The impact of Green packaging on wine consumption

An analysis of the Swedish market

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Abstract

Purpose: The aim of this thesis is to explore the impact of environmental friendly wine packages on wine consumption in Sweden. While there are many different factors influencing this issue, the overall focus of this thesis has been on the perception of the quality of 'Green wine packaging' on behalf of the consumers.

Method: A quantitative approach in form of an online survey was followed by an qualitative approach in form of semi-structured interviews. While the quantitative approach was the main approach, the qualitative approach was used for further interpretation.

Conclusions: Despite a great environmental awareness and a great engagement in recycling activities in Sweden, the results of this study shows that consumer prefer wine in traditional glass bottles. Quality is considered to be the most important element when purchasing wine and it appears that consumer perceive a low level of quality of wine in Green packages which in turn lowers their aesthetical and hedonic expectations. The quality of the wine appear also to be more important than the environmental issue.

Keywords: Green Packaging, Wine Packaging, Wine Quality Perception, Green Consumerism
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Appendix
1. Introduction

This chapter presents the topic of this thesis with a brief background which will be followed by a problem discussion to make the readers understand the purpose of this research. There is also a delimitation note followed by an disposition of the whole essay.

1.1 Background

Wine and wine culture are probably one of the most expanding trends of the ever more globalizing world that surrounds us today. Although wine has been traded for thousands of years, the proliferation of wine consumption around the world started in the beginning of the 1990s by the 'New world of wine' countries (Australia, New Zealand, South Africa and Chile) mainly due to reduced trade barriers and cheaper logistical options among other things (Hussain et al, 2008). It has resulted in huge logistical operations with high costs and high level of environmental damages due to their emissions of Carbon dioxide. Precisely emissions have become a focus lately due to ongoing climate changes which has increased the environmental consciousness worldwide.

Wine has traditionally been packaged in heavy bottles of glass (Robinson, 2006). In order to reduce the weight of the shipments, the producers began to experiment with lightweight packaging made of highly recyclable material like Tetra, PET (plastic bottles), BIB (bag-in-box which is plastic bag in a paper box) and even in some cases Aluminum cans (Robinson, 2006). Due to its environmentally friendly insinuation, this new concept has come to be called as 'Green packaging'. Nevertheless, these new packages differ from the traditional picture of wine coming in a glass bottle.

1.2 Research Problem

1.2.1 Globalization of wine

As a result of the globalization of the wine culture, every day a huge number of Swedish consumers stand in front of the well stocked store shelves of Systembolaget (the Swedish state owned liquor store) and find themselves exposed to hundreds of different bottles of different brands and labels from many countries and regions with different packaging’s (Glass- bottles, PET bottles, Tetra packs, Bag-in-box, etc), different volumes and prices. One might think that this concentration of similar products at the same point of sale is due to the
circumstances caused by the Swedish state monopoly of alcoholic beverages but well stocked wine shelves is not a Swedish phenomenon. According to recent research there were around ten thousand different brands only in the US market with three thousands of them competing on the shelves of the supermarkets (Sherman & Tuten 2011). Unless the consumer already knows what to purchase, they will go through a selection process.

1.2.2 Quality perception of wine

Wine is a beverage and as in all eatable and drinkable products, the quality of it is of outmost importance to the consumer. During the selection process the consumer is exposed to the package rather than the content itself and that makes wine a high risk product because its perceived quality cannot be confirmed before its consumption (Barber and Almanza, 2006). The perception of quality of wine as a product is an essential factor in the decision process (Barber, 2010).

The decision process concerning wine involves factors such as the level of the wine knowledge of the consumer, taste preferences, past experiences, the price, the packaging (shape, color, closure, texture, volume, label design) and the brand (signs, symbols, texts on labels on the package) just to mention some (Barber, 2010). While some recent research has shown that the packaging and brand evaluation are the strongest factors when it comes to purchasing wine (Mueller & Szolnoki, 2010) other research highlight price as a high quality indicator and the package as quality cues (Spawton, 1991).

1.2.3 The Green consumer

Selecting Green products is heavily based on behavior and values whereas Barber (2010) highlights the influence of values on Green behavior. He states that individual and collective values are the two major values that influence the Green behavior of consumers. He also states that recycling is a behavior driven by strong values. Sweden is considered to be one of the top developed markets with environmentally sensitive consumers (Pugh and Fletcher, 2002) where more than 90% of the population express and emphasize environmental friendly actions (Carlsson, 2008). With such a high rate of environmental awareness in Sweden, one might think that Sweden should be the heaven for Green wine packages. The reality, however, might be different. According to Barber (2010), consumers might consider themselves ‘Green’ but it is uncertain if they truly will select seemingly environmentally friendly products
especially when quality is the main factor. Barber (2010) also informs that the perception of the quality of wine as a product is an essential factor in the decision process. The perceived quality of the Green packages in conjunction with the high rate of environmental awareness in Sweden remains uncertain due to little research focusing on this issue.

1.3 Propose and research questions

1.3.1 Aim and contribution

Little research has focused on the impact of Green packages on the wine consumption in Sweden, therefore the aim of this thesis is to investigate and clarify the impact of Green packaging on wine as product and, consequently, its effect on consumption. This study is conducted through an investigation of wine in environmentally friendly packages by using theories of Consumer behavior and Consumer culture, focusing specifically on the perception of wine quality of consumer.

1.3.2 Research question

Considering the wine package being one of the most important extrinsic cues during a customer's decision process (Myazaki et al, 2005), the importance of quality as a determinant factor during the wine purchasing process (Barber, 2010) and considering the fact that Sweden has one of the highest levels of environmental awareness in the world (Carlsson, 2008), questions are raised about the impact of Green packaging on wine consumption in Sweden.

1.4 Delimitation of this study

The reason why I have chosen to focus on wine is my passion for it both at a personal and professional level. Wine is, in my opinion, a fascinating product with many hedonic and aesthetical attributes. Wine as product is also interesting from a marketing perspective because of the challenges it brings to the producers as a result of the ongoing globalization where new potential markets are to be explored. This research will be limited to the impact of the Green packaging on the perception of quality of wine, ignoring other product categories. This research will also ignore the influences of other potential factors like labels, country of origin, placement of the wines and any other related and possible influences that might affect the selecting and buying behavior of the consumer regarding wine as product. Swedish was he
language used conducting this research. The survey, the interviews and the answers were all in Swedish and have been translated to English. Furthermore, this study is limited to consumers in Sweden.

1.5 Disposition

The remainder of this thesis is structured according to the following: Chapter 2 presents the theoretical framework that will be used as reference during the analysis of the findings of this research. Chapter 3 presents the methodology while chapter 4 presents and analyze the results of the empirical findings simultaneously. Finally, chapter 5 presents the conclusions of this research, ending with future research suggestions.
2. Theoretical framework

In order to interpret the generated data from the quantitative survey and the qualitative interviews, the theoretical framework presented here will refer to Consumer behavioral and Consumer cultural theories with a major focus on those issues concerning wine as product and the consumption of it. The Consumer culture perspective will be used to analyze the qualitative data while the Consumer behavior perspective will be used for the quantitative data.

2.1 Wine consumption from a Consumer cultural perspective

According to Arnould & Thompson (2005), Consumer Culture Theory is about the live and dynamic relationships among consumers, the marketplace and the cultural meanings of consumption (involving the relationships among the consumers' individual and collective identity and also the creation and changes of the cultures of those consumers). Thus, it is about the meaning of product consumption for the consumer, or better said, consuming the meaning of a product. Consumer Culture intends to discover those underlying factors of consumption and interpret them (Arnould & Thompson, 2005). These meanings (that are to be consumed) could be resembled as experiencing realities (instead of saying 'consuming meanings') that originate from fantasies, desires and aesthetics among other factors (Arnould & Thompson, 2005).

According to Charters (2006) 'aesthetics deals with experiencing (meaning consuming) objects which provide the consumer with an element of beauty, or which are emotionally and/or spiritually moving'. He also suggests that the experience has both experiential and symbolic dimensions and the appreciation of such consumption has a strong cognitive component but probably also sensory and affective aspects. In other words, the consumer intends to consume the aesthetical attributes of a product through living or experiencing it. Thus, experiences are the meanings or added values of a product. This way, drinking a bottle of wine could be seen as experiencing the wine.

