Measurement of consumers' wine-related knowledge

Georges Giraud[1], Cleo Tebby, Corinne Amblard
UMR CESAER, AgroSupDijon-INRA; **Unité METO, INERIS; VetAgro Sup Clermont, France.

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Abstract

It is stated, according to the paradigm of knowledge-based economy, that information asymmetry between consumers and producers is reduced thanks to information availability and dissemination through the Internet or other media channels. Conversely to this statement, several articles have pointed out that knowledge-based economy reinforces the information asymmetry between experts and novices among the consumers. Accordingly, we consider the heterogeneity of consumers by means of k-means clustering applied to a knowledge-oriented questionnaire. We then try to identify and qualify the differences between several groups of French respondents regarding their attitudes and behaviour towards wine.

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