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The role of alcoholic drinks’ packaging on the consumer’s act of purchasing

Focus on the wine market in Sweden

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It is also important to notice that we, the authors, participated and contributed equally to all the parts of the thesis.

We hope you will enjoy reading our thesis!

Karlstad, May 2013
Caroline Mizael and Anouk Ruiz
ABSTRACT

In an international context characterized by the democratization of the wine packaging, the Swedish market is leading the way due to their recent spark of interest to different wines, the Swedish consumers are not tied to the traditional vision of the wine packaging but enjoy creative designs. The aim of this thesis is to find out the role of the alcoholic drinks’ packaging on the consumer’s act of purchasing. In order to fulfill this purpose, we conducted interviews with three companies and a focus group of twenty-five persons belonging to different segments of the population.

We found out that the alcoholic drinks’ packaging affects the consumers’ purchasing behavior. Indeed, we observed seven different packaging roles: a way of getting information, a way of differentiation, a way to perceived the authenticity and the quality, a way to recall past experiences, a factor of convenience and a way to protect the product. Most consumers based their purchase decision on the packaging but it is interesting to notice that not all of them rely on the same packaging roles. Moreover, we verified that the consumers’ lifestyles influence the way they perceive alcoholic drinks’ packaging. We realized that the consumers belonging to the same lifestyles tend to give the same role to the packaging.

Since few studies have been made so far concerning the link existing between the alcoholic drinks’ packaging and the consumers’ act of purchasing, we did not follow any model but explored this area of research. As in any other markets, it is important to target the right segment of population; we think that this study could help the wines producers that want to present their wines to Systembolaget.

Keywords: Packaging’s role, Consumers’ purchasing behavior, Wine Market, Sweden.
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1 INTRODUCTION AND BACKGROUND

In this part we introduce our paper by presenting its purpose and background. We also present our research problem and objectives.

Our study deals with the relation that might exist between the packaging and the consumers’ act of purchasing. This subject came from our two strengths and area of interest. While Caroline has been doing an internship in the wine packaging area in Sweden, Anouk has a strong interest in the consumers’ behavior.

In this paper, we have intended to demonstrate the relationship existing between the alcoholic drinks’ packaging role to the consumers. We have chosen to study the alcoholic drinks’ packaging because we thought the all those types of packaging have the same characteristics. To conduct this study and get empirical data we chose to focus especially on the wine market. We decided to collect our empirical data from the local population, which is mostly represented by Swedes. Thus, we focused on the Swedish consumer, which we consider as a global consumer. Indeed, nowadays the wine consumption of Swedish people is really close to any other population. With the world becoming more and more global, the Swedes tend to travel more and pick the packaging and wine trends from the international markets.

The Swedish market is particularly interesting to study since the wine market is regulated by the State monopoly, which does not allow any promotion in its stores; this situation makes the packaging the most important cue for the consumer when choosing its wine.

To conduct this study, we decided to first deal with the theoretical data concerning the consumer behavior and the packaging in general. In a second part, we presented the specificity of the Swedish market and the data we have collected from the Swedish population.

We think that exploring this subject is really interesting because few studies have been made so far in this area of research. At the end, we think that this study could help the wine producers that want to penetrate the Swedish market and present their wines to Systembolaget. Of course, there are more factors that matter then, but an appropriate concept around their wines could facilitate their integration. It could also be interesting for
Systembolaget to read this study to have an external point of view concerning the products it sells and concerning its consumers’ behavior.

1.1 Research Problem and objectives

We have identified a lack of information regarding links between Swedish consumers and wine packaging. In fact, it is really complicated to find information linking those two areas. Since wine is becoming more and more important for the Swedish consumers, it would be interesting to study these links (www.cbi.eu).

![Diagram of packaging's role in the act of purchasing](image)

*Figure 1: Relationship between consumers and packaging’s role*

The Figure 1 above, explains the link we have found between wine packaging and the consumers and illustrate our two research questions, which are:

- How does packaging affect the consumers’ purchasing behavior?
- Does the consumers’ lifestyles influence the way they perceive packaging?

