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Nigeria Wine Market: The Implications of Consumers' Socio-demographics and Preference

Osadebamwen Anthony Ogbeide
Agribusiness Service, Adelaide, Australia

Ideba Ele
Department of Agricultural Economics and Extension
University of Calabar, Cross River State, Nigeria

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Abstract

The popularity of wine in the alcoholic beverage market is growing in Nigeria and is projected to hit US$370 million this year - 2015. From the differences in culture and orientation of Nigerians, it is not clear whether the growth in the wine market is as a result of the changes in the social demographics, taste or preference of consumers. The objective of this study is to deconstruct the factors that influence the Nigeria wine market and to generate an understanding of the consumption pattern and preference. The study was conducted in the southern part of Nigeria in the cities of Calabar, Port Harcourt, Lagos, Ibadan, Enugu and Onitsha. A convenience sampling method used intercept consumers at supermarket, wine retail stores, restaurants and bars. The data on 487 respondents was analysed. The results show educational qualification, age, occupation, marital status and household income influence frequency of wine consumption. Furthermore it was revealed that despite the strong preference for foreign wines, Nigerian consumers are still ethnocentric about local brand and palm wine. The result also showed that wine taste is the most important consideration in the choice of wine at purchase. A future study that assesses the impact of price on wine consumer behaviour is recommended.

Keywords: Consumer, Consumer behaviour, Drinker, Preference, Palm wine, Wine market

Introduction

Nigeria alcoholic beverage (beer, wine and spirit) market is valued at $2 billion and has maintained an annual average growth of 6 percent since 2007. Market share by alcohol type indicates beer as the market leader – 55% followed by spirits – 30% and Wine – 15% (Rondon & Nzeka 2012). Beer and spirits are the beverages of wide usage with a long history of consumption and have since dominated the Nigeria alcohol market. The consumption of local beer exceeds foreign ones; the same is true for spirit but the importation of quality spirits has put pressure on local distillers (Rondon & Nzeka 2012; WHO 2004), despite the local brands being cheaper. Locally produced alcohol brands are lower in quality and branding and do not meet the standard of the increasing high-class and middle-class population (Rondon & Nzeka 2012).

Nigeria is not a wine producing country although few small to medium scale producers exist. Historically, local wines such as burukutu and palm wine have been in existence for ages before the modern commercial production of wine. Commercial wine production started with the processing of non-grape locally grown fruits like pawpaw and pineapples. Wine from these fruits offers a wide range of products from non-alcoholic to 10-15% alcohol content to suit the desires of a variety of consumers (Jacobs Wines n.d.). Currently, the wines from the local wineries are not meeting the needs of the current consumers hence demands have shifted to foreign wine.

The consumption of wine as an alcoholic beverage was almost non-existent, only in the 1990s that alcohol drinkers started to warm up to wine (WHO 2004). The adoption of wine consumption has grown but still low compared to developed countries as wine is seen from an exclusivity perspective as a drink for the elite group. However there is a growing consumer demand for wine in Nigeria, the growth rate superseding that experienced in other alcoholic drinks categories (Euromonitor 2014).

In dollar term, the value of the Nigeria wine industry is projected to hit US$370 million by 2015 (Shaw 2012). This is small when compared to similar market in South Africa – the main producer in Africa and the other major wine producing countries such as France, Italy, Spain, United States of America, China, Argentina, Australia, Chile, New Zealand and Russia. Nigerian consumers represent a strong market for local and foreign branded wines with its large population of 160 million and its appetite for the kinds of consumption that characterise developed countries. It is expected that under appropriate marketing condition, the consumption of wines will create a viable market (Shaw 2012).

Consumers use wine as a social product (Li & Su 2006), its consumption has been an essential part of culture – even in the most primitive culture. Wine plays a significant role in social events. Wine consumption evokes a social status to consumers in the eyes of the public and can be used to signal equality or social membership amongst consumers (Jenkins 1996; Tajfel 1981). Furthermore, consumers use wine to express gratitude, for relief from thirst, for toasting to successful business agreements (Koewn & Casey 1995) and is increasingly gaining preference as a gift item during festival periods (Euromonitor 2014; Bruwer, Li & Reid 2001).

The growth pattern of the alcoholic beverage market suggests that the taste and preference of Nigerian consumers have changed to wine as a beverage drink of interest, especially for relaxation, at important functions and major celebrations. However, to meet these needs, consumers are reliant on the import of quality wines made from grapes from the main wine producing countries. Therefore the growth in the Nigerian wine market has relied mainly on bottled foreign wines and the imported bulk wine from foreign wineries, bottled and packaged as local brands (Adewunmi 2012). The market growth is attributed to the emergence of a small but expanding class structure commonly referred to as the middle class (Shaw 2012). This group of Nigerian represents the young professionals with enhanced social demographic indicators (Shaw 2012; Halstead 2013). Wine consumer studies of drinkers from the developed countries have indicated that social demographic variables influence purchase and consumption of wine (Goodman, Lockshin, & Cohen 2008; Bruwer & Li 2007; Lockshin et al. 2009; Ogbeide & Bruwer 2013).

