Marketing toward Consumer Lifestyle to Build Brand Equity and Increase Revenue

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The use of revenue and brand management techniques, the wine industry has considered product quality as key to increasing competitiveness. However, when consumers perceive wines to be equal in quality, regardless of other existing differences they will substitute one wine for another exposing producer to intense price competition. To differentiate wines, a determination of what values consumers place on wine packaging may be established in other dimensions such as environmental or functional benefits with current research suggesting these values go further than quality and price. Linking the techniques of revenue and brand management, such as the use of market intelligence to know who the consumer is, may provide a winery with revenue growth and customer loyalty.

This study examined the dimensions of wine packaging equity, measured in terms of benefits wine consumers seek by identifying the key motivational preferences and relationships existing between those preferences and consumer lifestyles. The results were expected to provide evidence that wine packaging should be considered with the brand image and used as part of revenue management strategies. The results indicated that wine packaging equity originates in four motivational factors and these factors are strong predictors of preferences. Linking those dimensions of packaging equity to consumer lifestyle, demographic and behavioural variables allow marketers to tailor communication strategies closely to markets, allowing for potential revenue enhancement.

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