To answer our first question, we took into account that the packaging has different roles and that each person can be more sensitive to one role or another. We put forward five sub-questions of research that are used to investigate the effect the packaging has on the wine consumers. Those are:

- Can the information be what the consumers are looking for on the packaging?
o Do the consumers see the packaging as a way to differentiate the products from one another?

o Do the consumers judge the products’ quality thanks to the packaging?

o Do the consumers feel the products’ authenticity from the packaging?

o Can the packaging be a way for the consumers to recall past experiences?

Our second question resulted from the first one; we sharpened the notion of ‘Consumers’ by segmenting this population in lifestyles to see if depending on the segment the consumer belongs, he/she would be touched by the same packaging’s role. More precisely, we tried to link the different lifestyles to the packaging’s role and observe if those tendencies had an impact on the role played by the packaging in the act of purchasing.

In order to go more in depth in this question we created a sub-question of research:

o Can we use the consumers’ drinking profile to sharpen the lifestyles analysis?

Our primary goal with here was to sharpen the lifestyles by combining them to the consumers’ drinking habits and then observe if this combination would have an effect on the way consumers perceive the packaging.

1.2 Thesis outline

1 INTRODUCTION AND BACKGROUND – In this part we introduced our paper by presenting its purpose and background. We also presented our research problem and objectives.

2 METHODOLOGY - In this part we describe the research methodology used in this thesis. We first present our respective backgrounds from which our subject arises. Then we discuss the research approach and method. We also describe the two types of data we used – secondary and primary. Finally, we present the research model outline and summarize the methodology.

3 THEORETICAL FRAMEWORK – In this section we first present the theories concerning the consumer’s buying behavior. In a second part, we introduce a theoretical framework concerning the packaging in general and more particularly the wine packaging. Finally, we present the theories concerning the hypothetical answers to our sub-questions of research.
4 FINDING AND ANALYSIS – Here we aim at presenting the Swedish Market, Systembolaget and the Swedish consumer using the results we collected from our interviews with companies. Thanks to the results we gathered from the consumers we interviewed, we have been able to analyze and answer our two questions of research.

5 DISCUSSION – In this part we present our analysis based on the theoretical framework and the results we obtained from the interviews. We discuss those findings in order to link our two questions of research.

6 CONCLUSIONS, LIMITATIONS AND FURTHER RESEARCH – In this last section we conclude our paper and present the issues we faced. We also discuss the interest of further research.
2 METHODOLOGY

In this part we describe the research methodology used in this thesis. We first present our respective backgrounds from which our subject arises. Then we present the research model guideline. We also discuss the research approach and method. Finally, we describe the two types of data we have used.

Our respective backgrounds are here described in order to help the reader understand the origin of our study.

2.1 Anouk’s background

This interest in consumers’ behavior came up when I worked for Product of the Year (POY)\(^1\). POY is a business-to-business company organizing a marketing contest between innovative products of a same category (for example: category pasta, category water, category shower gel and so on). In this contest, a sample of consumers votes for the winning product in each category according to three criteria: satisfaction, innovation, and attractiveness. At the end, the companies winning the contest in their category can use the logo “Elected Product of the Year” on their product during one year. This logo aims at attracting more consumers as the product has been elected by others consumers and so increasing the companies’ sales. Just to give an example, according the POY webpage’s figures, this logo would encourage consumers to buy a product with this logo up to 74%.

It was during this one-year internship that I measured this importance of the drivers that can influence consumers’ act of purchasing and that I got an interest for the consumer behavior in general.