Social demographic indicators can situate consumers within the same age, education and income groups, yet they may have different interests and lifestyles (Ogbeide & Bruwer 2013). When the difference in culture or orientation of Nigerians and consumers in developed countries is considered, it is uncertain social demographic variables will influence wine consumption. Furthermore, though consumption of foreign branded wine is increasing, it appears consumers have not abandoned the taste for local wines. The availability of local wine such as palm wine is low and irregular, however Ajakaye (2015) opined that palm wine is still a drink with strong preference among young and old consumers in Nigeria. On these assumptions, the study sets out to deconstruct the factors that influence the Nigerian consumers' purchase of wine; particularly to determine the socio-demographic drivers of consumer behaviour towards wine. It is also the objective of this paper to determine the alcoholic beverage consumption patterns and preference. This study is important as the Nigeria wine market though growing is at infancy and understanding the drivers or characteristics that influence the behaviour of consumers is critical to the growth of this emerging market.

Literature Review

The value of wine

Li and Su (2006) noted wine as a social product whose choice can be influenced by its attributes, the consumption occasion and can serves as a medium of social self-expression. Hall et al. (2001) described it as an interesting product to study as consumers look for different attributes, or value the same attributes differently, depending on the circumstances in which the wine is meant to be consumed. Wine is full of aesthetic value and that the price differences in wine are largely unrelated to production costs or the wine connoisseurs report after blind tasting of wine and that even experts are at loss when it comes to describing and comparing different wines simply from the taste (Beckert et al. 2014).

Wine is perceived to be complex. It is perhaps best to argue that complexity is an intangible rather than a physical attribute. The complexity of wine has been studied not in relation to any physical aspect of it but the subtle qualities such as region, sub region, country of origin, the vintage, the grape variety or blend, the producer or the *négociant*, wine style, wine maker, and the specific vineyard that engage the consumers' interest (Lockshin et al. 2009). Therefore, the complexity of wine can be assessed by how much the effect the various wine elements, harmoniously knit together, impart a sensation that is intriguing, provocative and engages the mind or captures the consumers' interest (Mueller & Umberger 2009).

Earlier study by Koewn and Casey (1995) noted that the taste of wine is the most important value attribute considered by wine consumers. Cohen and Cohen (2011) exploring the relationship between taste and consumer choice of wine found that taste has a strong relationship with choice. So when taste cannot be assessed, it creates uncertainties which impact on consumer behaviour.

Wine consumers behaviour and social demographics

According to Tepper (2014), not only is wine consumption growing among the young people, they are also more experimental and especially willing to purchase imported wines. Therefore most consumers are no longer brand loyal. Ajakaye (2015) noted that the consumption of palm wine is not restricted by age and gender, it is popular among young adults through to the elderly ones.

Callinan and Ferris (2012) suggested that regular strength beer is the first choice of consumers in the age group 20 to 29 year old, closely followed by bottled wine, spirits and ready-to-drink (RTDs). However consumers in the age group 30 to 39 years considered bottled wine as their first alcoholic drink preference and it has continued to increase in popularity with the age group. Similarly a study indicated a relationship between income and types of alcoholic beverage consumption. Callinan and Ferris (2012) noted that bottled wine on average was consistently the most popular drink in all household income bands, followed by regular strength beer, spirits and RTDs and that the popularity of bottled wine increased as a function of increase in consumers' household income.

It has been reported that red wine consumers appear to be the more relaxed of wine drinkers. It was also found that those who drink red wine are more likely to have a degree, be married and drink more frequently than their white and rose wine-drinking counterparts (Tepper, 2014). White wine drinkers were found to be more content with their current job positions with little interest in climbing the corporate ladder. Red wine drinkers described themselves as confident, relaxed, strong and intelligent, whereas white wine drinkers chose terms like practical, bright, shy, quiet and reserved to describe themselves. Rosé drinkers called themselves loud, warm and charming (Tepper 2014).

Consumer wine assessment

How consumers form their preference for different wine brand can be dependent on how much knowledge of the product attributes at their disposal. Consumers use different measures to assess wines to determine its quality. Different grapes, vineyards, or countries have peculiar attributes that make wine different. For the most part, this individual difference results in unique characteristics imparted to the wine by geographic conditions, viticulture methods, and the winemaking process. To determine the uniqueness of attributes of wine (particularly taste), sensory evaluation is needed, making it an experience product (Chaney 2000; Ward 1996).

