is passionate about wine, an intellectual interest on wine is observed. This means that consumers moved by sophistication will seek on wine a device for distinction rather than a product for sensorial experience. Their interest can range from learning about the history of wine, to the particular wine maker. Again, this does not mean that they necessarily disregard its sensorial qualities, as many enjoy the exercise of looking for the particular aromas mentioned on the back label of the wines they drink.

This motivation, in its passionate form, is usually remarkable on *Connoisseur* consumers (i.e. consumers with very good knowledge of wine). This often makes these consumers a reference, enabling them to assume an authority role for other, less informed, wine drinkers.

Self-indulgence represents the tendency to gratify oneself, in the sense of attempting to add pleasure to everyday life. This does not necessarily correspond to an hedonist way of life, but rather the sense of reward for one's efforts, or an "I deserve to be happy and enjoy myself" way of thinking. This particular motivation was more commonly observed on less juvenile consumers (over forty years old, approx.).

The motivation to drink by Self-indulgence requires a strong association between wine and pleasure. This pleasure can arise from two main sources. First, as was explicitly mentioned by consumers, it can arise from the sensory properties of wine (i.e. consumers enjoy wine's aroma and flavour). Secondly, and not explicitly mentioned by consumers, the reward may come from drinking something exclusive (i.e. to buy and drink an expensive wine makes the consumer feel rewarded). Both sources of pleasure are not mutually exclusive and often present themselves together.

Even though Self-indulgence seems to be a rather individualistic motivation to drink wine, it can also include others (close individuals). An example of this is a romantic dinner with a partner, where wine is carefully picked up to meet the expectations and allowing to share a nice experience.

Tradition represents the socio-cultural influence on wine consuming behaviour. This comes from many sources, being family and closer relationships the most remarkable. The image of the father (or grandfather) at the head of the table, having wine with the meal, helps legitimizing wine consumption, and gives it a halo of filial and fraternal bond. This may motivate wine consumption as an attempt to live once again those warm feelings.

Tradition also adds a strongly masculine aspect to wine representation. This was particularly noticeable on middle-aged women, but several males also fondly remembered the first time they drank wine with their fathers. This association may also help explaining why red wine is preferred over white among Chilean male consumers: as wine is considered male, it should be strong, a characteristic more suitable for red than white wine.

The consumption of wine on annual festivities, such as the national holidays, Christmas, or New Year's Eve, is also linked to tradition as a motivation. In Chile, these festivities are often celebrated

with a family meal, where wine is most commonly the preferred drink. This argument may be extended to also include other occasional celebrations, such as marriages.

4.2 Consumer classes

Besides identifying four motivations for drinking wine, two basic classes of wine consumers were detected: Occasional and *Connoisseur* consumers. More than being the result of a strict classification exercise they represent archetypical consumers, so each individual is expected to present characteristics of both classes but with one of them dominating over the other. The main (observable) difference among the two classes is their level of confidence on their own wine-related decisions.

The **Occasional consumer** tends to perceive wine as a single-dimensional product, with quality being the main concern. But quality is a vague concept for Occasional consumers. Although they often perceive it as an objective characteristic, they believe they lack enough knowledge about wine to make a correct judgement about quality. They believe themselves to be incapable -at least to some extent- to differentiate a good wine from a bad one. Therefore, they resort to figures of authority when choosing wine. If no authorized source of information is available, the Occasional consumer heavily relies on price, assuming that more expensive wines provide higher quality.

Occasional consumer's evaluations of wine tend to be static and independent of context. This is a consequence of considering external opinions as the only valid parameter to judge a wine, and the tendency of these consumers to strip those opinions of their context and generalized them as absolute rules. This leads to occasional consumers having a list of "good wines" they buy and consume, disregarding the particulars of the occasion they are drink at.

Connoisseur consumers perceive wine as a multi-dimensional product, meaning that a particular wine is not good or bad *per se*, but that it has certain characteristics which makes it good or bad depending on the drinker's personal tastes and drinking occasion. This perception is only achievable if consumers have a certain level of experience or knowledge about wine. However, the specific depth of this knowledge is largely irrelevant, as only a small amount is necessary. The most relevant thing is that these consumers are confident enough on their knowledge, so the *Connoisseur* can judge wines based on it. And trusting one's own judgement has more to do with confidence than with actual knowledge.

Even though *Connoisseur* consumers perceive wine in a multidimensional way, they still consider quality in their evaluation, but their perception of quality can depend on a series of contextual factors. Among these factors, price can play an important role. Therefore, *Connoisseur* consumers may associate higher prices with higher quality, but not in a necessarily strict manner. Most consider that as price grows, it becomes less probable to find defects on wine.