Charters (2006) also suggest that 'aesthetic consumption means consuming the appreciation of a product, alternatively its expressive characteristics which is its emotionally experiences'. He also states that 'an aesthetic experience can have a range of feelings embedded, ranging from mild hedonic pleasure to intense aesthetic experiences'. Furthermore, Charters (2006) divides
aesthetic products in to those that are purely aesthetically simulating, like music, and those that are not considered purely aesthetics but are considered having an aesthetic feature which they might combine with other social or utilitarian functions, like wine. Nevertheless, the level of the aesthetic aspect of wine is an open question. According to Alonso & Oneill (2012) 'wine is a product that lends itself to a wide array of images and associations, particularly positive memories related to pleasure and special occasions'. Beccaria (2007) describe wine as a source of pleasure. Loureiro & Kaufmann (2012) reports about association of wine with pleasure and love.

According to research conducted by Charters and Pettigrew (2005), the respondents saw general parables between consuming wine and listening to music or viewing arts. Charters and Pettigrew (2005) concluded that 'wine, like artworks, can invoke a sense of pleasure focusing on an awareness of the beauty of the product. This includes both a 'hedonic experience' (the general awareness of pleasure) and a deeper, more profound aesthetic experience'. Despite these findings, Charters and Pettigrew (2005) did not consider wine consumption as a pure aesthetic experience but as a quasi-aesthetic, which means having some resemblance of it but not totally nor fully. As a result, the level of considering wine consumption as an aesthetic experience or the level of its hedonic attribute seems to be different among different individuals.

Charters (2006) also states that 'aesthetic consumption has a strong symbolic element, both on the personal level (the identity of the consumer) and the social level (the message sent to the surroundings)'. Hackley & Tiwsakul (2006) suggest that consumption is also a matter of identity where the question 'who am I and how can I represent my identity in a way which others will recognize?' results into the question 'what shall I consume?'. Charters & Pettigrew (2008) suggest that when it comes to wine consumption, it has a symbolic purpose establishing our position in the life, helping to shape the lifestyle and the self-image of the consumer. They also inform that 'If people are seeking to classify themselves and be classified by others, then showing our ‘good taste’ (within whatever class and subclass we are located) is based on showing our awareness of the right thing to drink'.

According to an Italian research (Beccaria, 2008), wine consumers try to signal to others of their social class or the social class that they aspire to by consuming more costly and prestigious wines. This indication was also observed by Loureiro and Kaufmann (2012) in
their research where wine consumption was used for its symbolic (social approval or personal expression and outwardly self-esteem) benefits. Nevertheless, Charters & Pettigrew (2008) report that consuming wine is not only about those inwardly and outwardly symbolic statements like ‘self-esteem’ and ‘self-image’ but also due to several other reasons, such as its taste, enjoyment, food and mood enhancement. Conducting their research they draw conclusions about wine consumption highlighting the often use of wine within social contexts. They also report that the most important element of wine consumption is enjoyment which is an aesthetic attribute, often in conjunction with social contexts like dinner (wine with food).

Regarding the social context of wine consumption, Clement et al (2006) refers to wine as a hedonic product whose quality uncertainty remains high prior to consumption. This puts wine in the high risk products category within the social contexts. This perceived social risk is at its highest while consuming with others (Bruwer & Buller, 2012), meaning that consumer will cut risks of ‘failure’ by selecting ‘safe choices’ from past experiences. With other words, the consumer rely rather on previous experiences.

2.2 Wine consumption from a Consumer behavior perspective

Consumer behavior has a general assumption that the consumer knows what he or she wants and is capable of obtaining, processing and using the information required to make choices in light of his or her objectives (Foxall, 2003). One of the main elements of the study of Consumer behavior is the perceptual process which is about the sensations and stimuli that surround us trying to get our attention and perception (Solomon et al. 2010). There are several principles that elaborate and organize the received stimuli. Those of importance here are Principle of closure and Principle of similarity. The Principle of closure means that the human brain tends to fill in missing parts or details of the interpretation of a sensation of a stimuli with prior experiences (ibid). This means that we rely on former experiences when getting part of a whole stimuli. The principle of similarity, the other important principle here, stands for grouping together objects that share similar physical characteristics (ibid). Although many factors are included in the list of influences that result in a selection of a product, the focus will be on the influences of price and packaging on the perceived quality of a wine.
2.2.1 The perception of the quality of wine

Wine is a beverage and as in all eatable and drinkable products, the quality of it is of outmost importance to the consumer. The consumer is exposed to the package rather than the content of it and that makes wine a high risk product since its perceived quality cannot be confirmed until its consumption (Barber and Almanza, 2006). The perception of the quality of wine as a product is an fundamental factor in the decision process of the consumer (Barber, 2010). Any product, regardless of packaging, placement, price or shape provide the consumer with both extrinsic (external) and intrinsic (internal) cues about its perceived quality and while the extrinsic attributes are not physicals and with no material effect on the product itself, the intrinsic cues does have effect on the product itself (Myazaki et al., 2005).

The extrinsic cues for a product such as wine would be the shape, type of packaging, the packaging material, color, texture and the informative text of the wine container (would it be a glass bottle, bag in box, etc) while the intrinsic cues would be the color, aroma and taste of the wine itself. Nevertheless, both extrinsic and intrinsic cues influence the perception of quality of the product itself, especially the extrinsic attributes in the case of wine since the intrinsic attributes could be inaccessible for evaluation until the consumption of the wine (ibid) which is a common case when it comes to wine as a product. Though it is important to have in mind that both extrinsic and intrinsic cues, when positively perceived enhance each other's effect, if one is perceived in a less qualitative way, then the value of the other cue might be misinterpreted (Myazaki et al, 2005). This could for example result in a miss interpretation of the quality of a wine by just judging its packaging.

Recent study shows the complexity of the process of choosing wine due to the high amount of extrinsic cues that affect the decision making (Sáenz-Navajas et al, 2012). These cues are brand, price, labeling, country and regional origin, variety, aging, bottle or packaging form and color, place, occasion and the level of consumer involvement in the product which means the consumers level of wine knowledge in this case. According to Lockshin & Hall (2003) the quality of a wine is based upon the consumers perceptions of the price, label or even recommendation of friends and experts and the absence of these cues will most probably result in making a decision using external cues, such as the bottle (packaging) and the label, as indications of the quality of the wine. Other important cues of quality are the country of origin and the denomination of origin of the wine which has been demonstrated by many...
research's (Martinez et al, 2006) while Thomas and Pickering (2003) pointed out that the variety, brand and price were the most important cues.

### 2.2.2 The influences of price

As previously mentioned, the extrinsic and intrinsic cues of a product provides information about the presumed quality of that product. One of the most common extrinsic attributes is the price of a product and when a consumer cannot evaluate the perceived quality of a product by its intrinsic attributes (the product itself) then the extrinsic attribute of price will most probably serve as an indicator of the quality (Vaughn, 2000). During the past decades there has been hundreds of research's on the correlation price-quality. While their results might differ, the vast majority of them suggest that, based on empirical studies, in most cases consumers rely on price as an indicator of quality (Bornemann and Homburg, 2011). On the other hand other study suggests that the price-quality relationship for food products tend to show a lower grade of correlation (Vaughn, 2008).

Consumers seem to see a drop in price as a drop in quality and consequently each raise of the price as an indication for higher quality (Suk et al, 2012). Although the same research also shows that the greater the involvement of the consumer (which means the level of product knowledge) the less the importance of the price. In the particular case of wine, the correlation is assumed to be very high, based on the empiric (Suk et al, 2012). Wine as product is different to other food products when it comes to the number of brands available worldwide. Almost no other food, beverage or other commodity product is so diversified when it comes to brands (Sherman & Tuten 2011).