2.2 Caroline’s background

I have always been interested by the design. When I decided to study at a Business School, I directed my interest for design to the packaging area. During my 4\(^{th}\) year of study, I was required to take an internship and I thought that it might be interesting for me to work with the packaging to learn more about its creation. I chose to do it at Motherland, a Branding and

\(^1\) http://www.produitsdelannce.com/fr/qui-sommes-nous.html
Design Agency located in Karlstad. Motherland is the only agency in Karlstad working with wines’ packaging. Since I have made three internships in the wine business in three different countries (Canada, France and United States), I thought that I could provide ideas to Motherland with an international perspective. But when I visited Systembolaget and looked at Motherland’s former packaging, I realized that the Swedish market was really different from anything I had seen before. In Sweden, the range of products shows more original and complex designs.

2.3 Research model guideline

We have created our own model guideline (Figure 2) to give a better overview of what we want to do. The figure below summarizes and simplifies our research methodology, which is to follow a mixed research approach.

![Figure 2: Research model](image)
2.4 Research Approach
We have chosen to conduct our research following an abductive approach which represents a mix between the deductive and inductive methods (Bryman and Bell 2011).

Concerning the deductive approach, we analyzed the existing literature and drew five sub-questions of research from it. We then conducted interviews to collect data. Indeed, we gathered some theories about our subject, then deduced some sub-questions of research. We then collected some data thanks to interviews and we analyzed our findings.

We also used the inductive method, which represents the opposite technique since we based our theoretical framework on observation. We compared the theories with our findings and we discussed the five sub-questions of research we drew and finally confirmed or rejected them.

2.5 Research Method
We have been doing an explorative qualitative study since we are trying to understand a phenomenon. It is considered with words rather than numbers, using an inductive view between existing theories and newly conducted research. In this study, we conducted interviews with companies and a focus group in order to take into account the consumers behaviors and lifestyles. We then conducted qualitative interviews with a larger sample. In order to analyze our data better concerning those interviews, we used the method drawn by Miles and Huberman (2002) using the coding of the data. We will simplify the analysis by coding the main influencing factors. This tool allowed us to start the analysis process of the data while collecting the results. We could draw conclusions from this simplified structure.

2.6 Data collection
The data collection can be divided into two different types - secondary and primary.

We found our secondary data on the Internet, in magazines specialized in the alcoholic beverages business such as: The Drinks Business and The Decanter. We also used the articles and statistics we have found in the database for scientific articles.

In order to collect our primary data, we conducted three types of interviews. Here we presented our process in details.
2.6.1 Interviews with focus group

We conducted five preliminary interviews with a focus group. The persons interviewed are from five different population segments: one student, one older person (50-55 years old), one worker, one person with good knowledge in wine and one young working person. We elaborated an interview split in three main themes: the consumer’s lifestyle, his/her drinking habits and finally how he/she sees the role of packaging (see Appendix A). We used the information we got from those interviews to analyze the reliability of our questionnaire and see if we could then propose it to a bigger sample. Thanks to these interviews we could be able to establish some links between the consumers lifestyles and the packaging roles.

2.6.2 Interviews with companies

We realized three interviews with three companies (see Appendix B).

We did the first interview with Urban Karlstam, CEO of the company Motherland-Branding & Design Agency. We asked him about the Swedish Market and consumers’ tastes. We also asked him about which criteria influenced the most the Swedish consumers in their choice. He also told us about the current trends at Systembolaget and gave us a good view of what the future of packaging will be in term of innovation.

We conducted the second interview with Anna Kjellberg, packaging developer at The Packaging Arena, located in Karlstad. We got a broad vision of the packaging area. We also heard about the impact of the packaging’s materials and colors on the consumers. She gave us some feedbacks on our sub-questions of research and discussed them with us. We also asked her about the current and future packaging trends on the Swedish market.

For our third interview, we met with Ulf Sjödin, head of Category management at Systembolaget. We got many figures concerning the Swedish market and the consumption habits. He gave us some feedbacks on our sub-questions of research and also told us about the current and future tendencies concerning the Swedish wine packaging.