Some wine attributes can be subjective making it dependent on the consumer's degree of knowledge. Hence, consumers experience difficulties in processing the quality cues (intrinsic and extrinsic) relevant for determining good quality wine (Charters & Pettigrew 2006). While consumers can use intrinsic or extrinsic cues individually or collectively to facilitate the purchase decision process, extrinsic cues are considered lesser value cues, as altering them does not alter the product itself (Charters & Pettigrew 2006). The use of intrinsic – (or higher-level) cues has a strong link to product knowledge (Dodd et al. 2005). Therefore the use of intrinsic clues is dependent on the consumers' product knowledge which in turn determines the perceptions of the product itself with the likelihood of perceptual bias occurring (Charters & Pettigrew 2006).

Previous study indicated that external cues are the best available to a novice to assess wine quality. The low-product-knowledge-consumers can, for instance, use wine quality certificates as quality assurance, which in turn suggests that the consumer trusts their credibility as risk reliever (Charters & Pettigrew 2006). According to Hershey and Walsh (2001), Charters and Pettigrew (2006), Ogbeide et al., (2014a) and Johnson and Bruwer (2004), points of sales information like price, product label, expert advice from store personnel or other third parties such as friends and colleagues who have used the product, can be a surrogate for intrinsic cues.

Methodology

Data collection for this study was carried out using questionnaires. Nigeria is politically divided into six geopolitical zones - South-South, South-East, South-West, North-East, North-Central and North-West. Purposive sampling was used to pick three zones where there are no obvious religious barriers or restrictions on alcoholic beverage consumption. The selected zones were South-South, South-East and South-West. The selected cities for the survey were randomly sampled to determine where the administration of the questionnaire would be conducted. This resulted in selecting two cities from each of the three geopolitical zones. The randomly selected cities were Calabar and Port Harcourt for South-South, Lagos and Ibadan for South-West and Enugu and Onitsha for South-East.

In these cities, a convenience sampling method of intercept consumers at supermarket, wine retail stores, restaurants and bars was used to obtain 487 useful sample of wine consumers. The survey was conducted during the Christmas/New Year festival period. Period as this is likely to introduce bias into the survey. To avoid this element, it was essential to capture only real wine drinkers. The questionnaire included a screening question that indicated only consumers that have purchased or consumed at least a bottle of wine in every month in the last six months prior to the survey were eligible for participation. This criterion for selecting the survey participant was consistent with Bruwer and Li. (2007) description of a basic wine drinkers. Consumers purchasing wine for the first time were not surveyed as their intention for purchase and repeat purchase could not be guaranteed. Trained enumerators were used to collect the data. Five hundred questionnaires were completed by respondents but thirteen questionnaires that were improperly completed were discarded for either incomplete or inconsistent information. A total of 487 observations were used for data analysis for the study. The data was analysed for descriptive statistics and correlation. All the analyses were conducted using Stata 12 software.

Results and discussion

The results presented here consist of the demographic profile of the respondent consumers, their consumption pattern and preference. Included also is the relationship between social demographics and the frequency of wine consumption.

Characteristics of respondents

Figures 1-6 show the demographic profile of the consumer. Figure 1 indicates over 87% of the respondents were males and the rest were female. This result is skewed in terms of male representation. It can be inferred that the sources of the data collection may have influenced the male dominance of the sample. The data was collected at sales point and the males are known to be more involved in the purchase of alcoholic beverages despite both sexes involvement in the consumption. Most Nigerian homes are also headed by males who are often times the decision makers.

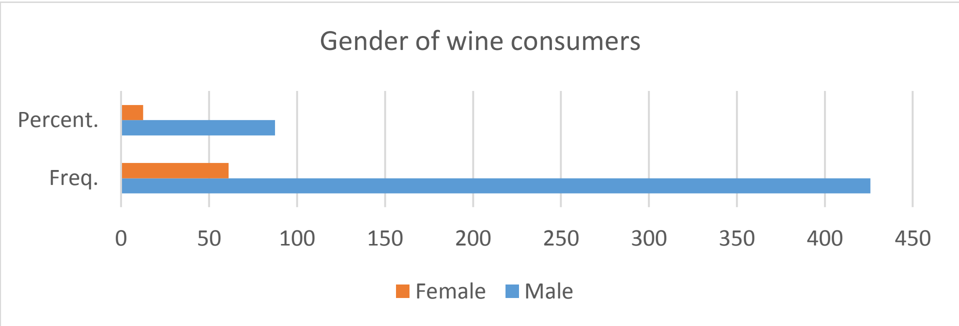

Figure 1. Gender of wine consumers

Figure 2 below represents the age distribution of the sample.