No one knows for sure exact how many wine brands exist worldwide. Therefore, the pricing of wines is a circle of exchanges of insinuations and indications, where the producer sets the price upon what they believe the consumer's are willing to pay and where as the consumer's show their willingness to pay that price depending on how the actual quality of the wine corresponded with their perceived quality of that wine and their expectations (Miller and Genk, 2001). There is a hard competition on the markets for seemingly similar wines. One example is red wines made on the same grape and around the same price with basically the same packaging (ibid). In general, the higher the price of a wine, the higher the expected and perceived quality (Suk et al, 2012). But again, the actual quality of a wine for a consumer is
based on the consumers individual criteria's. A research in California showed that the reputation of the producer was far stronger as quality indicator then the actual products consumption itself (Miller and Genk, 2001). In summary, price is a very important and trusted external cue while trying to get a perception of the quality of a wine.

2.2.3 The influences of the packaging

Wine is one of the few items in the food and beverage category that is kept in its original packaging until right before consumption. The role and influence of packaging on the perception of the quality of a product is a well researched issue where higher package quality raises the perceived quality of the content (Spawton, 1991). Holms & Paswan (2012) refer to a study performed by Hoch and Deighton (1989) that show that consumer learn through a four stage process of experience. According to them the consumer forms an idea about a product during the first stage. During the second stage, the consumer gets exposed to the product. The product is either knew an unknown to the consumer or the consumer might have experienced the product earlier. The third stage is when the consumer consume or experience the product and make an opinion of that consumption. During the final stage the consumer record the experience in his or her memory. This is when the consumer learns about the product by experiencing it (Holms & Paswan, 2012).

Considering the four stage process mentioned above, the wine begins its cycle at the second stage providing that the consumer has some wine experience which is the most common case in Sweden today. This uncertainty forces the customer to either seek information or rely on past experiences or knowledge. Wine consumer's can, like in most other product categories, be divided in novices, occasional consumers and frequent consumers. The occasional and frequent consumers can be further divided in several levels depending on their level of wine knowledge. As in many other selecting situations in real life, the more knowledge of a product, the less confusion among many available choices. Therefore, consumers who are not certain of what they want or which seemingly similar product to chose, tend to minimize risk by rather seeking for fewer cues then more, where in most cases the extrinsic cues like the packaging (Chaney, 2000). The traditional packaging of wine consist of a bottle made of glass following the traditional Bordeaux or Burgundy style with a label on the front and sealed with natural cork on top.
The label is the first source of information to the costumer (Chaney, 2000).

Since the focus of this research is on the impact of the packaging, the importance and influences of the label by itself will be ignored but considered to form part of the package in whole. Although the label might in many cases be the primary source of information, the packaging itself seems to be what most consumers consider reflecting the quality of the wine (Chaney, 2000). The quality of a wine is not a common view although many consumers might agree on some common issues like the long lasting taste or the wonderful aroma or the correlation of the wine's sensory. Nevertheless the perception of the quality of a wine, as a product, is enhanced or reduced by the shape and the perceived quality of the packaging and the materials used (Spawton, 1991).

Packaging is not only a mean of promotion but also represent the final opportunity for producers to catch and persuade potential consumers purchasing decision (McDaniel and Baker, 1977). The influence of the perception of the quality of a product by judging it's
Packaging seems to be a universal human behavior. Since much of the references in this research are made in the western countries one could wonder if the results are colored by the norms and way of thinking of the western culture. But this assumption has been undermined by a very recent research conducted in South Africa by Venter et al. (2011) about the effects of the packaging on consumers judgment of the products volume. The result of that research was indicating that the participants attributed the quality of the package as a quality indicator of the product.

Packaging is unarguably an indicator of quality (Richarsson et al., 1994). *The more the psychological involvement connected with the research of quality, the more the role of packaging as a quality cue becomes relevant* suggest Rocchi & Stefani (2006). The package experience, especially when exposed to new packages, is influenced by not only the direct package experience itself in terms of ease of use but also the quality expectations and the level of attitude toward new packages (Holmes & Paswan, 2012). Packaging tends to be the most important extrinsic cue for the wine consumer (Myazaki et al., 2005). Thus, packaging and the price play an essential role in the wine purchasing process.

### 2.2.4 The influence of texture, shape and volume of the package

The appearance (size, shape, texture and others) of a product is the first impression a consumer has of it and it is one of the major attributes of quality (Francis, 1995). A case study about the costumers perception of wine bottles (Rocchi & Stefani, 2006) highlights the importance of shape, size and color of the bottle along with the outfit of the bottle which in fact is a package. A symbol is a sign that is related to a product through associations and the perceived symbol of a package can be associated with correct or incorrect adjectives depending on the received sensory imagery of the consumer based on the consumers prior experiences (Solomon, 2010). In the case of wine, the traditional material has been glass bottles accompanied with labels and cork sealing (Robinson, 2006).

A bottle made of glass is what consumers traditionally associate with wine. The quality of the material of any packaging could have an effect on the perception of the quality of the product itself (Solomon, 2010). Krishna & Morrin (2008) conducted an experiment regarding the perception of quality of a product based on touching or not touching the packaging material. The result was that some consumers, not all, seem to be more prone to judge the product
quality by their perceived packaging material quality than others. Package size resulted also to have an effect on consumption. Wine is an alcoholic beverage and all societies are more or less cautious and has regulations for alcoholic beverages and their accessibility and marketing which have a direct affect on the issue of self limiting or regulating aspect of all consumers (Rita et al, 2008). Research shows that bigger packages might trigger this self-control behavior of consumption resulting in the rejection of big size packaging of certain products (ibid) while other research highlights the association of smaller packages with higher product quality (Inmmonen, 2010).

The impact of the shape has been conceptualized, both in terms of its functional and emotional response although the aesthetics and symbolic of different shapes might be perceived differently among different cultures (Raghavan, 2010). The shape of a package transmits aesthetics, symbolic and functional signals (ibid). A Bag-in-box or a Tetra pack will certainly be perceived more functional but the general quality perception of the wine itself remains uncertain.

### 2.3 Environmental consumerism

Environmental consumerism means purchasing and consuming products that do not harm the environment (Mainieri et al, 1997). According to Cherian and Jacob (2012) a 'Green consumer' can be identified as someone who avoids products with a negative impact on the environment during all stages of the lifecycle of that product. 'The Green purchase attitude of consumers are significantly related to their Green purchase intention' (Cherian and Jacob, 2012). 'Green consumer would only act if they believe that purchasing Green products make a difference in saving the environment' (Tan & Lau, 2011). 'One might get the impression of that thinking Green results in acting Green' (Mainieri, 1997), but that is not quite the case as the same report highlighted several findings that contradict this fact and indicate that general environmental attitude does not result in Green behavior and it seems to be unclear who really acts Green (purchasing, recycling) and why they do that.

According to Barber (2010), consumers who would consider buying Green packaged wines, not surprisingly, are environmentally conscious while those who would not consider ecological issues while selecting wine lacked this consciousness. The same study shows the importance of values, especially the collectivism to be of major importance when buying
Green. This view is supported by other research (Young et al, 2008) which also highlights the influence of the consumer knowledge of the Green packaging issue as well as the influences of experiences from previous purchases. Cosgel (1997) suggests that consumption is primarily an institutional (habit based) activity as a shared reference among the collectivity, which is of major importance regarding buying Green behavior. The purchase experience from previous purchases influence the consumer's values and the future purchases resulting in an unexpected outcome (Cosgel, 1997). Other factors influencing the Green purchasing are the price and availability of the Green products (Young et al, 2008) whereas unavailability, higher prices and non efficient Green marketing were highlighted as contrasting influences by Mainieri (1997).

Tilikidou (2007) reports that recycling as behavior is more likely among consumers with higher collectivistic values. According to Tilikidou (2007) these people feel responsibility toward the society and the collectivity. According to Tan & Lau (2011) ‘consumers are willing to purchase Green products when their primary need for performance, quality, convenience and affordability are met’. They imply that understanding the benefits of Green packaging would most likely raise their level of acceptance of Green packaging.