2.6.3 Final interviews

After the conclusive results we got from the interview with the focus group, we decided to go broader with our research by choosing a bigger sample. We have been including the five interviews with the focus group to the final sample. Indeed, we kept the same interview we
used with the focus group to conduct the final interviews (see Appendix A). This allows us to have a larger sample to study and more results to analyze. We also kept the same segmentation types than the ones used for the focus group. We interviewed five people from each of the following categories: students, seniors (older than fifty years old), young workers, employees and connoisseurs. The final sample gathers twenty-five persons. We have been trying to respect the parity and interviewed thirteen men and twelve women. It is important to highlight that all the interviewees come from Karlstad or its surroundings.
3 THEORETICAL FRAMEWORK

In this section we first present the theories concerning consumer’s buying behavior. In a second part, we introduce a theoretical framework concerning the packaging in general and more particularly the wine packaging. Finally, we present the theories concerning our sub-questions of research.

Chilta (2012) gives a quick definition of the consumer’s buying behavior. According to this author it is a complex phenomenon that is influenced by consumer decision-making process, economic factors and some market stimuli. In their ‘stimulus-response model’, Kotler and Keller (2008) do not only present it as a phenomenon but as a complete process which ends with the purchase decision (or act of purchasing). We will develop this step as well as the consumer psychology and characteristics since these factors have an impact on the purchase decision as Kotler and Keller (2008) explain it.

3.1 The act of purchasing

According to Kotler and Keller (2008) the act of purchasing is a process that takes into account the evaluation of alternatives which are related to the product they want to buy. Consumers assess these alternatives to make a final choice.

Consumers do not know all the characteristics about a certain product. To assess the alternatives, they need to count on their beliefs and on the external characteristics of the product. That is why consumers are making mental shortcuts or heuristics during the decision process (Kotler and Keller 2008; Solomon 1996). According to these authors, consumers react like that to simplify the choice process and speed it up. Solomon (1996) adds that consumers are making these shortcuts because they do not take the time to give the products weighted characteristics and to calculate them carefully in order to make a rational choice.

Engel et al. (1995) do not talk about heuristics to explain how consumers assess theirs choices. They talk about cutoffs; notion they define as a ‘restriction for acceptable attribute values’ used by the consumer during an alternative choice. It means that consumers take the time to give the products acceptable attributes values (price range, brand name, level of calories and so on) to make their choice. For them, consumers look for external product signals as warranties or prices that allow them to perceive the product quality.
3.1.1 Type of buying decision behavior

Now that we clarified the act of purchasing process, we can develop the type of buying decision behavior the consumer is facing. In fact, buying a car, toothpaste, or a TV does lead to a very different type of behavior.

Assael (1987) has listed four types of buying behaviors. The table he has created distinguishes these buying behavior types according to the level of the buyer’s involvement and the level of difference among the brands.

The Complex buying behavior is a process going through three steps. The consumers develop some beliefs regarding the product. Then, the consumer develops some attitudes towards the product. And then, the consumer makes his/her own choice. This buying behavior is used when the consumer is highly involved and knows that the brands make the difference.

The Dissonance-Reducing buying behavior appears when the consumers a highly involved in the purchase because the purchase is expensive and risky even though the consumers cannot see big differences between the brands. Thus the consumer will just try to get further information or will just buy according to the price.

The Habitual buying behavior appears a lot with the purchase of low cost product like salt for example because the consumers get a low involvement in the purchase and the difference between the different brands is almost non-existent. In fact, the consumer has a strong brand loyalty concerning these low cost products; he/she always goes for the same brand.

The Variety-Seeking buying behavior appears when the consumer is not involved in the purchase but when the difference between the brands is really important. It means that the consumer is really often engage to do brands switching. This does not mean that the consumer is dissatisfied by one brand but it just means that he/she is looking for variety.

