

Full Length Research Paper

Knowing your customers to serve them better: Enduring involvement approach

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Geographic and demographic segmentation methods have often been considered as ineffective ways of segmenting markets as consumers within these segments have been studied to behave differently in buying situations. The purpose of this study is to segment wine consumers based on their level of enduring involvement. A convenience sample of 145 wine consumers was chosen and interviewed using questionnaires. A new enduring involvement measurement instrument scale to segment wine consumer market into low, moderate and high enduring involvement segments was developed and tested. Data was analysed using the PASW (SPSS) statistical software package. The results indicate that majority of wine consumers (58%) have moderate enduring involvement. Low enduring involvement consumers present 27% of the sample while 15% of the respondents are high enduring involvement consumers. The characteristic differences between the segments are detailed in the result.

Keyword: Consumers; enduring; involvement; marketers; market; motivation; segmentation motivation

INTRODUCTION

The focus of this paper is to aggregate the heterogeneous consumers into serviceable groups. Consumers are economic agents and the life wire of any business organization (Gligorijevic and Leong, 2011; Johnson and Kuehn, 1987; Shaharu, 2009) because they directly drive the overall health and stability of any business through the consumption of the products or services the businesses provide. Knowing how consumers search for information helps to define and direct promotion mix. Consumer demographic scope reveals among other things where they are located and whether they have sufficient income to purchase. Where consumers shop or buy product helps define the channel preferences. The value of the whole marketing mix and the urgency of consumer needs an understanding of what consumers perceive as alternative means of meeting needs, help in estimating their sensitivity to price (McCarthy, Perreault JR, Quester, Wilkinson, and Lee, 1994), quality and loyalty. Unfortunately the drivers or the motivation of consumers' needs and behaviours are not fully understood.

Knowing consumers involves performing due diligence on them in order to identify the drivers of their motives and actions and obtain the important details relevant to

the market (Bootzin, Loftus, and Zajonc, 1983). This process includes marketers having a clear understanding of not only the external characterisation of the consumer based on demographics, geographic or family life cycle but also internal characteristics such as culture, personality, self concept, psychographics and activities, interest and opinion (AIO) (Cahill, 2006). All these factors interact in a complex and dynamic manner to determine what consumers buy or where they buy and how much they pay. This makes the study of consumer behaviour an interesting aspect which the marketers must continually explore.

This paper attempts to use the enduring involvement instead of the general involvement concept as the basis for segmenting consumer market. The Enduring Involvement by definition and operations is the heart and soul of Involvement as a concept, refer to (Bloch 1981; Blotch, Sherrell and Ridgway 1986; Rothschild 1984 and Zaichkowsky, 1985). It is the durable, stable and on going motivational consumer-object relationship based on the inherent needs of the consumer. It drives the basis of arousal towards a product in order to meet or satisfy inherent needs of consumers. The choice of this approach is predicated on the assumption that the needs

the consumers satisfy with products are derived intrinsically and they are not easily discarded until they are realised. This is a very important concept that can be used to segment wine consumers, to which attention has not been devoted previously.

Background

Attempts have been made to understand consumers that is, . (Goodman, Lockshin, and Cohen, 2008; Grunert, 2002; Gutman, 1982; Kaynak and Kara, 2002; Lockshin, Mueller, Louviere, Francis, and Osidacz, 2009) and the complex decisions they make in the buying processes. Consumers have been identified to be heterogeneous individuals that show some similarities which enable them to be organised into aggregate of homogenous groups (Bruwer and Li, 2007; Bruwer, Li, and Reid, 2001; Constantinides and Duffie, 1996; Kotler, Armstrong, Brown, Adam, and Chandler, 2001). The concept of aggregating heterogeneous consumers into homogenous groups based on their similarity is referred to as market segmentation. Of interest is the use of the terms aggregation as oppose to consumers been divided into groups as is the view of some authors that is, . (Schiffman and Kanuk, 2006). They are heterogeneous and so cannot be divided onto sub sets. However similar consumers within the assorted population can be aggregated to form serviceable buyers groups referred to as segments and marketers target and position their products according to the number of serviceable segments.

Segmentation is a concept that is not static (Freytag and Clarke, 2001). Consumers can move within and between segments; therefore market segmentation programmes must be updated as frequently as the need arises.

