

Wine bottle closure: The importance to Millennials and Baby Boomers during purchase situations

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Abstract

This work looks at the importance different wine bottle closures play during purchase situations and how vital it is to market segmentation by focusing on the Millennial and Baby Boomer generations. By segmenting consumers in this manner, it is possible to better understand their preferences and aid wine producers and retailers in directing their marketing and advertising efforts. Of particular interest for this study is the delineation of the products benefits such that there is an understanding of why the product is purchased by a consumer, particularly during different purchase situations. The essential point is that what people buy is critically bound to why they buy the product, suggesting this is not only one of the most important areas of market segmentation, but also the most difficult to correctly understand. The results of this study show product importance and the perception of a products packaging attributes are critical in consumer purchase decision making especially during situational use, where screw cap closures still have an image of being "cheap" and are perceived as an inappropriate gift or for special occasions. The general opinion should guide packaging designers to appropriately meet consumers' expectations, instead of just focusing on positioning the product through short-lived messages transmitted by the media.

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