



Twisting Tradition: Consumers' Behavior Toward Alternative Closures
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Consumer evaluations of products are not entirely based on the absolute attributes or value of the product, but rather on the discrepancy between the products attributes and the expectations they have for that product. An evaluation was made of how alternative product closures interplay with consumers' situational use, their knowledge, level of self confidence and gender to influence the purchase decision.

The results provide support for the importance of such factors as situational use, the consumer's gender, level of self confidence, and knowledge, and the interaction with the style of closure on the purchase decision. Managerial implications of the findings are mentioned.

KEYWORDS: Cork, Screw Top, Consumer Knowledge and Self-Confidence

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