Different methods of segmentation have been used, that is, geographic, demographic, product usage, adoption propensity and lifestyle that is, . (Bruwer and Li, 2007; Bruwer et al., 2001; Haley, 1984; Yankelovich and Meer, 2006) to identify consumers and group them into entities that can be targeted and served (Sharp, 1991). These previous approaches have some major limitations. For example, geographic segmentation classifies consumers and non consumers of alcoholic beverages into one segment as they all live in the same area. Demographic based segment may include consumers within the same age, education and income groups yet have different interest and lifestyle. These create inconsistency within groups that are deemed to be homogeneous and make the appropriate deployment of the right marketing mix difficult (Singh and Chandhok, 2010; Yankelovich, 1964). To be able to serve consumers adequately, it is crucial that the marketers have a good understanding of the consumers to the extent of being able to provide market offerings that continuously meet consumers' needs according to the

segment(s) they belong. This requires the conscious management of the motivation and market knowledge of the consumers (Davenport, Harris, and Kohli, 2001; Garcia-Murillo and Annabi, 2002). It is critical and incumbent on the marketers to understand the consumers' motivation, expectation, and preference for the products or services they use to meet their needs.

In general terms consumers tend to be motivated intrinsically or extrinsically by needs (Bootzin et al., 1983) and this can be expressed in terms of the involvement consumers display towards products and services. Involvement is defined as the arousal a consumer shows towards a product based on his or her inherent needs (Hupfer and Gardner, 1971; Zaichkowsky, 1985). Consumer involvement can be extrinsic or intrinsic (Andrews, Durvasula, and Akhter, 1990; Schiffman and Kanuk, 2006). It is extrinsic, when behaviour demonstrated is towards some external rewards and is usually referred to as situational involvement. When the behaviour that is undertaken is towards long-term goals or an individual's established preferences, it is considered to be intrinsically motivated (Bloch and Richins, 1983; Bloch, Sherrell, and Ridgway, 1986; Deci, 1975; Houston and Rothschild, 1978) and can be referred to as enduring involvement.

The situational involvement depends upon the external conditions such as occasion and special events that support it. Its persistence is only as long as the external events continue, and it varies with their magnitude (O'Cass, 2000). The primary role situational involvement plays is to exert an intrinsically motivated enduring involved consumer to express the arousal and extend the follow-up behaviour than he or she would normally do for as long as the occasion or event last. For example the series of jingles, advertisements, highlights and analyses preceding a football grand final event will cause a football enthusiast or club supporter to be more interested in every information and activity leading to and including the grand final match. Such individual could apply for a vacation leave from work to watch the grand final match live. Under the circumstance, the football grand final event has caused the football enthusiast to be more involved than he or she would normally be. For a non football enthusiast, the series of activities preceding the grand final will not cause an interest in watching the grand final. However if he or she does, it cannot be guaranteed that he or she will continue to watch football in the next season or becoming a team supporter. This ephemeral nature of the situational involvement makes its use for market segmentation unrealistic. Enduring involvement persists towards realisation of the needs despite some hurdles such as adequacy or accuracy of information.

The concept of enduring involvement as a variant of involvement was first studied by Houston and Rothschild (1978) and Bloch and Richins, (1983). It is by definition and operations, the heart and soul of Involvement as a concept. The findings of Houston and Rothschild

showed a relationship between the relevance of or the preference for a product and the personal values of the consumer. This relationship emphasises the emotional link in the product's ability to reflect the personal values such as interest, self-image, pleasure and lifestyle of the consumers, as a going concern. This was corroborated by the studies by (Bloch and Richins, 1983; Bloch et al., 1986) that product relevance motivates because it is related to self-image.

The enduring involvement of consumers with products varies (Laurent and Kapferer, 1985). Some products are high involving that is, wrist watch, car or wine and others could be low that is, . Uncooked pasta, Notebook paper or Toilet bowl cleaner (Martin, 1998). Consumers show different levels of involvement to product based on the relevance of the needs they satisfy. Products that meet the needs of self-image, pleasure, lifestyle or serve as a social symbol to the consumer create more arousal and motivate the consumer to act (Beerli, Díaz, and Pérez, 2002; Bruwer and Li, 2007; Martin, 1998; Rosenberg, 1989; Sirgy, Grewal, and Mangleburg, 2000).