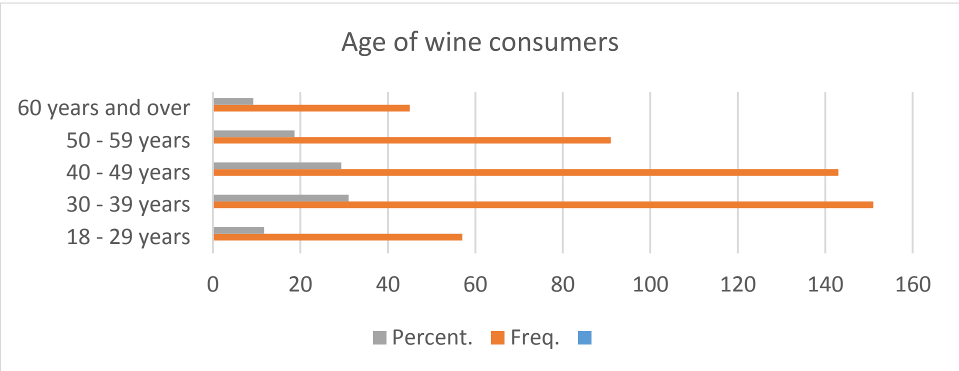

Figure 2. Age of wine consumers

The age group "30 -39 years" representing more than 31% of the sample was the modal group and the "60 years and over" age group had the lowest representation – less than 10% of the sample. This distribution pattern is consistent with other similar studies – Riviezzo et al (2011), Johnson and Bruwer (2003) where the younger adults were just starting to consume wine and the seniors quitting due to health concerns or changing lifestyle. The distribution of age group "30 to 39 years" in the survey was consistent with Callinan and Ferris (2012). Aside from this age group, generally consumers in the combine age group of 30 to 59 years represented a sizeable share of the wine market that can be targeted with appropriate marketing strategy.

The educational profile of the wine consumer indicates that baring less than 17% of the sample, all the respondent consumers in the survey have obtained tertiary education. Consumers with Bachelor degree/HND (Higher National Diploma) accounted for the highest number of wine consumers in the sample. The result supports the work of Riviezzo et al (2011) and Ogbeide (2014b).

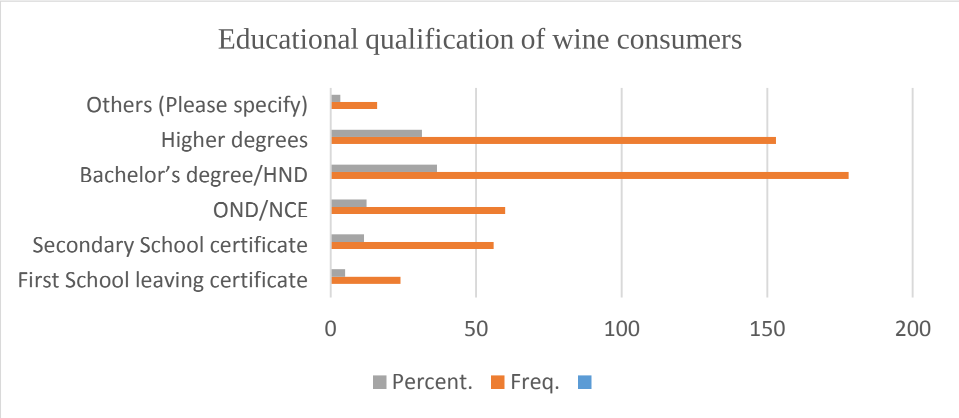

Figure 3. Educational qualification of wine consumers

The majority of the respondents, representing 23.61% were sole traders. Wine consumers involved in lecturing/teaching occupations represented 21.56% of the sample. While those in civil service accounted for only 18.07%, the 'others group' represented 16.43%, and in this group were homemakers, retirees and those currently unemployed as at the time of the survey. The occupational distribution of respondents also indicated that 7.39% of the respondents were in the Banker/Accountant group while the medical staff accounted for 4.11% of the respondents. The respondents in the engineering profession accounted for 8.83%. The distribution of the respondents across the various occupation also confirm that most wine consumers are educated people with enough income to sustain wine related lifestyle.