3.2 The factors affecting the consumer

Psychological factors and consumers’ characteristics affect the consumers’ decision process and purchase decision. Those notions are described in the following sections.
3.2.1 Consumer Psychology

Kotler and Keller (2008) count four psychological processes that influence consumers. The first of those is called motivation. Schiffman and Kanuk (2007) define this notion as a driving force felt by individuals and pushing them to act. It means that the consumers recognize a need that is unsatisfied. According to Engel et al. (1995), the need recognition is the starting point of motivation that consumers need to activate. The consumers know that the need is activated when the difference between the whishing situation and the actual situation lead them to act. According to Kotler and Keller (2008), this situation provokes some tension that consumers have to satisfy. For Solomon (1996) the tension degree creates an incitement that is called a driver. This driver pushes consumers to create a need that they will fulfill by achieving their goal.

Schiffman and Kanuk (2007) and Kotler and Keller (2008) use the theory of Maslow (see figure 3) to explain why people have specific needs at one specific moment. Maslow has created a pyramid that hierarchy the needs by order of importance. A consumer cannot reach the needs above if their actual needs are not satisfied.

![Maslow's hierarchy of needs](image)

Figure 3: Maslow's hierarchy of needs

The second process is perception. A consumer is ready to act when he/she is motivated but according to Kotler and Keller (2008) his/her action is influenced by his/her own view of the situation. Schiffman and Kanuk (2007) define perception as a process that affects the consumers' behavior. In fact, consumers select, organize, and interpret stimuli to create their own view of the world. Kotler and Keller (2008) distinguish three perceptual processes:
- The *selective attention* concerns the voluntary attention of consumers. It is a purposeful attention. It means that consumers screen all the information they get to remember the one that interest them.

- The *selective distortion* concerns the way consumers interpret the information according to their conception, beliefs and expectations.

- The *selective retention* concerns the information consumers remember because it goes towards their beliefs.

However, consumers do not perceive the same stimuli with the same intensity. That is why consumers select the stimuli coming from the environment based on their expectation and motives.

The consumers organize their perception into groups, or “wholes” (Schiffman and Kanuk 2007). Then, they interpret the stimuli. For Solomon (1996), the interpretation of stimuli allows consumers to assign them meaning. But this interpretation, even if it is sometimes share by others (Solomon 1996), is completely subjective (Schiffman and Kanuk 2007). In fact, the interpretation is based on personal expectations and former experiences.

The third process is *learning*. Consumers act according to what they have learnt. It means for Kotler and Keller (2008) that learning results from experience. However, Schiffman and Kanuk (2007) consider learning as a process that gives consumers the knowledge and the experience they will apply in a future behavior. But learning can also be a change that has been caused by experience (Solomon, 1996).

The fourth process is *memory*. According to Solomon (1996) memory is ‘the storage of learned information’. First the consumer perceives the information, then he/she encoded the information and finally the information is stored in the memory. The stored information belongs to a network of association that facilitates the reactivation of this information in the future. According to Kotler and Keller (2008), the repeated exposures to a product facilitate the reactivation of the encoded information. The information goes to the back of the memory, when there is new exposure, the consumer remember it; it is the *memory retrieval*. Kotler and Keller (2008) explain it either by the fact that new information encoded can provoke interferences or by the fact that the time between the exposure to the information and the encoding process has been too long.
3.2.2 Consumer Characteristics

We list three factors that influence the consumers’ behavior and purchasing decision. The most influential factor on the consumer’s purchasing decision is the *cultural factors*. Indeed, for Kotler and Keller (2008), culture is the key factor that shapes the consumer’s desire and behavior. According to the definition of Schiffman and Kanuk (2007), culture is about language, knowledge, laws and customs. However, culture can also be some values ideas, attitudes, symbols that allow people to communicate and feel themselves as entire members of society (Engel et al. 1995). These set of values are integrated thanks to the family role and other institutions (school, religion and so on). Concerning the consumer’s purchasing behavior, culture play the role of a guide that pushes the consumer to get a specific behavior (Kotler and Keller 2008).