To develop appropriate market strategy, it is important and has become of interest to know the level of consumers' enduring involvement with different products. A two level (Low or high) classification (Lockshin and Spawton, 2001) and a three level (high, low or a continuum) classification (Hollebeek, Jaeger, Brodie, and Balemi, 2007; Mittal and Lee, 1989; Sridhar, 2007) have been suggested. Researchers like (Traylor, 1983) suggested it to be a continuum. For some products such as salt and sugar, the involvement will be low as the value of the relevance to consumers cannot be enhanced.

The purpose of this study is to segment the market by the level to which consumers are enduringly involved with products and importantly, explores the usefulness of the segments characteristics for market targeting, communication and product positioning.

Wine consumer market has been chosen for segmentation in this study. The choice of wine market is based on the complexities surrounding wines as product. It is a product that means different thing for different consumers within and between contexts. It plays a significant role in social events; in mourning or joy. It is being used for toasts to successful business agreements and of great relevancy at many private social occasions (Koewn and Casey, 1995). It is consumed at home with good meals, in company of friends and/or colleagues at formal or informal dinner occasions, at restaurants, social situations, outside of home, relaxing privately at home, drinking at the pub, wine tasting, wine clubs and special celebrations (Bruwer et al., 2001; Quester and Smart, 1998).

METHODOLOGY

This survey was carried out in metropolitan Adelaide, Australia. Cost, distance and time considerations were

very crucial in the selection of sampling method. A convenient sample of 145 respondents yielded 140 useable surveys. It was made up of wine drinkers surveyed in some of the wine stores and wine consumers surveyed in a focus group discussion unrelated to this study. Each of the respondents was chosen on the premise that they purchase or consume at least a bottle of wine in a typical month (Bruwer and Li, 2007) by using screening question.

The choice of questionnaire as a means of eliciting information from respondents was to achieve the conversion of research objectives into specific questions, keeps respondents motivated to complete the questions, serve as a record, speed-up the process of data analysis, for reliability, consistency and avoidance of bias (Siniscalco and Auriat, 2005). The questionnaires consisted of demographic and behavioural statements. The questionnaire contained 43 behavioural statements.

The 43 items were constructed into a 7 point Likert scale questionnaire. Some of the behavioural statements used in the questionnaire were adapted or adopted from previous proven questionnaires and the rest were designed with conceptual structures from literature reviewed. The questionnaires were administered to elucidate the demographic and behavioural details from respondents.

The Exploratory Factor Analysis (EFA) using principal component analysis method was used to explore the data for the kind of factors that account for the covariation between the variables. The statistical assumptions were that the measure of sample adequacy (MSA) for each variable and the overall test will exceed .50. Every variable with less than .50 will be eliminated from factor analysis one at a time starting with the one with the lowest value. Also there must be good indication of the existence of correlation among the variables if analysis is to be done. The Bartlett's test of sphericity was used to assess correlation among variables in the matrix at statistical significance of $< .05$ (Hair, Black, Babin, and Anderson, 2010). Scale reliability and construct validity tests were also carried out.

The segmentation followed a two-stage process where the first stage involved segmenting the wine consumer market by the level of involvement.

The second stage was the characterisation of the derived market segments.

To segment the consumers, the Hierarchical cluster analysis using Ward method was used to segment the respondents on the premise that consumers display different level of Enduring Involvement for products and that it can range from low through moderate to high Enduring Involvement depending on the hierarchy of the need the product is to satisfy. The ward method involved the use of sum of squares within the clusters summed over all variables. All the analyses were done using PASW (SPSS) statistical software package.