Both classes of consumers interact with each other. The *Connoisseur* often plays the role of authority for the Occasional consumer. At the same time, Occasional consumers often see themselves on a learning path to become a *Connoisseur*. Most Occasional consumers in the sample did manifest explicitly their will to learn more about wine. This, nonetheless, could be a particularity of our sample, because of a self-selection bias (as many participants postulated to participate on the study, they may be more interested in wine than the average consumer).

The way to become a *Connoisseur* consumer seems to be experience. When *Connoisseurs* were asked about how they became confident about their own knowledge, most of them answered that it was through experience (i.e. having tested many different wines puts them in a better position to judge new ones). This perception is shared by most occasional consumers, who referred to their figures of authority as someone who had tried many different wines. But the access to a large diversity of wines is mediated by each consumer's budget. This is perceived as a limitation by consumers with lower income, making it harder for them to eventually become *Connoisseurs*.

To be a *Connoisseur* consumer does not necessarily imply a higher volume of wine consumption, but it does seem to involve a higher degree of diversity on purchase behaviour. Occasional consumers often buy a limited set of products, and tend not to try new wines unless they are recommended by some “authority” (a *Connoisseur* friend or a good review they might have read). *Connoisseurs*, instead, tend to buy new wines, either by taking a chance or by searching for information themselves (looking up products on the internet or periodically checking blogs or wine clubs). This does not mean that *Connoisseurs* do not rely on habit when buying wine, but to a far lesser extent than occasional consumers.

5 DISCUSSION

Each motivation can be associated with different types of consuming occasions and therefore (at least hypothetically) to different purchasing behaviours. Social cohesion can be viewed as drinking with friends, either at a barbecue or at a dinner party; Sophistication can induce consumers to seek occasions where they can show their wine knowledge in front of friends or other peers (at a business dinner, for example); Self-indulgence can manifest itself when drinking a glass of wine at home; and Tradition can explain the consumption of wine during an everyday meal or a family reunion.

Since motivations are strongly associated with consuming occasions, different motivations can act upon the same consumer at different times. This result reinforces the conclusion of Ritchie (2007), Martínez-Carrasco *et al.* (2006), Hersleth *et al.* (2003), Hall (2003) and Hall & Lockshin (2000), all of whom postulate that wine purchase behaviour is highly contextual. Also, the same relation between motivation and consuming occasion validates a tacit hypothesis of Dubow (1992), that the reason why people purchase different wines on different occasions is because their motivations are different.

Based on our results, we postulate that motivations are a more useful factor to consider than consuming occasion when predicting wine consumers choices. Our study shows that the reason why consumers purchase differently on different occasions is because their motivations are different, making consuming occasion a proxy of consuming motivation. In other words, what matters the most is the motivation behind the occasion, not the occasion itself.

Even though all consumers are subject to the same motivations in varying degrees, their confidence level also plays a relevant role on how they choose and buy wine. Charters & Pettigrew (2006) associate this confidence level directly with product involvement “High involvement seems either to impart knowledge and expertise or result from them. This gives the drinker confidence in dealing with the more cognitive aspects of engaging with a quasi-aesthetic product like wine.”

We believe that the true richness of segmentation relies on the interaction between motivations (or consuming occasions) and level of involvement, as Quester & Smart (1998) argue. That is why our proposed segmentation, based on involvement, does not attempt to emulate the complexity of those made by Lockshin *et al.* (1997) and Aurifeille *et al.* (2002). Classifying consumers as Occasional or *Connoisseurs* only attempts to complement the effect that motivations have on consumer behaviour.

We are aware that developing and implementing a mixed approach to segmentation, by considering motivation and level of involvement jointly, is a complex endeavour. The complexity primarily arises from the difficulty to turn motivations into useful marketing guides. We believe that measuring the effect of all motivations across a representative sample of consuming occasions would help identifying a set of motivations that are more common or more profitably, therefore assigning a measure of “market share” to each of them.

Another possible application of the discovered motivations would be to include them on choice models. O'Neill *et al.* (2014) use latent variables for modelling taste and attitudes, obtaining significant improvements over simpler models. We propose that the inclusion of motivation on those kind of models -either through the use of latent variables or other methodology- might help improving our understanding of consumer behaviour.

This study aimed to set the basis for a segmentation of wine consumers considering motivations and level of involvement. The following stages of our work will consider the construction and validation of an instrument to measure (and hopefully empirically confirm) the presence of our four motivations (Social cohesion, Sophistication, Self-indulgence, and Tradition) among Chilean consumers. After validating the proposed motivations, their capacity to explain consumer behaviour should be put to the test. We are currently working on building a panel of consumers to perform all these activities.

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