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Wine Bottle Closure: The importance to Millennials and Baby Boomers during Purchase Situations

Nelson BARBER, D. Christopher TAYLOR

Texas Tech University; Eastern New Mexico State University, USA

nelsonbarber@msn.com

This work looks at the importance different wine bottle closures play during purchase situations and how vital it is to market segmentation by focusing on the Millennial and Baby Boomer generations. By segmenting consumers in this manner, it is possible to better understand their preferences and aid wine producers and retailers in directing their marketing and advertising efforts. Of particular interest for this study is the delineation of the products benefits such that there is an understanding of why the product is purchased by a consumer, particularly during different purchase situations. McDonald and Dunbar (1995) highlight the essential point that what people buy is critically bound to why they buy the product, why Lockshin (2003) and Spawton (1991) suggesting this is not only one of the most important areas of market segmentation, but also the most difficult to understand correctly.

This study found that Millennials with high subjective and objective knowledge were more likely than Baby-Boomers with the same levels of knowledge to select a natural cork depending on the purchase or consumption situations. This result suggests that there may be a mediating factor causing this difference. In other words, despite the high level of knowledge, something maybe influencing the decision to purchase, such as purchase confidence.