2.4 Summary

Quality is a highly influential factor during the purchase process of wines and packaging, and price in some extent, are the strongest external cues that consumers rely on while not having experienced the current product nor relying on other influences or stimuli, that might occur simultaneously. Consumer also cut risk by relying on previous experiences trying to associate the unknown product with products that they already have consumed. While regarding Green packaging and its assumed Green behavior stimuli, the expected performance and quality of the product will still be determinant.
3. Methodology

This chapter presents the methodology and the approaches used in this research, by demonstrating the methodological choices made here and how they may have impacted this research. A brief background on the case upon which this research is originated from will be followed by how data were generated, which methods were used and description of those methods and approaches. Thereafter follows a brief description of epistemology. Finally there will be a critical review of the methodology and ethical issues regarding this research.

3.1 Case of wine consumption and Green packages

The wine market in Sweden is regulated by the government in Sweden through the state-owned liquor store called Systembolaget. Systembolaget has one of the biggest and most varied range of wines from all over the world with 9412 wines (some of them are of the same brand but available in different volumes like glass bottles and bag-in-box) while the vast majority comes in the traditional glass bottle. In the recent years there has been an significant increase of bag-in-box (mainly 3 liter) also. At the moment of writing there are 223 bag-in-box wines available for sale. Many of these boxes are also sold in normal glass bottles. The second major none-glass wine container is the PET-bottle which stands for a total of 31 wines and available in PET-bottle only. The PET-bottles stand for merely 0,33% of the whole wine sentiment. None of these PET bottles cost more than 8 Euro (69 Swedish crowns). The Tetra-packs are more or less in the same situation as the PET-bottles. It is clear that the Bag-in-box is the main Green packaged wine in the Swedish market.

<table>
<thead>
<tr>
<th>Container type</th>
<th>Percentage of the total sale</th>
<th>Liter</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bag in box</td>
<td>51.6 %</td>
<td>98 622 844</td>
</tr>
<tr>
<td>Glass</td>
<td>39.5 %</td>
<td>75 612 865</td>
</tr>
<tr>
<td>Tetra</td>
<td>7.9 %</td>
<td>15 088 640</td>
</tr>
<tr>
<td>PET</td>
<td>0.6 %</td>
<td>1 072 328</td>
</tr>
<tr>
<td>Pouch/Plastic bag</td>
<td>0.03 %</td>
<td>631 585</td>
</tr>
<tr>
<td>Others</td>
<td>0.001 %</td>
<td>7 475</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td>191 035 736</td>
</tr>
</tbody>
</table>

Source: www.systembolaget.se

The sale figures above show that the vast majority of the wine sold in Sweden during 2011 was Bag-in-box wine followed by wine in traditional glass bottle. Tetra packs made less than
8% of the total sales which is considerably better than the wines in PET (0.6%) or Plastic bags (0.03%). Nevertheless, this does not mean that Bag-in-box wines sell more per unit since a bag-in-box (ignoring that not all of them contain 3 liters) contains 4 times more wine than a classic glass bottle which contains 0.75 liter. Therefore, a basic calculation (total sold liter / 3) will reveal that there were roughly 32.8 million unit bag-in-box sold while the same basic calculation for glass bottles (total sold liter / 0.75) results in roughly 101 million units, just over three times more bottles sold then boxes.

3.2 Data generation

The purpose of this research was to measure the degree of the perception of quality of wine in Green packaging. According to the theoretical framework for this research, quality perception, price and packaging are among the heaviest indicators of quality for most products and was thus the focus of the data collection.

3.2.1 Selection of respondents

As for the quantitative approach the original idea was to hand out printed paper surveys at some of the facilities of the Systembolaget, among the customers. Even the qualitative interviews were meant to be hold at one of these facilities. But due to the refusal of the Systembolaget regarding conducting non-company activities at their facilities, the author was obligated to change his approach and decided to randomly select 200 contacts from his Facebook account. A short message were sent to all of them where they were asked to participate in this research regarding wine packaging. A total of 83 participated and also 8 of them offered themselves to be interviewed. Almost all of the participants live in and around the cities of Stockholm and Uppsala.

3.2.2 The quantitative approach

The data collection was performed through an structured online survey where indicators of quality, price and package were used as variables. They were operationalized on a scale from one to ten. Operationalizing means to convert the item that are to be measured in countable units (Bryman 2011). A survey, especially an online survey, has the advantage of reaching a great number of individuals regardless their geographical location. It is also very easy to gather the responses and sometimes even process them (Bryman, 2011) as in the case of this study were a number of free online tools were available. Among the disadvantages of a
online survey are the risk of being perceived as a spammer, concerns about confidentiality and, maybe the most important matter is, missing the visual non-verbal messages of the voice and body language of the respondents (Bryman, 2011). The survey was designed using the free online form creator tool of Google Drive. The application came with a statistical tool service which automatically calculated the results in terms of percentage. The survey was divided in five sections with a total of 22 questions (see Appendix). The first section (question nr 1 to 4) was designed to collect basic data (age, sex) along with data about the grade of involvement of the respondent with wine (wine buying frequency) and their level of wine knowledge (experts, novices, conational drinkers, etc). The second section (question 5 to 15) was designed to measure their general assumption of wine quality where they were asked to answer questions about what they associated with quality in wines in general, given some options to choose. They were asked to mark the options they associated with quality from 1 to 10, being 1 the lowest and 10 the highest. The third section (question 16 to 19) was designed to reveal their impression of wines in all existing packaging and their perceived quality of these packaging’s and the wine in them. This was really the most important part of the survey since it measured the two most important variables operationalized here, the perceived quality and packaging regarding all types of existing packages. The forth section (question 20 to 21) was designed with direct questions about their level of recycling involvement and environmentally friendly behavior in general. This final section (question 22) provided a field for written commentary which can be seen as a qualitative component of the research. A link to this online form was then sent along a message to the selected individuals.

3.2.3 The qualitative approach

The participants of the online survey were asked whether they were willing to participate in a later personal interview. A total number of 8 participants responded yes and were interviewed at a cafeteria where the same set of questions in the online survey were used. The interviews were conducted as a semi-structured interviews and the respondents were given total freedom to express their answers regarding the questions. The purpose of these qualitative interviews were to see how much the results related back to the results of the online survey. The same results would verify the fact that the respondents of the online survey had understood the questions. It would also highlight other aspects that went missing doing the online survey at the same time as it would bring to light other important issues that had not been foreseen in the survey.
3.3 Data interpretation and analysis

There are basically two ways to conduct a scientific research, quantitative and qualitative. Given the nature of this subject and that Green packaging is a considerably new phenomenon on the Swedish wine market, a quantitative approach was followed by a qualitative approach in order to get a more complete result covering the subject by both concept. According to Bryman (2011) when performing a multi method study (using both a qualitative and quantitative approach) the result of a survey in the quantitative approach can be used to target the purposive sampling that is one of the basic criteria's for a the qualitative interview based research. Therefore, a quantitative online survey was performed and the participants were asked whether they would agree to be interviewed later. The approach applied in this study was of the mixed method category called 'Process method'.

Bryman (2011) states that quantitative research’s has a tendency of highlighting the statics while qualitative research highlights the dynamics of the studied subject. The purpose of the Process method is to achieve a complementary aid where the result of the qualitative approach is meant to further clarify the result achieved by the quantitative approach. Since the propose of this study was to provide explanatory results regarding the researched subject, the overall research objective is of quantitative nature. The following subtitles explain the qualitative and quantitative concepts and are extracted from Bryman (2011). Furthermore, it is worth to mention that the nature of the approach of this study is abductive rather than inductive or deductive since more or less all research approach’s contain elements of both.