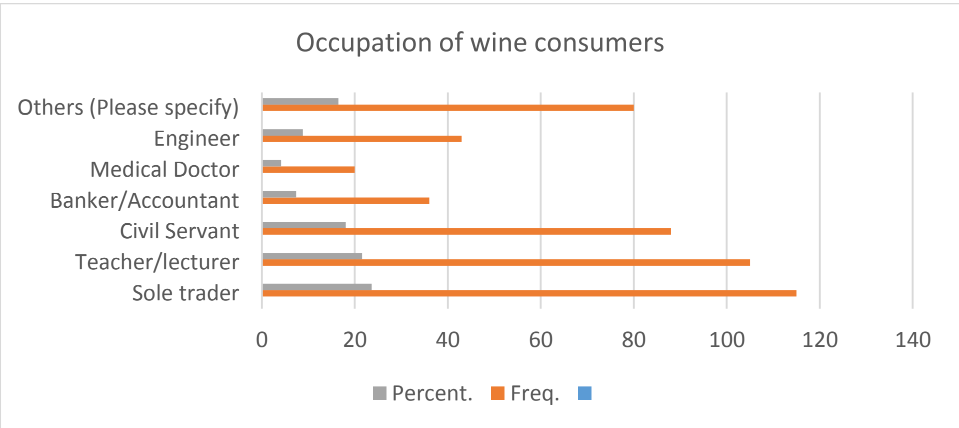

Figure 4. Occupation of wine consumers

Figure 5 shows that almost 69% of the respondents reported that they are married or cohabiting, 24.44% reported never being married and 5.34% were widowed. Respondents that were divorced constituted 1.64%. The result explains that married/co-habiting couple are more likely to be wine drinkers. This result supports Tepper (2014) that consumers that drink red wine are more likely to have a degree, be married and drink more frequently.

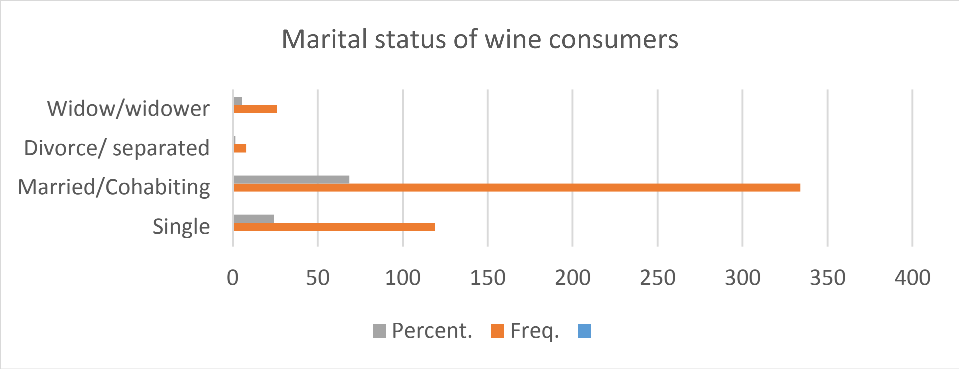

Figure 5. Marital status of wine consumers

In figure 6, the sample statistics indicates more than 41% of the respondents were on a monthly income of ₦340,000.00 and over.

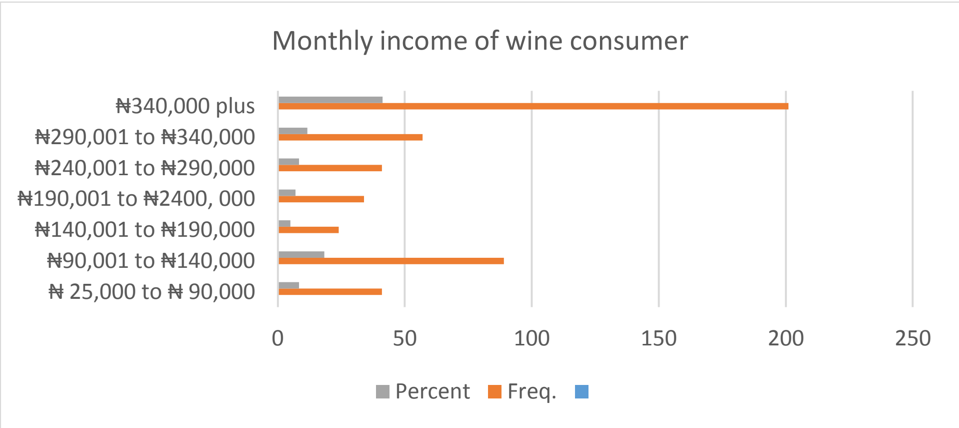

Figure 6. Monthly income of wine consumers

High-income earners have been found to be purchasers of high end products. It is inferred that the popularity of wine particularly the foreign brands has increased as a function of increase in the size of disposable household income. Therefore the preferences for other alcoholic beverages has decreased as high income householders switch to or drink more wine.

Education, occupation and income interact with each other to determine the purchasing power of consumers and willingness to consume wine. This demonstrates that, barring other hindrances, income is unlikely to be a major limitation to respondents' capacity to purchase wine. The income result was consistent with Hawkins, Del and Best (2003).

Consumption Patterns

How often do consumers drink wine?

