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Consumers Environmental Knowledge and Attitudes: Influencing Purchase of Wine

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Consumers' behavior is changing to integrate environmental considerations into lifestyle choices, including decisions on product satisfaction, how products affect the environment, and the price to pay for environmentally friendly products. Marketing professes to benefit the public by informing them of the availability of goods which advance their quality of life. However, this is only true if marketing's communication aids in informing, educating and channeling their needs toward "green" products.

This study investigated the relationship of wine consumer's environmental involvement, knowledge, attitudes, and willingness to purchase the product. The results suggest personality segmentation, through selective marketing and redirecting consumers' needs toward environmentally friendly wine products. Thus an important part of this approach would be developing new strategies for ecological marketing by the redirecting of consumers needs and wants toward environmentally friendly wine products, such as organic wines, and reorientation of the product mix through repackaging and re-labeling. For example, the results suggest that while the respondents typically spend more money on an average bottle of wine (\$23) than respondents in wine studies by Barber, Taylor and Dodd (forthcoming, 2009) (\$15) and Dodd et al (2005) (\$18), they would be willing to spend more on a wine (\$27) purported to be environmentally friendly. Further those that reported strong attitudes would be willing to pay even more (\$30) for a bottle of environmentally friendly wine.