3.3.1 Quantitative method

The quantitative way of research emphasize the measuring of the subject or phenomen to be studied (Bryman, 2011). It can be seen as a strategy that emphasizes quantification (figures, statistics) as a tool in order to gather and analyzing the data, basically verifying and examining the topical theory using a deductive approach. This way, existing theory can be tested and consolidated, rejected or modified. One of the main characters of a quantitative research is the operationalizing of data which basically means quantifying the information that are to be gathered. This is also called coding the data. Concepts, the building blocks of theory, can be both dependent or independent of each other in a context. For example a social behavior occur dependently or independently of other behavior or behaviors (Bryman, 2011). These concepts are coded with figures and variables and the extracted data of the researched
concepts are then processed by their codes were their internal relationship is highlighted. While some data (like age or income) could be quantified, others (IQ intelligence, attitudes) are not possible to quantify (Bryman, 2011). In the case of those non quantifiable, researchers use indicators. An indicator could be considered as a figure or a measure unit which enables the researcher to count the result. While concepts, as mentioned before, could be dependant or independents, indicators can be direct or indirect. Researchers must always consider the appropriate amount of indicators for a concept to be quantified since different indicators might cover some parts of the concept and not the whole concept (Bryman, 2011). By quantifying the researched subject it is possible to simplify the final result in a easier and more understandable way for others.

The majority of the quantitative researches have a explanatory focus, that means answering the question Why rather than How (Bryman, 2011). Another characteristic of a quantitative research is the desire to generalizing the result rather than specifying. Therefore, when making the selection of the samples to be studied, randomizing is of big concern in order to prevent specification (Bryman, 2011). Although while generalizing the results, it is worth to be mentioned that even then, the generalizing only covers the randomized selections representativeness which in theory could or could not cover all existing subjects (Bryman, 2011). Another important issue regarding the results of an quantitative research is its ability to be replicated or repeated. If not so, the validity of the results could be questioned. A quantitative researcher must remain objective during the whole research and not let his or her own subjectivity interfere, at least as much as possible (Bryman, 2011).

3.3.2 Qualitative method

The qualitative way of research emphasize the human behavior and the reasons behind such behavior seeking to answer the reasons for a behavior, which in the case of this study is the way consumers think, react and finally act when confronting wine in a non-traditional packaging. A qualitative approach emphasize the words and expressions of the respondents, being highly subjective and interpretive since the reality of the consumers (that means the unique group of factors behind the behavior of any individual) are unique to each consumer (Bryman, 2011). While all individuals 'reason' in their own unique way, they also share some common concept regarding many common issues. Hermeneutic is a way to 'read through the lines', to interpreter the real social life. In a qualitative approach, unlike the quantitative
approach, the aim of the research is exploratory. Quantifying the concepts are not important but their meaning and correlation in a context. The context is exactly the reason why qualitative researchers use targeted selection (purposive sampling) with a direct reference to the subject to be studied (Bryman, 2011). A case study is a perfect example. The intention is not to generalize the results as in the quantitative approach, but to explain why certain things happen or why certain behavior occurs in that specific studied issue. A qualitative approach is highly interpretational. The researcher uses his or her subjectivity to interpret the studied reality. The intention is to perceive the studied subject through the perspectives of the studied humans, to see what they see in the context, to study the processes in their social life (Bryman, 2011).

Qualitative researchers highlight 'what happens now and here' which is the reality and that 'the reality cannot be quantified with figures'. The natural scientific way of thinking (Positivism) is not applicable in the life of the humans since humans live in a continuously changing contexts where they react to social stimuli by behaving in a specific or common way (Bryman, 2011). What might seem natural and appropriate in one context may very well not be the same in other context. Therefore, one can never be 100% sure about the certainty of any truth regarding human behavior.

### 3.4 Epistemology

Validity and reliability of quantitative research is basically about the degree of accuracy of the measurements that are conducted, which is fundamental for any quantitative research (Bryman, 2011). While validity as a concept refers to the coherency of the conclusions of a research, reliability refers to whether the same result could be achieved if the research were conducted again (Bryman 2011). In terms of reliability of this research, the environment where the research was conducted has to be taken in mind. With the environment it means a north European capital city with alcohol monopoly and its characteristic consumer culture. The same research conducted in France or Japan might differ in some degree but assuming that the correlation between price and quality is universal, the degree of the reliability of this research will stay high. Regarding the validity of this research, it can be divided in three sub-concepts. One is the 'measurement validity' which indicates whether the research accurately examined the subject it was to examine (Bryman, 2011). The second one is the External validity which refers to whether the result of a research can be assumed to be generalized
The fact that the respondents were selected randomly makes the external validity of this research high. The third is whether this research comply with the concept of ecological validity which questions if the result of the research is valid in the real life situation of the consulted consumer's (Bryman, 2011). The answer is yes and the reason is that a mixture of quantitative and qualitative approach were used in this research where the qualitative approach completed the result of the quantitative approach. The qualitative approach was performed with no manipulation from the author regarding the answers of the respondents in order to catch a reflection of the real time consumer behavior. The author is aware of the fact that he himself is a wine consumer and that it could affect his judgment about the method and the results in a pre-determinant way. It is very easy to be subjective while doing research of any kind. Nevertheless, a researcher must have a sufficient level of understanding of the item being researched in order to correctly conduct the methodology and more importantly trying to be as objective as possible while conducting the research, even if it seems to be impossible at a total level. The researcher will eventually transfer some of his or her subjectivity to the result (Bryman, 2011).

3.5 Critical review of the methodology

The use of a survey was a highly structured way to conduct an 'interview', even if there was some element of none structured questioning which was the field for some written commentaries in this case. A structured way of data collection, like a survey or an interview, have the advantage that all respondents get the same questions and that the collected data can be compiled in a fully comparable way (Bryman 2011). While it raises the reliability and the validity of the data, as a critic, one big disadvantage of this method is the risk of none compilation of the collected data due to poor operationalized indicators and consistency (Bryman 2011). Other critics to a quantitative approach could be the disregarding of other additional influences that might enhance or complete the final behavior in real life and that could be ignored here. While a quantitative approach is based on the researchers specific interests, an qualitative approach is more based upon the respondents viewpoint (Bryman, 2011). An overall qualitative approach would most probably, depending on the degree of subjectivity of the researcher, evaluate those additional and co-influencing factors as in a holistic approach. Likewise, an overall quantitative approach would most probably give a static view of a otherwise live, constantly influenced and gradually changing reality that would go missing.
3.6 Research ethics

Ethics in research can be divided into two main issues. One is the 'right to know' of the outside world (the so-called research requirement and individual supplies integrity) and the other is the individual protection requirement (Good Research Practice, 2006). Therefore, in view of the above requirements, this study was designed and carried out on a number of randomly selected individuals. They were informed about the purpose of the survey (Information requirements). The respondents (consent requirement) were guaranteed anonymity in the performance of the survey and whether they would participate in the personal interview (confidentiality requirement and utilization requirement). Considering the sensitive issue of alcoholic habits of the respondents, total anonymity were offered where as no name nor other personal data of the respondents were required nor collected, neither on the online survey nor at the personal interviews. The interviews has been transcribed and all respondents have been given pseudonyms while being cited.
4. Findings and analysis

In this chapter, the empirical results are reported and analyzed using the previously presented theories of consumer behavior and consumer culture. The focus will be on the influences of price, perceived quality and packaging in conjunction with the level of Green behavior of the respondents. Results of the survey and the interviews will be presented and analyzed simultaneously.

The great majority of the respondents (81%) are between 26 to 45 years old. In total 200 persons were randomly selected and asked to participate on the online survey (the quantitative approach). Although the survey was sent to an equal number of male and female, the male respondents showed to be more willing to participate in the online survey by a ratio of 70% male participants compared to 30% female participants. Worth to mention, all eight volunteers for the personal interview (the qualitative approach) were also male. The idea of collecting data about age and sex (question nr 1 and 2), the importance of the label (question nr 5), the origin of the wine (question nr 6) and the label (question nr 7) were merely important to the subject being studied here since this study was not to explore any demographic factor nor the differences of ages and sex or the importance of label, country of origin or label and their influence on their quality perception. These questions were used in order to diversify the structure of the survey.

