

MARKET SEGMENTATION OF IMPORTED WINE IN TAIWAN – INVOLVEMENT AND
PURCHASING BEHAVIOR

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Abstract

Segmentation in wine marketing is an important issue due to globalization and the changing trends in wine consumption. In recent years, more and more countries adopt wine drinking behavior, and wine consumption is increasing in East Asia such as China, Japan, South Korea, Singapore and Taiwan (Dewald, 2003). The Taiwan wine market has increased significantly during the past decade. From 2001 to 2008, total wine import to Taiwan was increasing from 83 million NT dollars to 304 million NT dollars (Directorate General of Customs, 2009). With this increase of wine consumption, it is necessary to understand how consumers choose wine, in order to give wine producers or wine importers more information to decide their pricing, distribution, and advertising strategies. Thus, the purpose of this study is to determine the segments for wine consumers in Taiwan by utilizing product, brand decision, and purchasing involvement; and then determine the consumer characteristics and purchasing behavior of each segment.

Keyword : wine involvement, product attribute, Market Segmentation