# Lausanne 2024 Abstract Submission

**Title**  
Unveiling Wine and Cannabis Consumption Motivations: A Segmentation Study of Wine Consumers in Germany

**I want to submit an abstract for:**  
Conference Poster Session

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**Keywords**  
Consumer behavior, wine, cannabis, cluster analysis

**Research Question**  
Segment wine drinkers by consumption motives.  
Profile wine drinkers using cannabis by cannabis consumption motives.  
Uncover, potential substitutes or complement relationship between wine and cannabis among different wine consumer groups.

**Methods**  
A factor analysis with a varimax rotation was performed to reduce the number of variables. Hierarchical cluster analyses were performed to identify consumer segments.

**Results**  
The analyses revealed the presence of four consumer segments with different attitudes toward wine and motives for wine consumption namely adaptive conformists, expansive strategists, self-conscious hedonists, and ambivalent...
Abstract
In Germany, a significant consumer market and the world's largest wine importer, wine holds a cherished place as part of its intangible cultural heritage. Nonetheless, recent years have seen a decline in wine consumption. Additionally, amidst efforts to combat cancer by the European Parliament, the consumption of alcoholic beverages, including wine, is under scrutiny.
Simultaneously, there has been a noteworthy rise in cannabis use among young adults in Germany, with strides toward its legalization. To tackle associated concerns, the German government plans to legalize marijuana for adults aged 18 and above by April 1, 2024. This move aims to regulate quality, deter contamination, safeguard minors and consumer health, and diminish black market influence.
Supporters of cannabis legalization argue that it could serve as a substitute for the misuse of alcohol and other drugs, potentially leading to positive outcomes and cost savings if cannabis proves to have fewer detrimental public health effects compared to alcohol and other substances. However, there is also a plausible concern that cannabis and alcohol may complement each other, suggesting that the legalization of cannabis for nonmedical purposes among adults could result in increased alcohol consumption potentially leading to additional public health and safety concerns.
Understanding the relationship between alcohol and cannabis is pivotal in anticipating the broader impact on public health amid evolving substance use policies, especially with the increasing acceptance of cannabis. While both substitute and complement cannabis-alcohol relationships are supported, micro-level individual data to validate these relationships remains scarce, predominantly relying on macro-level economic or epidemiological data. Hence, there is a crucial need to investigate the motives, frequencies, and situations of wine consumers who use cannabis to comprehend the link between cannabis and wine consumption. Additionally, the scarcity of research on cannabis-alcohol substitutability/complementarity, particularly for wine, underscores the importance of this study. Consequently, this research endeavors to segment wine drinkers based on their wine consumption motives, profile wine drinkers who use cannabis to understand their cannabis consumption motives, situations, and frequencies, and unveil the substitute or complement relationship between wine and cannabis consumption frequency among various consumer groups.

The study employs Cooper et al.'s (2015) framework to guide its exploration of the diverse motivations behind wine and cannabis consumption. It extends this framework by interpreting how different consumer segments engage with these substances. The study operates under the premise that motivations for using wine and cannabis vary across different consumer groups, emphasizing the importance of understanding these distinctions.

Online surveys were distributed to a representative sample of German wine drinkers aged 20 to 60, with 523 respondents, including 215 cannabis users, completing the questionnaires. The survey assessed wine consumption motives using the Drinking Motives Questionnaires (DMQ) and cannabis consumption motives using the Marijuana Motives Measure (MMM).

Wine consumption habits varied, with over 40% reporting drinking white wine once a week or several times a month, and over one-third drinking wine several times a year. Concurrently, nearly 40% of respondents reported both frequent and occasional cannabis use, with approximately 22% using cannabis several times a week and 18% using it several times a month.

The study identified four consumer segments with varying attitudes toward wine and motives for consumption: adaptive conformists, expansive strategists, self-conscious hedonists, and ambivalent drinkers. These segments shed light on the motivations driving both wine and cannabis consumption, primarily emphasizing positive reinforcement, social interactions, and well-being. Both wine and cannabis are often used to bolster social interactions and well-being, reflecting findings in existing literature on alcohol and cannabis consumption.

The analysis identified three main dimensions among consumer segments. The first two, adaptive conformists and expansive strategists, emphasized negative reinforcing motives like coping and conformity. In contrast, self-conscious hedonists focused on positive reinforcing motives such as socializing and enhancement, while ambivalent drinkers showed less clear wine consumption motives.

Furthermore, both adaptive conformists and expansive strategists displayed the highest endorsement of self-focused enhancement, expansion, coping, and other-focused socializing for both wine and cannabis consumption, along with the highest frequency of use. This aligns with previous research linking frequent alcohol consumption to enhancing positive emotions and socializing, particularly in social settings like parties and bars.

The high frequency of wine and cannabis consumption among adaptive conformists and expansive strategists, who often consume alcohol for coping, reflects the co-use of alcohol and cannabis. This "drinking-to-cope" behavior,
associated with managing negative emotions, extends to cannabis use, indicating a positive correlation.
The frequent consumption of wine and cannabis among adaptive conformists and expansive strategists suggests complementarity, as daily cannabis use has been linked to higher daily alcohol intake and more frequent alcohol consumption overall.
Self-conscious hedonists, the third identified segment of wine consumers, have a lower frequency of wine consumption compared to other clusters. When they do consume wine, it is driven by positive reinforcement motives like socializing and enhancing well-being, particularly among older respondents in this group who turn to wine to improve their overall well-being.
Finally, ambivalent drinkers consistently show the least interest in wine and lack clear motives for cannabis consumption, with minimal emphasis on social or enhancement reasons. Despite this, they exhibit frequent cannabis consumption alongside adaptive conformists, suggesting a disconnect between their motivations and behavior. This raises the possibility of cannabis substituting for wine over time, potentially leading to a decline in wine consumption, highlighting a substitution relationship between wine and cannabis.
In conclusion, understanding the motivations behind wine and cannabis consumption sheds light on their interplay and its implications for public health. This study contributes to bridging the gap in micro-level data analysis, offering insights into consumer behavior in the context of evolving substance use policies.

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