Table 1: Descriptive statistics of the demographic variables

| Demographic variables | Number sample | in Percentage |
|---|------------------|------------------|
| Gender | | |
| Male | 85 | 60.7 |
| female | 55 | 39.3 |
| Age group | | |
| 18 - 24 years | 11 | 7.9 |
| 25 - 28 years | 12 | 8.6 |
| 29 - 34 years | 15 | 10.7 |
| 35 - 40 years | 27 | 19.3 |
| 41 - 45 years | 16 | 11.4 |
| 46 - 54 years | 28 | 20.0 |
| 55 - 65 years | 25 | 17.9 |
| 65 + years | 6 | 4.3 |
| Educational Status | | |
| School Leaver's Certificate | 4 | 2.9 |
| Higher school certificate | 19 | 13.6 |
| Technical and further education certificate/diploma | 22 | 15.7 |
| Bachelor's degree | 34 | 24.3 |
| Graduate/Postgraduate diploma | 27 | 19.3 |
| Masters degree | 22 | 15.7 |
| Doctorate degree | 6 | 4.3 |
| Other | 6 | 4.3 |
| Marital status | | |
| Married or cohabiting | 101 | 72.1 |
| Divorced | 7 | 5.0 |
| Widowed | 6 | 4.3 |
| Separated | 5 | 3.6 |
| Single | 21 | 15.0 |
| Occupation | | |
| Sales and service | 7 | 5.0 |
| Management and professional | 40 | 28.6 |
| Warehouse and distribution | 1 | 0.7 |
| Engineering and design | 27 | 19.3 |
| Clerical and administrative | 30 | 21.4 |
| Education | 35 | 25.0 |
| Other | 0 | 0.0 |
| Household annual income | | |
| ≤ \$25,000 | 3 | 2.1 |
| \$25,001 to \$50,000 | 25 | 17.9 |
| \$50,001 to \$75,000 | 31 | 22.1 |
| \$75,001 to \$100,000 | 32 | 22.9 |
| \$100,001 to \$150,000 | 32 | 22.9 |
| \$150,001 to \$200,000 | 5 | 3.6 |
| \$200,000 plus | 12 | 8.6 |

RESULTS

The descriptive statistics of the social demographic variables

Table 1 shows the descriptive statistics of the social demographic variables of the respondents.

The descriptive analysis of the demographic variables indicates skewness in favour of the males gender-wise (60.7%). The sample–age group distribution is fairly consistent with previous studies that is, . (Bruwer and Li, 2007; David, 2007). Less than 17.0% of respondents do not have tertiary qualification and more than 72% are either married or cohabiting. In terms of occupation, Respondents in the education occupation represent the

modal group – 25% for sample. Sample annual household income has bi-modal respondents' groups - \$75,001 to \$100,000 (22.9%) and \$100,001 to \$150,000 (22.9%) of the sample.

Factor analysis

From the EFA result, the measure of sample adequacy (MSA) for each variable and the overall test exceeded .50 indicative of the existence of correlation among the variables. The Bartlett's test of sphericity proved correlation among variables in the matrix at statistical significance of < .05 (Hair et al., 2010). The importance

Table 2: Exploratory Factor Analysis; Variance Extraction.

| Factors and adaptation sources | Enduring involvement dimension | Variance extracted |
|---|--------------------------------|--------------------|
| I am willing to spend over \$25 on a bottle of wine (derived from literature review). | Self-image /sign value | 0.641 |
| I drink wine because I like the taste. (Adapted from previous questionnaire). | Self-image /sign value | 0.658 |
| I will still drink wine even when price goes up (derived from literature review). | Self-image /sign value | 0.655 |
| I drink wine because I like the taste. (Adapted from previous questionnaire). | Self-image /sign value | 0.658 |
| Wine is my first choice alcoholic beverage (derived from literature review). | Self-image /sign value | 0.540 |
| I am confident in my ability to choose wine in a liquor store (Adapted from previous questionnaire). | Self-image /sign value | 0.682 |
| I always match my food and wine (Adopted from previous questionnaire). | Pleasure /Interest | 0.768 |
| The wine I buy is important to me (derived from literature review) 2001). | Pleasure /Interest | 0.651 |
| I spend about one hour shopping for wine (derived from literature review). | Pleasure /Interest | 0.565 |
| The vintage of a wine is important to me (Adapted from previous questionnaire). | Pleasure /Interest | 0.652 |
| I buy wine from wine specialty stores (Adapted from previous questionnaire). | Lifestyle/ enjoyment | 0.509 |
| I have a collection (24 bottles or more) of wines I keep for future consumption (Adopted from previous questionnaire). | Lifestyle/ enjoyment | 0.659 |
| I enjoy aged wines and often cellar red wines for future consumption (Adapted from previous questionnaire). | Lifestyle/ enjoyment | 0.631 |
| I have visited several cellar doors or attended wine tasting events in the past six months (Adopted from previous questionnaire). | Lifestyle/ enjoyment | 0.555 |

Note: Extracted variance of 0.50 and above indicates good item correlation to the construct it represents.

of this test is that it indicates the strength of the relationship among the variables.

Cronbach's alpha measured of reliability of the scale items for the various dimensions of enduring involvement. Each dimension had a Cronbach's alpha of more than 0.70. A score of 0.70 and above is indicative of a good scale (Hair et al., 2010).