The role of *subcultures* is also an important influence on the consumers’ purchasing behavior. According to Engel et al. (1995), a subculture is a micro culture. Consumers belong to several subcultures in the common culture (Solomon 1996); they can be related to religion, nationality, geographic place, race and age (Schiffman and Kanuk 2007). According to Kotler and Keller (2008) and Schiffman and Kanuk (2007) when a subculture is big enough, customers can be influenced to have specific needs and then adopting a specific purchasing behavior. So a subculture can also affect the consumers’ consumption (Solomon 1996).

Another factor that influences a lot the consumer’s purchasing power is *social factors*, namely the social classes and the reference groups and most importantly the family (Kotler and Keller 2008).

Social classes are a division of the population (Kotler and Keller 2008), organized in hierarchy (Schiffman and Kanuk 2007) that allows people to stand in the society (Solomon, 1996). These social classes are homogenous groups (Engel et al. 1995) who share the same values, interests and behavior (Kotler and Keller 2008). Social classes influence the consumers’ purchasing behavior as social classes give them consumption patterns (Engel et al. 1995). In fact the products a consumer buy is a symbol of his/her belonging social class (Solomon, 1996).

Moreover, the consumers’ reference groups also influence their behavior; directly or indirectly (Kotler and Keller 2008). According to Kotler and Keller (2008), there are two types of reference groups: the primary group (family, friends and so on) and the secondary
group (religion, trade-union and so on). It is necessary to say here that the family is the point of reference concerning consumers’ purchasing behavior (Kotler and Keller 2008).

Finally, personal factors are influencing consumers’ purchasing behavior. By personal factors we mean age, lifestyle and personality. According to Kotler & Keller (2008) and Solomon (1996), the purchase is link to the age as people from a same cohort (children, teens, baby busters, baby boomers and mature consumers) have the same needs. The passages people live through life, the “psychological life cycle” (Kotler and Keller 2008) gives them other needs. In fact consumers follow the same cycle during their all life but do not have the same purchasing power (Solomon 1996).

And then the lifestyle of a consumer pushes him/her to consume in a certain way. Lifestyle actually represents an advertising term referring to the distinctive ways in which consumers live, spend their time and money and what they think is important such as their activities, interests and opinions (Wells 1974; Mitchell 1983).

For Solomon (1996), the consumers’ lifestyle is reflected on their purchasing choices. So a consumer will look for a product that is respecting his/her lifestyle (Kotler and Keller 2008). However a consumer’s personality will also have an influence on the purchasing behavior. According to Kotler and Keller (2008), a product has a certain personality that consumers try to choose to match with theirs.

3.3 The Role of Packaging

In a second part, we would like to look at the theoretical elements linked to the packaging, starting with the global picture to reach the one in the center of our analysis: the wine packaging. We will first give a definition of the packaging, and then we will expose the packaging’s role as a brand image tool and a creator of identity and the wine packaging characteristics.

3.3.1 Definition

The packaging acts as a voiceless salesperson by attracting the consumer’s attention and by facilitating self-promotion (Gershman 1987; Pilditch 1973; Judd et al. 1989). Good package designs do not need advertising to raise sales and market shares (Godin 2003). Some studies reveals that two-thirds of the buying decisions made by consumers are greatly influenced by
the product packaging (Nilsson & Öström 2005; Rettie & Brewer 2000). The packaging delivers an image of the product and helps distinguish it from the others. It will also keep the consumer in front of the product and by that could cause a sales opportunity (Cheverton 2004). We can then conclude that the more effectively the packaging stimulates the consumers’ senses, the more unforgettable it will be (Pine & Gilmore 1999).

The packaging is necessary in a competitive environment since consumers prefer easily identifiable products (Gobé 2001). The role of the packaging is also to send a message and has several purposes: (1) to catch the consumers’ attention; (2) to well identified the product; (3) to differentiate a product from the competitors; (4) to show the product advantages and (5) to convince the consumer to purchase the product (Doyle 1996).