The study sought to find out the frequency of wine consumption by the respondents and provided five options from which the respondents were asked to choose. The descriptive statistics of all the items related to the frequency of wine consumption is presented in Table 1

Table 1 Frequency of wine consumption. n=487

How often do you drink wine?	Frequency	Percentage
Every day	89	18.28
A few times a week	243	49.90
Once a week	57	11.70
Once a fortnight	35	7.19
Once a month	34	6.98
Others (Please specify)	29	5.95

The descriptive statistics shows that 18.28% of respondents consumed wine daily. The mode of the statistics which was 49.90% represented the respondents that consume wine a few times a week. Less than 12% of the respondents consumed wine once a week while 7.19% of the sample does so fortnightly. The group of respondents that only consume wine once a month represented less than 7% of the sample while almost 6% consumed wine once in a period longer than one month. This study outcome is consistent with the Ogbeide (2013)'s Australian study on the frequency of wine consumption. Aggregating the result, it revealed that almost 80% of respondents drink wine regularly, at least once a week and only about 20% of the respondents are irregular wine consumers with long interval between consumptions. This result suggests that there is a strong existing wine market that can be harnessed and grown into a huge viable market at both the producer and consumer levels.

Aside from determining the frequency of wine consumption, of interest was how much the consumers drink. The result shows that more than 54% of the consumers surveyed drink not more than five bottles of wine in a month. Consumers that drink 6-10 bottles of wine represented almost 27% of the sample while less than 10% of the surveyed consumers drink 11-15 bottles of wine in a month. Consumers that drink 16 bottles or more represented 9.03% of the sample. The distribution shows 81.10% of the sample as light to moderate wine consumers and less than 19% could be described as heavy consumers. This consumption pattern is not surprising considering that the Nigeria traditionally was not a wine consumer and the interest in the consumption and other interactions with the product will continue to grow as consumers' product knowledge increases. This accounted for the large number of light and moderate wine consumers. The light consumers of wine are those this study considered do not drink wine regularly and do not include wine as part of regular meal when they eat at home or those whose use of wine is restricted to hosting special guests occasionally or as a gift item for friends and business associates. There is a likelihood that light to moderate wine consumers drink more of other alcoholic beverages. Heavy wine consumers though represents a small fraction of the survey drink mainly wine in almost all consumption occasions including during meals at home.

Table 2 Wine consumption per month

Wine consumed	Freq.	Percent.
1 -5 bottles	265	54.41
6 -10 bottles	130	26.69
11-15 bottles	48	9.86
16-20 bottles	29	5.95
more than 20 bottles	15	3.08

Consumer preference: wine attributes

Consumers have preference for certain attributes of wine - colour, taste, 'country of origin', packaging, label, maker and grape/fruit type. Consumers surveyed were asked to rank these attributes in order of importance in influencing their purchase and consumption decisions. More than 59% of the respondents ranked taste as the most important factor influencing their purchasing and consumption decisions while less than 9% ranked it as the least important. The result supports Koewn and Casey (1995) that the taste of wine is the most important attribute considered by wine consumers. Wine is an experience product; it can best be assessed by consuming it.

Table 3 Ranking of wine attributes by consumers. n=487

Wine attributes	Ranking						
	1st	2nd	3rd	4th	5th	6th	7th
Colour	12.53	16.63	16.43	5.75	10.68	7.80	30.18
Taste	59.34	15.40	5.34	7.80	1.03	2.87	8.21
Country of origin	13.96	31.62	18.28	12.94	10.47	5.34	7.39
Packaging	4.93	4.52	12.73	16.63	26.28	17.66	17.25
Label	1.64	6.98	9.24	11.70	19.51	35.32	15.61
Maker	4.72	7.19	19.92	23.61	19.30	17.25	8.01
Grape/fruit type	3.08	18.07	17.66	21.15	13.14	13.76	13.14

During consumption, taste provides the best sensory guarantee of satisfaction and best describes the product inside the bottle. This result is consistent with Hultén (2012) and Jonis et al. (2008). It can be inferred from the result that more than half of the study sample are knowledgeable wine consumers; as they are able to use sensory attributes such as taste to determine their wine quality preference. This knowledge could have been acquired as a result of frequent use of the product which has created familiarity with it.

The 'country of origin' attribute ranked second in preference and was considered by more than 31% of the respondents as the most important decision factor in their wine purchase and less than 7% of the sample ranked it least important. This was not surprising considering that Nigerians generally have high taste for foreign product and manifest high social symbolism of ego and affluence. The attribute – wine maker ranked third in consumer preference; almost 20% of respondents ranked it as the most important factor that influence their purchase and consumption decisions while less than 9% ranked it as the least important. Less than 5.0% of the respondents indicated brand name as the most important factor influencing their purchasing decisions while 12.1% indicated otherwise. In summary, taste (59.34%) and country of origin (31.62%) represented the most important decision factors in the respondents' acquisition decision. Discussing the result further, taste, country of origin, wine maker ranked as the top three attributes that consumers consider when making purchase and consumption while colour, packaging and label were the least ranked. This result has implications for the wine the consumers buy and the strategy the marketers use.

Consumer preference: wine source, purchase outlet and alcoholic beverage type

Table 4 outlines the result of consumer preference for wine source, purchase outlet and alcoholic beverage type. Although 46.38% of the respondents preference imported/foreign made wine, almost 54% of the consumer respondents were ethnocentric; preferred locally made alcoholic beverages. This was indicated by the 30.80% of the respondents that preferred made in Nigeria wine and another 22.82% that preference natural/palm wine, sold as bottled, canned wine or in the traditional kegs.