The EFA result also shows 15 variables indicating Enduring Involvement. These variables were accepted based on their factor loading of .50 and above. Though factor loading of .30-.40 represents minimum acceptance, for practical significance, a loading of .50 and above was applied to the factors (Hair et al., 2010).

Crossed loaded variables with less than .50 loading were eliminated.

Reliability test was also carried out for each variable that represents the Enduring Involvement using Cronbach's alpha. All the variables have Cronbach's alpha of more than .800, the item-to-total correlation is more than .50 and inter-item correlation exceed .30. The Cronbach Alpha outcome is consistent with (Nunnally, 1979; Peter, 1979) that Cronbach Alpha of .70 is a good measure of reliability. The acceptance of inter-item and item-to-total correlations outcomes for internal consistency was supported by (Peter, 1979; Robinson, Shaver, and Wrightsman, 1991). The result indicated

Table 3: Outcome of cluster analysis (segmentation)

| Level | Number of respondents | Proportion |
|----------|-----------------------|------------|
| low | 38 | 27% |
| Moderate | 81 | 58% |
| High | 21 | 15% |
| Total | 140 | 100% |

Note: Three clusters (segments) identified

Table 4: Characteristics of the identified clusters (segments)

| Enduring Involvement variables used to cluster the respondents | Low EI mean | Mod. EI mean | High EI mean |
|--|--------------------------------|--------------|--------------|
| | Personal consumption per month | 2.20 | 4.70 |
| How often do you drink wine | 3.40 | 2.00 | 1.45 |
| Average percentage of wine consumed in relation to total alcohol beverage intake | 17 | 73 | 94 |
| I seek to further my wine knowledge | 4.10 | 5.08 | 5.55 |
| I buy wine from wine specialty store | 1.85 | 4.18 | 4.82 |
| The vintage of a wine is important to me | 2.25 | 4.40 | 4.45 |
| I am willing to spend over \$25 on a bottle of wine | 2.15 | 4.64 | 5.72 |
| I drink wine because I like the taste | 4.50 | 6.27 | 6.46 |
| I enjoy aged wines and often cellar red wines for future consumption | 2.40 | 4.93 | 5.91 |
| I have a collection (24 bottles or more) of wines I keep for future consumption | 1.40 | 5.08 | 6.36 |
| I always match my food and wine | 2.10 | 4.61 | 5.46 |
| The wine I buy is important to me | 3.70 | 5.44 | 6.36 |
| I spend about one hour shopping for wine | 1.55 | 2.97 | 3.72 |
| Wine is my first choice of alcoholic beverage | 3.20 | 5.13 | 6.45 |
| I will still drink wine even when price goes up | 4.15 | 5.60 | 6.18 |
| I have visited several cellar doors or attended wine tasting events in the past six months | 1.7 | 4.5 | 5.3 |
| I am confident in my ability to choose wine in a liquor store | 3.75 | 5.61 | 6.46 |
| I often BYO wine to restaurants, cafes and/or pubs | 1.75 | 4.08 | 5.64 |

Note: EI means Enduring Involvement.

'How often do you drink wine': the values assigned are the mean of number codes assigned to the options relating to 'How often do you drink wine'? 3.40 = Drink once a week or less; 2.00 = Drink a few times a week or less; 1.45 = Drink daily or less

good internal consistency among the variables used in the study.

Validity test was carried out based on the conceptual and empirical results of previous works on enduring involvement. Externalising Enduring Involvement, (Bloch et al., 1986; Richins and Bloch, 1986) posit that enduring involved consumers will demonstrate behaviours related to their involvement. This approach of measuring construct validity is in line with Hair et al., (2010). The result of the factor analysis was compared to the previous work of Ogbeide and Bruwer (2013) and was found to be congruent conceptually.

The result of the cluster analysis revealed three distinct groups of wine consumers. They include low, moderate and high Enduring Involvement consumers.

The segmentation conforms to the general literature of level of involvement that is, (Hollebeek et al., 2007; Mittal and Lee, 1989; Sridhar, 2007). Of importance, apart from the level, is the proportion of consumers in the various groups or segments.

High Enduring Involvement wine consumers represents 15 percent of the respondents, 58 percent are moderate while 27 percent are low enduring involved consumers (Table 3).

