Targeting Green Consumers

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The intention to purchase does not always translate into actual purchase behavior when consumers are confronted with a purchase situation. The aim of this study was to profile consumers who expressed an intention to pay more for environmentally friendly wine packaging and to elaborate marketing strategies that arise from this consumer profiling.

The population under study was the general adult population of the United States. The sample was randomly selected from a consumer database and provided a link to an anonymous online survey. Reliability and factor analyses were performed to identify whether the measurement items reflected the constructs of attitudes, behavior, values, and intention to pay more. To determine significant differences, t-tests on each construct were performed, along with stepwise discriminate analysis. The results indicate that importance of being environmentally friendly, considering environmental issues when making a purchase and collectivism were all very good predictors of consumers' intention to pay more for green wine packaging.

This study contributes to the understanding of environmental wine purchase intention by investigating relationships of consumer characteristics to environmental behavior. By segmenting consumers in this manner, it is possible to better understand the importance of environmentally friendly wine packaging, thus aiding wine producers, retailers, and packaging companies in directing their marketing and advertising efforts.

Keywords - Consumer behavior, Wine marketing, Green packaging