This result presents a many sided information about the wine market. The market for the foreign made wine is growing and will continue to grow. Also existing is a strong preference for local wines that can translate into strong demand. Availability of natural palm wine in real commercial quantity and the quality of locally made wine have a serious consideration for the market. Ethnocentric consumers prefer homemade wine, this puts pressure on improving the quality to meet the standard comparable to the imported one. Some of the consumers that preference local wine may have unsuspiciously accounted for the foreign bulk wine as locally made. Bulk wine from overseas bottled in Nigeria and marketed as made in Nigeria could have influenced the high preference for local wine. Though the study could not confirm this assumption, it should be a subject of investigation. Preference for palm wine is of commercial interest despite the low production volume. Planting and exploitation of palm trees mainly for their wine value is important. Considering the suitability of the climate and soil for the production of palm trees, natural palm wine remain an area of potential for growth in the local wine market.

Table 4 Consumer preference: wine source, purchase outlet and alcoholic beverage type. n=487

Attributes	Percentage		
Imported/foreign made wine	46.38		
Made in Nigeria/local wine	30.80		
Natural/palm wine	22.82		
Purchase store - General liquor retail store		25.42	
Purchase store - Supermarkets		35.77	
Purchase store - Restaurants		14.25	
Purchase store - Bars or pubs		22.66	
Purchase store - Internet direct		1.91	
Alcoholic beverage consumed in the last 12 months - Red Wine			32.87
Alcoholic beverage consumption in the last 12 month - White Wine			20.40
Alcoholic beverage consumed in the last 12 month - Beer			27.77
Alcoholic beverage consumed in the last 12 month - Spirit			10.87
Alcoholic beverage consumed in the last 12 month - others			8.10

From a sales outlet perspective, Nigerian wine consumers buy wine from different sales outlets. More than 25% of those surveyed purchased wine from general liquor stores and more than 35% purchased wine from supermarket. Restaurant and bars/pubs were patronised by 14.25% and 22.66% of the survey respectively while internet purchase was the least patronised sales outlet with only less than 2% of the survey making wine purchase through that outlet. The result on sales outlets preference created two main market situations where more than 63% of the respondents purchased wine out of consumption environment while almost 37% purchased wine in consumption environment. It can be inferred that wine purchases outside consumption environment were influenced culturally as the country is known to indulge in celebrations – marriage, birthday, obituary, promotion or other sorts. Purchase of wine in consumption environment could have similarities in intent as those made in non-consumption environment, however it is a means to socialise, create and cement friendship, relax with friends and have a meal together. Consumption of wine in restaurants and bars creates and extends the social image of the consumers compared to beer.

In the last 12 months prior to the survey, more than 53% (red and white wine consumers) of the sample indicated that their preferred alcoholic beverage was wine while the rest of the sample preferred other types of beverages. In the sample, 32.87% of the respondents in the past 12 months preferred red wine and 20.40% preferred white wine. The reason why a large percentage of the sample preferred red wine was not known to this study considering that the respondent had indicated that colour is one of the least attributes that determine their wine choice (see Table 3).

Wine consumption and social economic indicators: correlation analysis

Table 5 presents the result of correlation analysis of the frequency of wine consumption and the social demographics of the surveyed consumers. The result indicated that aside from the gender, all other variables tested correlated with frequency of wine consumption and had positive significance. Educational level of the respondent consumers was significant positively at 1% confidence level. It indicated that educated consumers are more likely to purchase and drink wine and that the more educated wine consumers are, the higher the likelihood to consume wine more frequently. The assumption is not presupposing that with higher educational qualification, consumers become drunk rather there is a shift from the consumption of beer, spirit and RTDs in preference for wine. This assumption was supported when the variables – educational level of respondents was cross-tabulated against frequency of wine consumption, see Appendix 1. The outcome showed that majority of consumers with Bachelor/Higher National Diploma and those with higher degrees consumed wine every day or few times a week.

Table 5. Frequency wine consumption and social economic indicators. n=487

Social demographics	Partial Sum of Square	Degree of freedom	Mean of Square	F	Probability
Gender	0.86	5	0.17	1.58	0.166
Educational qualification	59.40	5	11.88	8.79	0.001***
Age	18.94	5	3.79	2.95	0.012**
Occupation	225.25	5	45.05	10.58	0.001***
Marital status	4.42	5	0.88	1.94	0.087*
Household Income	79.83	5	15.97	3.25	0.007**

*** = 1%, ** = 5% and * = 10%; confidence levels.

The age of the respondent consumers indicated a correlation with the frequency of wine consumption and was significant positively at 5% confidence level. All things being equal, age of the consumers impacts on the frequency of wine consumption. Appendix 2 shows the frequency of consumption pattern with the age of consumers; it indicated that more consumers in the combined age groups 30-59 years drink wine more frequently at least once a week. This age bracket constitutes the active employment group that includes business owners, professional, politicians and senior executives and captains of industries. This group of wine consumers is actively socializing in private or official capacity with friends, official guests and business associates. These fora afford them opportunities to use wine more frequently than the young and older consumers. However across all age groups, the 'few times a week' and "once a week" consumers represented a sizeable market of interest.