Characterisation of the segments

In table 4, the consumption and the frequency of consumption parameters were added to behavioural items and their representative mean in the identified

segments were used to discriminate among the segments and express their characteristics. The addition of the demographic detail is consistent with wine consumption involvement (Hair et al., 2010)

Low Enduring Involvement wine consumer (Wine Beginners)

This group represents 27% of the respondents. They are mainly males between the age 18-40 years and on average, consume only 17% of wine in relation to total alcoholic beverage consumption. This group cut across all educational strata and is mainly low to medium income earners. The consumers in the group drink wine once a week with average consumption of two bottles of wine in a typical month. Average household spending on wine is about \$50 AUD in a typical Month and by style consumes 39% White wine, 48% red wine and 15% sparkling wine. They seek basic information about wine to make decision in a buying situation and rarely buy from the specialty wine stores. They are not overly concern about attributes of wine but they like the taste. The vintage or cellaring of wine for future consumption is not of interest to them. They don't attach symbolic meanings to wine and are not concerned with wine related lifestyle. They usually do not complement their food with wine and will continue to drink low price wine even when there is an increase in price. For this segment, wine is not their primary alcoholic beverage.

Moderate Enduring Involvement wine consumer (Enthusied wine consumers)

This group (58% of respondents) consists of consumers with moderate product preference. This group is a mix of males and females mainly in the age group of 29-65 years and on average consume 73% of wine in relation to total alcoholic beverage consumption. This group consist mainly of tertiary educational qualification holders and is mainly medium to high income earners. These consumers usually drink a few times in a week with an average consumption of about five bottles of wine in a typical month. Average household spending on wine is about \$100 AUD in a typical Month and by style consumes 29% White wine, 49% red wine and 16% sparkling wine. They seek information about wine to enhance their confidence to make informed choice in a buying situation. They occasionally patronise specialty wine stores. They are interested in attributes of wine; more importantly they like the taste. They consider the vintage of wine as important, cellar wine for future consumption and like wine related lifestyle. They seldom complement their food with wine and may continue to consume wine in the medium price point even when there is an increase in price within the range. For this

segment, wine is a major alcoholic beverage of consumption.

High Enduring Involvement wine consumer (Die hard wine consumer)

This group constituted 15 of the respondents that usually drink wine daily with an average consumption of 12 bottles of wine in a typical month. This group comprises mainly of males in the age group of 35-65 years and on average consume 94% of wine in relation to total alcoholic beverage consumption. This group consist mainly of tertiary education graduates with higher degree and is mainly high income earners. Average household spending on wine is about \$240 AUD in a typical Month and by style consumes 25% White wine, 65% red wine and 7% sparkling wine. They are confident and seek more information about wine which enables them to consume more varieties of wine and also extend the knowledge of wine to other consumers. They reasonably patronise specialty wine stores. They are interested in the attributes of wine; more importantly they like the taste. They consider the vintage of wine as important and cellar wine for future consumption. They usually complement their food with wine and will BYO (bring your own) wine to a restaurant to ensure the consumption of quality wine with friends or family. They usually will buy wine in the high price point and will continue to purchase even when there is an increase in price. For this segment, wine is their first choice alcoholic beverage.

DISCUSSION

The segmentation of consumers based on their Enduring Involvement is a deviation from the previous geographic, price, demographic, geodemographic, benefit sought, product usage and psychographic segmentation methods. This method entailed the use of the relevance of a product to the inherent needs of the consumers.

The study with wine shows that only 15% of wine consumers surveyed are high enduring involved and 27% are low. There are moderately enduring involved accounting for 58% of wine consumers. The moderate involved consumers are very unique and the position they occupy can be considered as a migration or transition one. The direction of the transition is not certain (i.e. whether they are low involved consumers transitioning to high enduring involvement or the high sliding down to low).

Across the three segments are certain attributes that are peculiar to them all; information (knowledge) seeking, the taste of wine and attitude towards price. It shows the consumers' understandings of some of the circumstances that may occur when these attributes are

not known or sort that is, . high perception of risk, difficult assessment of product quality or the appropriate price to be paid.

The desire of the consumers in the three segments to acquire knowledge estimates the benefits and the flow on effect to the market. The low enduring involved consumers seek basic knowledge about wine to be able to be effective in the buying and consumption situations. The information about taste, price and store could be sufficient for such consumers. For the high enduring involved consumers, they tend to seek more than just the information to make purchase. They are experimental variety seekers and are interested in the information that promotes consumption of different varieties of the product. Apart from having the knowledge of the diverse intrinsic and extrinsic product qualities, they tend to pursue interest in wine and wine related lifestyle such that they cellar wine at home, visit cellar doors, join wine clubs and engage in wine tourism.

