

Chapter 75

Investigation of Consumer Behavior: A Study on Organic Wine

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ABSTRACT

Evidence shows that sustainability not only helps a business case getting stronger, but also embraces a sustainability agenda which can stimulate innovation, pushing companies to rethink their operations, products and business models. In addition, during the past few years the demand for organic wine has increased and many Greek businesses have entered the market, advertising the superiority of organic wine. The main objective of this study is to portray the need for an implementation of new technologies in the distribution and supply of organic wine in the city of Xanthi. Furthermore, the investigation of consumers' attitude will constitute the basis for further development of business strategies regarding sustainability and innovation in the agri-food chain. From the quantitative and qualitative data, the statistical analysis will provide findings on consumer behavior, attitudes, new trends, and factors that affect the choice of organic wine. Finally, the current paper is indicative of the general consumer stance towards organic-products.

INTRODUCTION

Nowadays, marketing is one of the most important factors that determine the success of a product as well as its life cycle. So, it is clear that marketing decision making should be effective and well designed in order to help the product achieve growth and furthermore sustainability. Agriculture is one of the key factors for a country's economy. As years go by there is a move towards organic products, since consumers' awareness towards healthy food is significantly growing. This paper aims to study the extent of consumer awareness towards organic wine, to examine in depth the criteria by which consumers

DOI: 10.4018/978-1-5225-7116-2.ch075

purchase organic wine, to research whether they consider it better for their health and to investigate the factors influencing their purchasing behavior. The main objective is to prove that consumer behavior is the basis for marketing decision making towards organic products. In addition this paper aims to show after a research, the importance of consumer behavior towards organic wine as a useful tool for the design of the marketing of the product in a wider sense.

This research, based on the literature review, combines entrepreneurs with consumer behavior and the results refer only to the city of Xanthi. Thus the findings of this new study are result of combination and they give promotional potential to the wine and organic market especially towards young consumers.

METHODOLOGY

The methodology used in this paper is that of the simple random sampling. More specific, in qualitative research was used the method of in depth interview and in quantitative research was used the method of simple random sampling. The data was analyzed with SPSS statistics and the results came up with a further use of descriptive statistics and non-parametric analysis. The methods used for the investigation of the hypothesis were Kruskal – Wallis test, Wilcoxon test and Spearman correlation.

INFORMATION ABOUT ORGANIC PRODUCTS

First of all, organic are the products that are grown organically in certified areas, with organic fertilizers and natural pest control and insect pests. Each organic farmer is obliged to apply to the laws 2092/91 and 1804/99 of the European Union, to which the credibility of organic products is based (Biohellas, 2015).

As to the stylization and distribution networks, at the moment, they are not considered sufficiently developed. As a result, there is not enough supply of domestic products in many geographical areas (Kwtsis, 2015). Additionally, in certain areas where domestic production is significant, the market penetration is still low due to the limited information available to the buyers. This fact supports the view of Thimm et al. 1992 and De Vlieger et al. 2013 that the most significant features that affect consumer attitudes towards organic products are firstly the distance costumers need to travel to obtain them and secondly the information about selling points.

For the ardent consumers of organic products, the variety of products offered needs to be taken care of, the price is less important while promotion aims to maintain and increase consumption. For the occasional consumers of organic products, the price and the appearance of items offered need to be taken care of, while promotion needs to focus on health and environment.

Organic farming seems to be a good opportunity for our country, not because of the products' higher price, but because it ensures production with sustainable management of natural resources and safe products for consumers. Another reason is that it incorporates a quality production process that can attract young people with high intellectual level and can be combined with rural tourism. Furthermore, another argument in favor of organic farming could be that it might offer the possibility for both farmers and society to redefine their relationship with nature, nutrition and agriculture in general.

Greece, homeland of Dionysus, god of wine, has the longest history of wine in the world and the richest wine inheritance. It is a fact that Greek people engaged with the land since ancient times, given the comparative advantage that the exceptional Mediterranean climate offers (Bogucki, 2008).

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