A Comparative Study of Wine Purchasing Behaviour Across Two UK Regions- Northern Ireland and Wales

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Purpose

Intensive investigations into purchase behaviour of wine consumers is a relatively recent research phenomenon.

In 2007 the UK light wine market was valued at £11.25bn (Key Note, 2007) and it is estimated to rise to approximately £17bn by 2012 making it one of the most significant markets in the world. Ritchie (2007 and 2009) argues that despite the significance of the UK market there is a lack of qualitative research into the UK wine consumer. It has also become apparent that regional similarities and differences within the UK particularly in the context of purchase behaviour is clearly evident, however an obvious lack of empirically rigorous data and focused research on this topic also exists. Recognising differences in the purchase behaviours of consumers within different regions offers opportunities for the adoption of different marketing strategies in the selection, pricing and promotion of wines. The research presented here examines wine purchasing behaviour among residents of two distinct regions within the UK, Northern Ireland and Wales. While several studies have been carried out to establish what consumers are drinking this study aims to identify if there are regional differences in the purchase behaviours of a range of wine consumers.

Design / Methodology/ Approach

Current literature on wine purchasing behaviour in the off trade environment was firstly reviewed and key attributes influencing consumer choice were identified. The methodology employed was primarily quantitative in nature, a significant sample of consumers across the two distinct regions within Northern Ireland and Wales were surveyed using a web based designed questionnaire. This paper is presented as work in progress and that expectation of price, varietals, the physical environment and other economic factors may play a part in the purchasing behaviour.