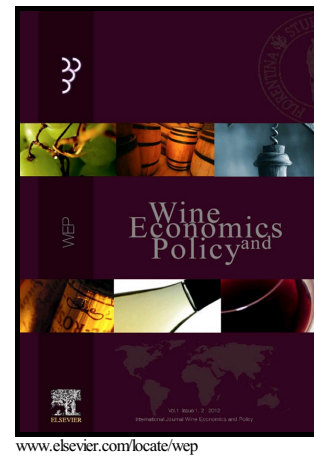


## Author's Accepted Manuscript

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PII: S2212-9774(17)30020-0  
DOI: <http://dx.doi.org/10.1016/j.wep.2017.09.001>  
Reference: WEP90

To appear in: *Wine Economics and Policy*

Received date: 13 March 2017  
Revised date: 18 July 2017  
Accepted date: 5 September 2017

Cite this article as: Eugenio Pomarici, Marco Lerro, Polymeros Chrysochou, Riccardo Vecchio and Athanasios Krystallis, One size does (obviously not) fit all: using product attributes for wine market segmentation, *Wine Economics and Policy*, <http://dx.doi.org/10.1016/j.wep.2017.09.001>

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One size does (obviously not) fit all: using product attributes for wine market  
segmentation

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## Abstract

The intense competition affecting the wine industry in recent decades has forced wineries and retailers to reshape their marketing strategies on the basis of consumer preferences. The current study aims to identify such preferences and the effects they might have in influencing consumer decisions. Preferences for different wine attributes as well as the psychographic traits of respondents were revealed through a web-based questionnaire administered to 504 wine consumers living in the wider metropolitan area of New York. Best-worst scaling (BWS) was used to detect consumer preferences for eleven wine attributes. Based on individual best-worst scores, a latent

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