A little over half of the respondents (56%) stated that they visit the Systembolaget more than once per month which is good since it means that they have a personal experience of standing in front of shelves full of different wines (question nr 3). The overall level of product knowledge or product engagement seems though to end up at lower levels since 73% of the respondents acknowledged having low level of wine knowledge (question nr 4). Worth to be mentioned here is the fact that the respondents were not given any reference point regarding what is considered to be low, average and high level of wine knowledge. Furthermore, since wine is a complex product then the complexity of the process of choosing wine due to the high amount of extrinsic cues that affect the decision making (Sáenz-Navajas et al., 2012) must be taken in consideration. Overall, the factor that stood out most of all important factors was the quality factor which was in line with the objectives of this study. The collected data was analyzed from the quality perspective with price, packaging and environmentally consuming as variables.
4.1 The influence of price

Wine is a complex subject when it comes to describe. The declared low level of wine knowledge by the respondents have a great influence on their level of product involvement which will be reflected in their perception of price as a quality indicator as was suggested in the chapter about the influence of price (Bornemann and Homburg, 2011), *'The less the consumer knows about the product, the more will he or she rely on extrinsic cues, such as price'*. When directly asked about the importance of the price of the wine, in conjunction with the quality, 68% of the respondents responded that it was an rather important issue (question nr 9). The question can though be misleading, especially when in a survey, the non-verbal expressions are absent. On the other hand, the qualitative data collected of the respondents made it clear that their perception of this question was the price to be paid for the quality (meaning the better the quality the higher the price) rather than the price itself as an isolated factor.

Relying on the qualitative data, the price was a clear indicator of quality. Johan (consumer): 'If I was to buy a present, I would buy a bottle of wine of a higher price rather than at a normal price. One does not want to get embarrassed!' or Erik (consumer): 'all good things with high quality are expensive. There is no good thing and cheap at the same time, especially wine'. These answer show the direct association or correlation between price and quality which was stated by Suk (2012). The correlation of the higher price with better quality Surprisingly, according to the quantitative data, only 23% stated that the price indicated the quality of the wine (question nr 15). These claims indicate the accuracy of statements made by Clement et al (2006) about wine being a high risk product and that this risk is perceived higher in a social context (Bruwer & Buller, 2012).

At the same time, price as a determinant factor when purchasing wine received a very low percentage (7%) of the answers (question nr 14). These result are not exactly coherence with the assumption of price as a quality indicator (Spawton, 1991) nor that consumers seeing a drop in price as a drop in quality and consequently each raise of the price as higher quality (Suk et al, 2012). These statements seem to enhance the statement made by (Vaughn, 2008) that *'the price-quality correlation tend to be lower when it comes to food product'*. The qualitative data corresponding to question 14 and 15, on the other hand, suggest a higher tendency of price-quality whit statements like Magnus (consumer): *'I find more expensive
wines to be more complex in the mouth’ or Erik (consumer) ‘There should be a reason why some bottles are more expensive than others! They must have higher quality!’ The impression of the author regarding these answers was that some consumers relate higher prices with higher level of hedonism of the wines. There is also a an indication of the respondents to have expectations about the aesthetic consumption of wine where the higher quality is associated with higher level of aesthetic and hedonism. These answers have also a great portion of the symbolic and identity questions that where highlighted by (Hackley & Tiwsakul, 2006), respectively Charters & Pettigrew (2008) in the theoretical framework.

Consumers are concerned about the message they send to others and their self-image. But there were also critical statements like the one from Per (consumer): ‘many times the more expensive wines take advantage of another facts rather than the actual quality of the wine itself’. This is another indication of the statement of wine being a high risk product. The qualitative data also suggested a higher level of wine knowledge among the interviewed respondents than the average of the survey (question nr 4). The acknowledgement of the 73% of the online survey respondents regarding their lower level of wine knowledge, which also could indicate their levels of product engagement, is not coherence with the statements of Suk (2012) ‘The higher the level of product knowledge, the less the importance of the price’. The reason to this confusion might be the fact that wine is a complex product with many attributes and that the respondents had no reference point to compare their personal wine knowledge with in this question (Barber and Almanza, 2006). Many people drink wine and one have not to be a professional in order to drink wine. Nevertheless, the qualitative data suggest that the real level of wine knowledge among the respondents must be higher than the quantitative data resembles. The low importance of the price suggest both a higher product involvement rate among the respondents.

4.2 The influence of quality

This is the most important aspect of this research and the survey. 70% of the respondents of the survey (question nr 14) would pay the price demanded for what they considered to be of acceptable or good quality. All the interviewed respondents expressed the absolute importance of the quality of the wine. 75% of the survey respondents marked the quality being the factor of higher importance when purchasing wine (question nr 10). It is obvious that wine as a product is primarily judged by its actual or perceived quality. As stated by
Jörgen (consumer): ‘a good wine enhances the flavors in food’ which confirms not only the hedonic experience that consumers expect from wine but also the findings of (Charters & Pettigrew, 2008) where the relationship of wine and food were given a major importance after enjoyment which was indicated as the single most important motive when consuming wine. People relate to wine consumption as an enjoyable experience and it appears to be that the higher expected quality, the higher level of enjoyment, even if it have not to be entirely correct.

4.3 The influence of the package

But wine is one of the few products whose quality can only be measured during and after consumption, which implicates a high risk of disappointment at the time of consumption (Barber and Almanza, 2006). Quality as a concept is dependent upon every consumers unique experiences and ideas. While the quantitative data pointed out the importance of the quality as determinant factor for wine, the qualitative data revealed two common situations when a consumer is exposed to the products at the moment of purchase. The consumer either have an prior experience of the particular product at the purchasing moment or not. Magnus (consumer): ‘I always look for wines from regions i have tasted before’, Mattias (consumer): 'You can always trust wines from Northern Italy' or Joakim (consumer): 'As long as it is a Merlot, I buy it' indicate a prior experience influencing the current purchase.

As Holms & Paswan (2012) reported, the uncertainty results in relying on previous experiences. Given the high risk of disappointment at the time of consumption, consumers who are not certain of what they want or which seemingly similar product to chose, tend to minimize risk by rather seeking for fewer cues then more, where in most cases the extrinsic cues like the packaging as stated by Chaney (2000). Once again, these answers indicate the consumers high risk view of wine as product (Clement et al, 2006; Bruwer & Buller, 2012; Barber and Almanza, 2006). These situations corresponds to the second stage of the four stage process of product experience described (Holms & Paswan 2012) in the theoretical framework earlier, ‘The consumer is exposed to the package rather than the product itself’. If no prior experience is available, then, as indicated the importance of quality factor of wine before, the situation will correspond to the first stage of the product experience process, the consumer speculating about the product. When asked about the importance of the packaging, 72% of the respondents of the survey expressed their reliance on the packaging (question nr
11). While the quantitative data was not clear about what really was important with the packaging, the qualitative data were more clear about it. The qualitative data indicated that the importance given to the package was regarding the extrinsic cues of quality. Emil (consumer): 'A bottle with a Bordeaux etiquette does not need any further explanations' or Johan (consumer): 'The more traditional and serious the shape (the container), the etiquette, etc' highlight the importance of the package as a quality indicator. This is also suggested by Chaney (2002) 'the packaging itself seems to be what most consumers consider reflecting the quality of the wine'. 16% of the respondents of the survey pointed out the package as a direct indicator of the quality of the wine while all of the interviewed stated the same (question nr 15).

If including the information on the package as part of the whole package concept then the percentage would be 75%. While the quantitative data reflect the importance given to certain factors regarding wine selection, the qualitative data gathered gives an sample of the ecological aspect of wine purchasing. For example, the quantitative data points out the country, region or Do (denomination of origin) as the most important indicator of quality which is a clear indication of prior experience being the determinant factor at the moment of selection. Emil (consumer): 'I scan the shelves to see if I find something interesting' or Joakim (consumer): 'I always read the labels'. Solomon (2010) suggest that the perceived symbol of a package can be associated with correct or incorrect adjectives depending on the received sensory imagery of the consumer based on the consumers prior experiences. Almost 2/3 of the respondents highlighted the importance of the material of the package (Question nr 12). Emil (consumer): 'Plastic looks so cheap' and Johan (consumer): 'Tetra-pack looks like milk packet' indicate the consumers association of the environmental friendly wines with lower quality.

