Introduction

Brand management and revenue management have similar purposes: the maximization of revenue or profit from a fixed, perishable resource (such as a brand name). Brand management is defined as the marketing effects or outcomes that accrue to a product compared with those that would accrue if the same product did not have the brand name. Revenue management strategies.

Consumer lifestyle attributes may be a helpful way to consider these aspects as effective revenue or profits from a fixed, perishable resource (such as a brand name).

Brand management and revenue management have similar purposes; the maximization of value consumers place on different functional benefits, regardless of other differences between wines, such as social or environmental benefits.

The wine industry has viewed markets, with the large number of brands and packaging options offered (Barber et al., 2004; Wilcox et al, 2008).

It can be challenging for wine consumers, particularly given the globalization of wine markets, with the large number of brands and packaging options offered. It is easy for consumers to shift between wine products, like packaging, particularly if it is environmentally friendly.

Drivers of preferences - environmental attitude

Measures - (7-point Likert)

- Attitudes of consumers toward a variety of topics related to the environment
- Socially responsible attitudes
- Environmental behavior

Three questionnaires were created to measure the benefits sought by consumers

Methodology

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Using a web based survey, questionnaires were e-mailed to employees with a URL web link attached, along with a randomly selected five digit number to be used as a unique password to avoid duplicate responses.

The employees held engineering, clerical, and warehouse positions with income earned in the United States with varying levels of education and income and no known relationship to their job position and education. All participants were randomly selected by the participating employers' human resource department to ensure a good cross section of consumers views and to enhance the statistical power of the data.

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Observational Methods: Following the work by Landers et al. (2009), Dedionisi and Laver (2007), and Berenguer et al. (2005), behavioral and environmental aspects of respondents toward the environment were measured.

Established by the United States Census Bureau (2008). The categories were: New England, Middle Atlantic, East North Central, West North Central, South Atlantic, East South Central, West South Central, Mountain, and Pacific.

Results

Hypothetical/Ohio was tested using a confirmatory factor analysis. The confirmatory factor model (2008) failed to recover a significant relationship between consumer preferences for wine packaging, and incomes reported.

The relationship between packaging preferences and benefits sought is reversed with positive results. However, despite the potential benefits of these results, they do not provide a clear picture of consumer preferences.

Results in Table 5 indicated significant differences only for the packaging materials of traditional glass bottles.

Natural Cork

Recycled Cork

Screw Cap

Synthetic Cork

Plastic

Metal Cans

Traditional Glass Bottle

Notes: *p < .000. ** p < .01. *** p < .05.

Recycling意为“回收利用”，包装材料意为“包装材料”

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Conclusion

The major contribution of this study was the investigation of the profile of consumers who express intention to pay more for environmentally friendly wine packaging and the subsequent discussion of the implications for marketers.

The logical implications for marketing managers suggest they should appeal to the attainment of a collective environmental goal.

What this means to the wine industry specifically is that a different focus is needed in marketing, with a media approach directed toward different market segments.

The idea of a "generic advertisement" approach may not capture the different environmental attitudes or gender markets; nor begin to expand through re-direction, the wine industry toward more environmentally friendly consumers.

Conclusion

Understanding the benefits specific consumer segments seek provides additional feedback about which consumer groups to target with a particular package design.

It also provides managers with the information necessary for successfully adapting packaged and brands to market segments by sharing the unique benefits searched for by consumers from a specific segment.

Insight into the segment characteristics of lifestyle supports managerial decisions on the selection, combination, and design of communications media. Suitable media can be selected to reach a particular audience, such as people visiting art galleries, going to amusement parks with friends, or dining at restaurants with friends.

Thank you.

Any Questions?