Introduction

The last two decades have witnessed a dramatic shift in environmental consciousness worldwide. Consumers have begun to change their behavior integrating environmental considerations into lifestyle choices. This change includes consumers' purchasing decisions based upon how well products satisfy their needs and how these products affect the natural environment.

As people are becoming more aware of the damage caused to the environment, environmental concerns of industry have been identified as a critical issue. For example, the wine industry (in general) is perhaps the most vulnerable of any food and beverage producer to ‘carbon criticism’, due to its historical reliance on heavyweight glass packaging and its slow movement toward more environmentally sensitive packages, wastewater treatment etc.

The global wine industry is growing more competitive, and marketers are seeking ways to differentiate their brands to consumers. Packaging has become a fundamental marketing tool for wineries. Moreover the packaging has to communicate to consumers the relevant and appropriate information about the quality of the wine, in some way replacing the salesperson’s actions.

More recent debates focus on the importance of environmentally friendly packaging and promotional methods. Yet, with the choice of wines numbering in the thousands, when do consumers begin selecting a particular wine over another and how does packaging and environmental issues contribute to this decision making process?

Laroche et al. (2001) stated that efforts to understand environmentally friendly consumers dates back to the 1970’s, Wyen and Jureidine (2001) researched the factors that sought to influence purchasing intention of environmentally friendly products.

Demographics:
- Age
- Gender
- Income
- Employment
- Status
- Family size
- Marital status

Knowledge: of environmental issues

Values:
- Individualism
- Collectivism
- Security
- Fun and enjoyment

Behaviors:
- Consider the environment when making purchase decisions
- Buying environmentally friendly products

Attitudes:
- Importance of environmental behavior
- Severity of environmental problems

Thus, with the shifts in customer buying criteria toward environmental responsibility, focusing on EF consumers by wine producers and related business operations (e.g. packaging companies and other hospitality venues) may provide a source of distinctive competitive advantage in the future. 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.

Methodology

Subjects were randomly selected from an email data base maintained by a national data warehousing company (“Organization”).

The required profile was that potential recipients:
- Were over 21 years of age
- Were wine consumers, and
- Had purchased a wine in the past year.

The Organization randomly selected 9,000 e-mails from the U.S. regional categories provided and a URL link was sent along with a cover letter introducing the study. According to this Organization past experience with blast e-mails, there is an average open rate of 5% to 10%. This would mean that of the 9,000 e-mails sent, no more than 900 would be opened by the email recipients. According to their results, 907 e-mails were opened (10.1%). After four weeks, and with only 313 respondents (34.5% response rate – 313 / 907), a follow-up e-mail was sent by the Organization to those who had not responded to the first e-mail blast inquiring as to the reason for non-response.

Based upon the historical open rate of blast e-mails and prior experience with questionnaires of this length (20 minutes), and the results of a similar study design by Diamantopoulos et al. (2003) and Barber et al. (2009), this rate seemed reasonable.
Methodology

Measures
A self-administered survey was designed to gather the data required for this research. The survey was divided into five parts and each of the measures is described below.

Environmental knowledge: Four items measured respondents’ environmental knowledge, on a four-point Likert scale. The instrument was adapted from Landrum et al. (2001) and, Brown and Landrum (2009).

Environmental benefits: The second part measured attitudes of consumers to a variety of topics related to environmental benefits and was adapted from the work of Bazoche et al. (2008) and, post-consumer behavior and environmental regulations, and who take advantage of the green movement, possibly through “green companies accused of being polluters or harmful to the environment. Companies who do not follow environmental regulations or who take advantage of the green movement, possibly through “green marketing” to benefit but harm the environment, may be a greater risk of backlash from consumers.

For example, industrial brands are sometimes accused of promoting green products, but some products from companies accused of being polluters to consumers who care about the environment. Companies who do not follow environmental regulations or who take advantage of the green movement, possibly through “green marketing” to benefit but harm the environment, may be a greater risk of backlash from consumers.

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Table 1. Demographic characteristics of gender, generational age, income, education, and region in the United States were respondents lived.

<table>
<thead>
<tr>
<th>Region</th>
<th>Male</th>
<th>Female</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
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<td>5</td>
<td>11</td>
</tr>
<tr>
<td>New York</td>
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<tr>
<td>New Mexico</td>
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<tr>
<td>Total</td>
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</tr>
</tbody>
</table>

Discussion and Managerial Implications

Discussion
The results indicate attitudes are very good predictors of consumers’ intention to pay more for environmentally friendly products because of the packaging.

Considering environmental issues when making a purchase and buying environmentally harming products were two important findings of this study. These results suggest consumers consider environmental issues when making a purchase and buying environmentally harming products.

In addition, the world-wide increase in media coverage of the environment and the issues facing the world is reflected in the subsequent discussion of the implications for marketers.

Conclusions
The major contribution of this study was the investigation of the profiles of consumers engrossing their intention to pay more for environmentally friendly wine packaging and the subsequent discussion of the implications for marketers.

The results of this study are expected to provide managers in the field growing in environmental and practical applications.

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Thank You.

Questions?