

**Do wine buyers purchase wine differently
online versus in brick and mortar stores?**

Marguerite Higuët
KEDGE Business School, France
(marguerite.higuët@kedgebs.com)

Hervé Rемаud
KEDGE Business School, France
Ehrenberg-Bass Institute for Marketing Science, Australia
(herve.remaud@kedgebs.com)

Abstract

- *Purpose: To measure the extent wine buyers behave differently when purchasing wine online vs. in brick and mortar stores. To extend the use of the Dirichlet and Duplication of purchase methodologies to a wine category in Europe.*
- *Design/methodology/approach: Customer loyalty data of two brick and mortar stores and the website orders of a Benelux retailer have been gathered for a one-year period. Data has been analyzed based on seven specific wine attributes: colour, format, price range, country of origin, region, variety and brand. Dirichlet model and Duplication of purchase has been applied for each attribute, although we present in this paper how wine buyers behave with regard to country of origin.*
- *Findings: The present study enlarges the scope of use of the Dirichlet model. Duplication of purchase Law was confirmed across all attributes analyzed and helped to better understand the structure of the wine category. Purchase frequency distribution has confirmed to be skewed for the website and attests the importance of reaching all potential buyers: light buyers, heavy buyers and non-buyers.*
- *Practical implications: Although we can find a few differences, people buying wine online do not differ that much in their behavior compared to people buying in brick and mortar stores. Minor adjustments should be made to offer an assortment in line with the buying behavior of online buyers vs. offline buyers.*

Key words: Buyers' behavior, Online, Offline, Dirichlet, Duplication of purchase