The occupation and household income of the respondent consumers indicated a correlation with the frequency of wine consumption and were significant positively at 1% and 5% confidence level respectively. Occupation and income can be positively related; consumers who are business owners or holding senior executive positions have high income. Occupation and income though not a precursor for wine consumption guarantee affordability that sustains frequency of consumption. The sample for this study was that of wine consumers; the distribution of the respondents across occupation and household income further supported the correlation as the majority of the consumers had high household income and were in high paid profession.

The marital status of wine consumers was noted to influence the frequency of consumption. Marital status of the respondent consumers indicated a correlation with the frequency of wine consumption and was significant positively at 10% confidence level. Wine is a beverage for relaxation, for family entertainment and consumed with meals. Most of these activities happen in home settings and would usually involve couples and friends of couples as this provide opportunities for interaction and consumption of few bottles of wine.

Conclusion

This study tried to create an understanding of the Nigeria wine market from the consumer perspective. The intent is to know the characteristics of the wine consumers and their preference which are important aspects of market analysis. The study established that the wine market has a large population of educated and highly paid consumers. The social demographic distribution of the respondents is an indication that it is a product consumed mainly by the 'middle class' through to the 'high class' members of the society. Therefore wine consumption mainly resides in the domain of these classes of the society members.

Consumers' preference for wine favours foreign wine whether imported as bottled wine or bulk - bottled and branded in Nigeria as local brand. However, the preference for the 'Made in Nigeria' wine and the local natural palm wine among consumers is strong. The 'Made in Nigeria' wine has poor perception relative to the imported ones. It is important to note that the ingredients are not the same. The majority of the imported wine were made from grapes and the local ones were made from pineapple and other non-grape fruits. The taste will never be the same as those made from grapes. There is the need to create brands out of them that are totally unique. This will disallow the comparison of the home made wine against the imported ones. This approach will help to eliminate the negative perception arising from comparison.

The natural palm wine despite the preference suffers from inadequacy in supply and unstable quality. Production of palm wine is hindered by lack of direct effort to grow palm trees for the wine. Production of palm wine has always come from backyard, wild palms or abandoned palm estates that have outlived their primary purpose. The wine lacks consistency in quality due to the natural condition it is exposed to, if not preserved. That makes the taste to continually change due to uncontrolled fermentation process. Preservation of palm wine is strongly encouraged to continue but must maintain the product as natural in taste as possible. Effort must be made to set a standard for defining and assessing the quality of palm wine such that the product is able to receive the real market value.

The study is not exhaustive; social demographic variables and consumer preference were analysed and reported as important to the wine market. However one of the determinant of purchase and consumption was not investigated – the role price in wine consumption pattern and behaviour. It is recommended that how price affects the Nigerian consumer wine purchase behaviour should be studied. The sample characteristics reported in the study are those of existing wine consumers. Social demographic characteristics alone may not reveal all about consumers. For example, wine consumers are people with high income but not all high income people are wine consumers. So it is pertinent to study the drivers or motivation factors of the wine drinkers so that strategy for marketing wine to real and potential consumers can be improved.

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Appendice

Appendix 1 Cross tabulation: Frequency of wine consumption (FREQ) and educational qualification (EDU) of wine consumers

	FREQ						
EDU	Every day	A few times a week	Once a week	Once a fortnight	Once a month	Others (Please specify)	Total sample
First School leaving certificate	0	12	8	4	0	0	24
Secondary School certificate	4	29	7	8	4	4	56
OND/NCE	9	26	12	5	8	0	60
Bachelor’s degree/HND	29	97	28	5	9	10	178
Higher degrees	43	72	2	8	13	15	153
Others (Please specify)	4	7	0	5	0	0	16
Total	89	243	57	35	34	29	487

Appendix 2 Cross tabulation: Frequency of wine consumption (FREQ) and age of wine consumers

	FREQ						
AGE	Every day	A few times a week	Once a week	Once a fortnight	Once a month	Others (Please specify)	Total sample
18 - 29 years	5	32	4	4	8	4	57
30 - 39 years	43	70	16	9	0	13	151
40 - 49 years	25	76	18	5	10	9	143
50 - 59 years	12	39	16	13	8	3	91
Total	89	243	57	35	34	29	487
60 years and over	4	26	3	4	8	0	45