### 3.3.2 Brand image and identity through packaging

According to the professionals of the communication area, the logotype would be the first identity sign of the brand. However, in many cases, this role is insured by the global visual of the packaging. It represents the main communication medium of the brand and also represents the most memorable factor of visual identity for the general public. Our brain memorizes much better the global picture of what is presented to us, the forms, the colors and so on, the distinctive elements which compose the representation. In most of the cases, the logotype is not more than a "pixel" in a global graphic composition (Underwood et al. 2001).

According to Kuvykaite (2009), the packaging draws the attention of the consumer on the brand, improves its image and influences the consumers’ perception of the product. Furthermore, the packaging provides a unique value to the products (Underwood et al. 2001; Silayoi and Speece 2004), is a tool of differentiation helping the consumers to choose a product among a large range of similar products, and also influences the consumers’ act of purchasing (Wells et al. 2007).

Kotler (2003) has identified six variables that must be considered by the producers and the designers during the creation of a good packaging: the shape, the size, the color, the texture, the text and the brand. The first means of identification of a packaging lies in its shape. As a matter of fact, an original shape will allow the consumer to immediately recognize the product. However, the color is the element, which is going to help us to perceive the packaging outlines and to better differentiate the packaging from the competitors. By coming
closer to the product, we can perceive the reliefs of the packaging (embossing, engravings, etc.). They participate largely to add originality and a recognizable shape. Practically, when he handles the product, the consumer perceives the tactile identity of the product. The materials of the packaging must be carefully chosen and designed. Actually, the materials remain under-exploited and represent a good differentiation factor. Thanks to the graphics, the brand can create its visual identity. The most recognizable and the easiest to memorize are the ones combining simple graphic forms and clear-cut with specific colors.

### 3.3.3 Focus on the wine packaging

The wine marketing includes more sub-areas of research than other similar products. We would traditionally speak about the 4Ps (Product, Price, Promotion and Place) and the related factors such as branding, public relations, product development & innovation and sales forces. In addition to those traditional areas, the wine product includes another dimension of special topics such as consumer behavior for wine, packaging and labeling, medals and award shows, world regulation concerning wine and alcohol and so on (Lockshin et al. 2003).

It is interesting to notice that purchasing wine requires a complex buying decision process. In fact, the consumer choice for wine is more complex than the one for other products. Several studies have shown that numerous factors have an impact on the wine selection process (Batt & Dean 2000; Jenster & Jenster 1993; Koewn & Casey 1995). Howard and Stonier (2002) emphasizes the fact that the wine has more than simple tangible qualities.

For the vast majority of wines, package design is one of the most important elements in stimulating the consumer’s behavior. In order to attract the consumers’ attention, the package design must make the product stand out on the store shelves and stimulate purchase. It is interesting to notice that the infrequent and new wines drinkers rely more heavily on label information than the regular drinkers (Chaney 2000). The wine packaging includes the labels (front and back), the bottle and the over-packaging. The front labels represent the first line of communication, thus they need to be visually attractive and easy to read (Chaney 2000). They can provide key recognition factors thanks to their shape, position, color and the information offered. In comparison to the labels currently present on the market, the Old World wines were highly standardized and unimaginative, they kept the classic wine label structure in order to sustain the image of quality through tradition (Jennings and Wood 1994). The
information present on the front label such as the winery’s name, grape variety and origin, vintage year, alcohol content, also has an important role since it can draw upon the consumers’ knowledge and experiences to assist in their choices (Gluckman 1990). In effect, the name and product recognition can play a key role since a large number of consumers form their impression of a wine by reading the labels (Barber et al. 2007). Some others may buy a wine solely based upon the front label aesthetic value (design, logo or picture) and distinctiveness of the wine package (Bloch et al. 2003; Reidick 2003; Thomas and Pickering 2003; Barber et al. 2006). Generally, the role of the label design is to create a striking visual that will serve as a storybook about the contents of the bottle and the producer (Barber et al. 2007). This story will usually be presented more in depth on the back label together with the winemaker’s notes, the characteristics of the wine and compatible meals. According to d’Hauteville (2003), the wine’s back labels goal is to reassure potential wine consumers of their purchase decision. Both labels represent the most cost effective form of promotion and a source of information the wine producers can directly communicate to the customers at the point of sale (Rocchi & Stefani 2005).