The moderate enduring involved consumer segment appears a complex one, the direction of movement of the consumers in this segment is not certain. It consists of a mix of consumers with moderate product preference transitioning to high enduring involvement or reversing from high to low due to changes in life circumstances or availability of preferred alternatives. It also includes those wanting to know more about wine and those whose interest in wine is dwindling. In other word, it is a group where some consumers are interested to get more information and some that have the information but not keen to improve on them or use them.

The high enduring involved consumers consume more in terms of frequency and number of bottles in a typical month and are more willing to purchase wine at a higher price point. The percentage from this study is 15 and there are 58% of consumers in the transitioning zone. The transitioning consumers should be more concerning to the marketers. Effort should be made therefore to make sure that the highly involved consumers remain at that level and the moderately involved consumers motivated to become highly involved.

As some of the objectives of marketing are to sell and make profits, it is of interest for marketers to ensure the retention of the high enduring involved consumers, motivate the other segments to become highly involved. This could be by creating strategies that motivate or appeal to the emotion of the consumers. Different food and wine programs that deal with foods and wines complementarities should be encouraged. Also it will be of benefit to include appropriate foods and their recipes in wine package. It will serve to provide information and enhance the buying and consumption experiences. Overall segmenting consumers by their enduring involvement with wine will enables the wine retailers to know their customers better and influences their product positioning and targeting strategies.

CONCLUSION

There are many segmentation typology used to aggregate consumers into different groups usually referred to as segments. In this study, the enduring involvement has been used to segment consumer market. This approach relies of the relevancy of a product to inherent need of the consumer. In order to operationalise the study, wine consumers have been used. Past studies have shown that there are products that are low involving that is, products routinely purchased; Toilet bowl cleaner or Exercise Notebook and so are some that are highly involving such as cars or a luxury home (Martin, 1998). Therefore using this method for segmenting low involving products may not be necessary.

When market is segmented by Enduring Involvement, it provides the marketers with opportunity to extend to the various consumer segments the appropriate communication strategy by targeting and positioning the viable segments differently. The marketers are able to package products for the different segments as bundles inclusive of information, enjoyment and experience in accordance with the marketing needs of the different segments. This will assist in providing the consumers with the necessary information that will aid and enhance the making of purchase decision by the consumers. It will motivate and deepens the relevancy of the product in the eye of the consumers thus maintaining and/or increasing the level of Enduring Involvement of consumers.

From the marketing perspective, consumer aggregation should drive market understanding and provide a base for a more efficient brand development. This method of market segmentation is particularly valuable given the increasing importance of knowing the consumers to be able to serve them well. Enduring involvement-based segments provide a fundamental understanding of what product portfolio opportunities exist, how products should be communicated and delivered and how a successful brand development strategy can be designed and implemented.

This study is exploratory. The sample size of 140 respondents may not be large enough to make a generalisation on a population. A large sample size is recommended for future study. An empirical verification is also necessary to validate the study. The operationalisation of the study was done with wine consumers and the derived segments' characteristics cannot be used to generalise for other consumer markets.

From a managerial perspective, the marketing requirements of the different segments are not the same. So a one strategy fix all approach will not be able to motivate consumers from low through to high enduring involvement. When targeting, positioning and

communicating a marketing strategy such as risk reduction, marketers should have good understanding of the instrumental involvement and other motivational factors of the consumers. Managerial understanding of the roles a product plays in the life of consumers and where product value seats in the hierarchy of the consumers' need is very important. A consumer seeking rental accommodation with an ocean view for instance is likely to be satisfying a higher social need of self esteem and not the basic need of a roof over his or her head.

The different levels of Enduring Involvement characterisation show the distinctions among the segments; in terms of knowledge, product relevancy and the demonstrated behaviours. It is important that when communicating to consumers, the strategies to be adopted are appropriate to each segment such that they enhance marketer's competitive position by providing direction and focus for targeted advertising, new product development and brand differentiation, customised and niche marketing strategies.

It will be of future research interest to undertake a broader national and possibly a trans-national segmentation of consumers by Enduring Involvement using a different methodology and analysis techniques.

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