As Solomon (2010) stated 'People associate the texture of fabrics and other products with the underlying product qualities, thus, the perceived quality of the material is linked to perceived quality of the packaging'. The comparison of the Tetra wine with a pack of milk in Tetra is due to the principle of similarity (Solomon, 2010) during the perceptual process that consumers faces in front of the store shelves. The survey contained a direct question of the overall impression for each and one of all of the container types discussed here (glass bottle, PET, Tetra and BIB). When asking about the traditional glass bottle, almost 4 out of 5 correspondent thought of it as an clear indicator of quality wine (question nr 16). When questioned about the other containers, the environmental friendly packages, the overall
impression of the respondents seems to be cheap wine of lower quality (questions 17, 18, 19). As for the qualitative data, the respondents referred more to the aesthetic aspect of the wine in a glass bottle with statements like Per (consumer): 'glass bottle gives a luxury feeling that the others cannot’ or Magnus (consumer): ‘I want to hear the sound of taking out the cork’ or Jörgen (consumer): ‘the aromas and the taste of the wine are better conserved and taste and smell better in glass then plastic’ or Emil: (consumer): ‘plastic bottle is not romantic’. This is a clear example of the symbolic process (Solomon, 2010) and the association of seemingly cheaper packages with lower quality. 'Human mind associates the perceived symbol of a product with adjectives like good or bad, cheap or expensive, low or high quality, etc.' (Solomon, 2010). These statements also indicate the real meaning of wine consumption for the respondents of this study from a Consumer Cultural perspective.

Per, Magnus and Emil are obviously concerned about the aesthetic aspect of the consumption while Jörgen is more concerned about the quality aspect of the wine. The predominantly concern for the aesthetic aspect of wine is an indication of the real meaning of wine consumption for consumers. Arnould & Thompson (2005) highlighted the importance of desires and aesthetical expectations of consumption and Charters (2006) resembled aesthetic consumption with consumption of appreciation or its emotional experiences. Applying these statements on the answers of the consumers above will show that Per, Emil and Magnus want to experience, feel and consume the scenes of Enjoyment that a bottle of wine (possibly) brings them (Charters & Pettigrew, 2008). These consumptions might also occur in a social context where the symbolic aspect of it, the self image and the way of being perceived by other members of the social context (Hackley & Tiwsakul, 2006; Charters & Pettigrew, 2008), might be of primary interest or very important to the consumer.

Going back to the influence of packaging issue, the perceived symbol of a package can be associated with correct or incorrect adjectives depending on the received sensory imagery of the consumer based on the consumers prior experiences. This explains the reason why 33% respectively 43% of the respondents never purchase any Tetra or PET wine (question nr 18 and 19). The Bag in box has a higher level of acceptance (question nr 17). The great majority of the survey respondents believe that Tetra and PET wines are of lower quality packaged in a cheap container. The fact that 67% of the survey respondents stated the wine in glass bottle being of higher quality in an appropriate container is based on the traditional view of wine coming in glass bottles (question nr 16). The small qualitative data generated by the online
survey is coherence with the qualitative data collected during the interviews. Almost everybody associate the Green packages with being cheap and perceive the wine of lower quality only by judging the material of the Green packages. This has been proved by Spawton (1991) 'The perception of the quality of a wine, as a product, is enhanced or reduced by the shape and the perceived quality of the packaging and the materials used'. Another important factor that surfaced during the interviews was the assumption of Joackim (consumer): 'the bigger the volume and the lower the price, the lower the quality' and Johan (consumer): 'Bag in box is like buying a big plastic can of milk' was a clear indication of this. This issue was also highlighted by Immonen (2010) where the association of smaller packages with higher product quality was observed. For the exception of one case, there were no emphasis on the self regulating aspect of wine in bigger container like suggested by Rita et al (2008). The sale figures of Bag in box wines in Sweden shows the contrary but that might be due to other factors like the bargain of more volume for less price in a country like Sweden with high alcohol taxes, which will not be discussed here.

4.4 The influence of Green behavior

Questions 20 and 21 were designed to measure the level of the environmental consciousness of the respondents. 51% of the respondents of the online survey responded that they recycled every day while another 40% responded that they recycled every now and then. Only one out of ten responded that they did not care about recycling. The result seems to match the rate of more than 90% environmental awareness reported by the research conducted by Carlsson (2008). On the direct question of whether the respondents preferred traditional glass bottles or the Green packages, 75% responded that they preferred the glass bottle. Only 25% preferred the Green packages. These results match conflicting facts about the relation between what seemingly Green consumers express and how they behave in the reality. While the issue of collectivity regarding the environmental damages is exceptionally high in Sweden, and collectivism is considered to be of major importance when buying Green, the great majority of the respondents seem to act differently.

On one hand, according to Tilikidou (2007) this high rates should result in higher engagement in recycling behavior, which is correct in the case of this study, on the other hand the majority of the respondents prefer glass bottles which is not coherence with the study conducted by Barber (2010) where he stated that consumers who buy Green packaged wines are also
environmentally conscious. In that case there should be a higher percentage preferring the Green packages due to the very high percentage of the Swedes stating their awareness for the environment. Although this situation was proven to be a fact by Mainieri (1997) where environmentally engagement does not mean environmentally behavior. This might be explained by two major facts highlighted by Young (2008) and Tan & Lau (2011). According to Young, 'the influence by the consumer's knowledge of the Green packaging issue as well as the influences of experiences from previous purchases'. While the level of knowledge of Green packaging of the respondents in this study was not measured, the quantitative data collected from questions 18 and 19 regarding Tetra and PET packages indicates the lack of previous experience stated by Young. The respondents were not even willing to try the new packages mainly due to their perceived low level of quality of the wine, which in turn is the most important factor when purchasing wine.

Young also states that due to the previous experiences, the outcome of the selecting process might be different. By having tried Green packaged wine, the consumer might change their mind regarding the quality of the Green packaged wine which might lead to increased purchasing of Green packaged wine of other types. The result of the study conducted by Tan & Lau (2011) consist with the fact that quality is the most important factor in the case of wine. According to them 'consumer are willing to purchase Green products when their primary need for performance, quality, convenience and affordability were met' where as performance and quality are very relevant here.
5. Discussion and conclusions

In this chapter the results and findings of the research will be briefly discussed and concluded. The chapter will end with suggestions for further researches regarding this subject. The purpose of this thesis was to analyze the impact of Green packaged wines on the wine consumption in Sweden. The findings has been analyzed from both a quantitative and a qualitative perspective.

The quantitative analysis indicate that despite the high current environmental awareness of Sweden, high rates of recycling engagement and a considerably high availability of wine in Green packages, a great majority of the respondents of this research seem to prefer the glass bottle instead of the Green packages. The main reason appears to be perceiving a low quality of Green packaged wine since consumers use the package (the most important external cue) as a cue for quality (Spawton, 1991; Myazaki et al., 2005). This confirms Barber's (2010) statement that even if consumers consider themselves 'Green' it is uncertain if they truly will select environmentally friendly products when quality is the main factor. The perception of the quality of wine as a product is an essential factor in the decision process (Barber, 2010).

Since the perceived quality of wine can only be confirmed during and after its consumption (Barber and Almanza, 2006), the package in particular becomes a symbol of the quality of the wine (Lockshin & Hall, 2003). Both internal and external cues, when positively perceived, enhance each other's effect, while if one is perceived in a less qualitative way, then the value of the other cue might be miss interpreted (Myazaki et al., 2005). Thus, the perceived low quality of the Green packaging affect the perceived quality of the wine in a negative way. The qualitative analysis on the other hand indicate the importance of the meaning of wine consumption both on a personal, and more importantly on a social level. The meanings are consumed in form of experiencing the hedonic and aesthetic aspects of wine (Charters, 2006) where Green packages seem to lack to provide these aspects because of their perceived lower quality due to the low perceived quality of the package.

Arnould & Thompson (2005) highlighted the importance of desires and aesthetical expectations of consumption. The respondents of this research associated the seemingly cheap materials of the Green packages (plastic and paper) with low quality of those wines which in turn lowered their aesthetical and hedonic expectations of their consumption. Considering
wine being a hedonic product whose quality uncertainty remains high prior to consumption (Clement et al., 2006) and enjoyment being a principle factor when consuming wine (Charters & Pettigrew, 2008), consumers will cut risks by selecting ‘safe choices’ from past experiences (Bruwer & Buller, 2012), in this case, wine in traditional glass bottle. It seems that lack of experience and knowledge about Green packaging among consumers, the impact of their material on the environment during the whole lifecycle of the product, and most importantly assurance about the quality of wines in Green packaging will certainly raise the level of Green packaged wine consumption.
6. Limitations and recommendations

The result of this study should be perceived as an indication rather than generalization. While this research represent the attitude and behavior of the respondents, it does not represent the whole demographic aspect of Sweden.

Considering the outcome of this research, a major research on this matter would be welcome. This study has only scratched the surface of consumption of wine in Sweden, especially regarding to the environmental aspects of it. It would be interesting to solely study the impact of the 'Bag in box' wine as it has become a major seller in Sweden, targeting the social aspects of drinking in Sweden and the impact of 'Bag in box' on it. Furthermore, an study about the Green wine marketing strategies in Sweden, their performance and their level of efficiency would be recommended.
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Förpackning av vin

Detta är en ANONYM webbenkät om förpackning av vin och dess inverkan på vinkonsumtionen. Enkättens data kommer att användas i min kandidatuppsats inom marknadsföring. Tack för din medverkan.

/Maziar Alivandi Farsi

1. Ålder
- □ 18-25 år
- □ 26-35
- □ 36-45
- □ 46-55
- □ 56-65
- □ 66 +

2. Kön
- □ Man
- □ Kvinna

3. Hur ofta handlar du vin på Systembolaget?
- □ Mindre än 1 gång i månaden
- □ 1-3 ggr/månad
- □ 3-6 ggr/månad
- □ Fler än 6 ggr/månad

4. Gradera din kunskapsnivå vad gäller viner

<table>
<thead>
<tr>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>8</th>
<th>9</th>
<th>10</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inga kunskaper alls</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Expertnivå</td>
</tr>
</tbody>
</table>

5. Hur viktigt är vinets varumärke för dig?

<table>
<thead>
<tr>
<th>1</th>
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<th>9</th>
<th>10</th>
</tr>
</thead>
<tbody>
<tr>
<td>Absolut inte viktigt</td>
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<td></td>
<td></td>
<td></td>
<td>Det absolut viktigaste</td>
</tr>
</tbody>
</table>

6. Hur viktig är vinets ursprung (land, region, DO) för dig?

<table>
<thead>
<tr>
<th>1</th>
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<td></td>
<td></td>
<td>Det absolut viktigaste</td>
</tr>
</tbody>
</table>

7. Hur viktig är vinets etikett/etiketter för dig?

Etiketter informerar om innehållet

<table>
<thead>
<tr>
<th>1</th>
<th>2</th>
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<th>10</th>
</tr>
</thead>
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<tr>
<td>Absolut inte viktigt</td>
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<td></td>
<td></td>
<td></td>
<td>Det absolut viktigaste</td>
</tr>
</tbody>
</table>
8. Hur viktigt är vinets druvsort/druvsorter för dig?

   1  2  3  4  5  6  7  8  9  10
   Absolut inte viktigt  0  0  0  0  0  0  0  0  0  Det absolut viktigaste

9. Hur viktigt är vinets pris för dig?
Här menas ”Pris i samband med Kvalitet”

   1  2  3  4  5  6  7  8  9  10
   Absolut inte viktigt  0  0  0  0  0  0  0  0  0  Det absolut viktigaste

10. Hur viktigt är vinets kvalitet för dig?
"Jag betalar det brgärda priset för det kvalitet jag önskar"

   1  2  3  4  5  6  7  8  9  10
   Absolut inte viktigt  0  0  0  0  0  0  0  0  0  Det absolut viktigaste

11. Hur viktigt är vinets förpackning för dig?
Här menas utseende, presentation, graden av attraktivitet

   1  2  3  4  5  6  7  8  9  10
   Absolut inte viktigt  0  0  0  0  0  0  0  0  0  Det absolut viktigaste

12. Hur viktigt är förpackningens material för dig?
Får förpackningen bestå av vilket material (plast, glas, papper, kartong, etc) som helst? Om det får bestå av vilket material som helst då är förpackningens material inte viktigt!

   1  2  3  4  5  6  7  8  9  10
   Absolut inte viktigt  0  0  0  0  0  0  0  0  0  Det absolut viktigaste

13. Hur viktigt är förpackningens volym för dig?
Detta är viktigt om du anser att ju större volym per förpackning desto bättre!

   1  2  3  4  5  6  7  8  9  10
   Absolut inte viktigt  0  0  0  0  0  0  0  0  0  Det absolut viktigaste

14. Vad värdesätter du mest när du köper vin?
Vad är det absolut viktigaste faktorn för dig?
   ☐ Vinets kvalitet. Jag vill ha ett visst kvalitet och jag är beredd att betala för det!
   ☐ Vinets pris. Vin som vin! Ju billigare literpris desto bättre!
   ☐ Kombination av pris och volym. Ju större volym desto billigare literpris!
   ☐ Inget av ovanstående alternativ

15. Vilket av följande alternativ associerar du med kvalitet hos ett vin?
Vad är ett tecken på kvalitet för dig?
   ☐ Priset. Ju högre pris desto högre kvalitet på vinet!
   ☐ Vinets ursprung, dvs land, region, DO!
   ☐ Vinets förpackning, dvs förpackningens material, form, utseende!

16. Vad tycker du om vin i glas-flaska?
Hur upplever du generellt kvalitet av ett vin i glas-flaska? Vad får en glas-flaska dig att tänka på vad gäller vinets kvalitet!
- Billigt vin av sämre kvalitet i en billig förpackning
- Billigt vin av normal kvalitet i en billigare förpackning
- Prisvärt vin av medel kvalitet i en billig förpackning
- Prisvärt vin av bättre kvalitet i en billigare förpackning
- Prisvärt vin av bättre kvalitet i en lämplig förpackning
- Jag köper aldrig vin i glas-flaska

17. Vad tycker du om vin i en Bag in box?
Hur upplever du generellt kvalitet av ett vin i en Bag in box? Vad får en Bag in box dig att tänka på vad gäller vinets kvalitet!
- Billigt vin av sämre kvalitet i en billig förpackning
- Billigt vin av normal kvalitet i en billigare förpackning
- Prisvärt vin av medel kvalitet i en billig förpackning
- Prisvärt vin av bättre kvalitet i en billigare förpackning
- Prisvärt vin av bättre kvalitet i en lämplig förpackning
- Jag köper aldrig Bag in box

18. Vad tycker du om vin i en Tetra-pack?
Hur upplever du generellt kvalitet av ett vin i en Tetra-pack? Vad får en Tetra-pack dig att tänka på vad gäller vinets kvalitet!
- Billigt vin av sämre kvalitet i en billig förpackning
- Billigt vin av normal kvalitet i en billigare förpackning
- Prisvärt vin av medel kvalitet i en billig förpackning
- Prisvärt vin av bättre kvalitet i en billigare förpackning
- Prisvärt vin av bättre kvalitet i en lämplig förpackning
- Jag köper aldrig vin i Tetra-pack

19. Vad tycker du om vin i en PET-flaska?
Hur upplever du generellt kvalitet av ett vin i en PET-flaska? Vad får en PET-flaska dig att tänka på vad gäller vinets kvalitet!
- Billigt vin av sämre kvalitet i en billig förpackning
- Billigt vin av normal kvalitet i en billigare förpackning
- Prisvärt vin av medel kvalitet i en billig förpackning
- Prisvärt vin av bättre kvalitet i en billigare förpackning
- Prisvärt vin av bättre kvalitet i en lämplig förpackning
- Jag köper aldrig vin i PET-flaska

20. Hur ofta brukar du källsortera?
- Varje dag/gång
- Då och då
- Jag bryr mig inte!

21. Skulle du hellre köpa ett vin i en miljövänlig förpackning eller ett vin i traditionell glas-flaska?
- Jag föredrar vin i miljövänlig förpackning
- Jag föredrar vin i gammal hederlig glas-flaska

Med de nya förpackningarna menas Bag in box, PET-flaskor och Tetra-pack.