Besides the creation of unique and compelling labels, winemakers also use exotic bottle shapes, colors and closures to distinguish their products from their competitors. However, certain elements such as screw-top closures, non-glass containers, large formatted bottles or boxed wines may indicate a lesser quality to the consumers (Reidick 2003). In reality, wine packaging material has an impact on the perception of the product. For example, a glass bottle packaging for a sparkling wine will communicate prestige while a plastic packaging will evoke convenience and environmental friendliness (Schoiswohl 2003). Innovations in term of package material could change the consumers’ perception and preferences (Santini et al. 2007). The glass bottles have several disadvantages such as fragility; the bag-in-box represents an interesting packaging of substitution for many standard quality wines (Jackson 2000). The bottle shape also has an important role since it can be way for the consumers to recognize a particular type of wine. In fact, some shapes have a regulatory nature and can only be used for a certain type of wine, for example the Riesling and Clavelin wines bottles (see Figure 4 below).
The use of over-packaging is part of the current trends and allows the wine producers to distinguish its products on the shelves. It also represents an added value for the product and gives an image of exclusivity to the consumers (Zhang et al. 2006).

Consumers shop with their eyes, hence the importance for the producers to have an attractive packaging around their products (Chaney 2000; Olsen et al. 2003; Thomas & Pickering 2003). It should tap into the consumers’ core needs and relates the consumers’ senses to their knowledge and experience (Spawton 1991). This can be done through three different factors: (1) the quality of the packaging and the materials used; (2) the bottle shape that identifies the type of wine; and (3) the label and the information presented (variety of grape, brand name and so on) (Spawton 1991).

3.4 Theories explaining the wine packaging’s role in the consumer’s act of purchasing

In this part, we are going to join the theories concerning the consumer behavior and the alcoholic drinks packaging in order to present the theoretical contributions that will help us answered our first question of research: How does packaging affect the consumers’ purchasing behavior? We have elaborated five sub-questions of research based on theories.

According to Kuvykaite (2009), the packaging attracts the consumer’s attention on the brand, improve its image and influence the consumer’s perception concerning the product. Moreover, the packaging gives a unique value to the product (Underwood et al. 2001; Silayoi & Speece 2004), it is also a great tool of differentiation helping the consumers choosing
within a large range of products and stimulate the consumer buying behavior (Wells et al. 2007). The packaging plays an important role in the communication and can be seen as one of the most important factors influencing the purchase.

The wine packaging is not only represented by the label; the bottle and the caps are part of it as well. In order to create the identity of the packaging, the designers can play with six variables (Kotler 2003): the shape, the size, the color, the texture, the text and the brand. The packaging needs to attract the consumer and causes him to want to discover the product. The packaging represents much value, the consumers depend on it in order to build an opinion on the wine, unless he has already tasted it or obtained advices from a professional or a friend. However, the packaging cannot suit every taste. The consumer can be attracted by a packaging for different reasons and will be looking for something in particular that will fit his desire and make him feel comfortable with his purchase.

3.4.1 Element of information

Our first sub-question of research is: Can the information be what the consumers are looking for on the packaging?

As suggested by Marianna (1997), the consumers are more and more discerning and want more information about the product they buy. By being more informed about the product, the consumer will try to make the good choice and reduce the acquisition risk (Johnson and Bruwer 2004).

3.4.2 A way of differentiation

Our second sub-question of research is: Do the consumers see the packaging as a way to differentiate the products from one another?

According to Slater (2012), one of the biggest problems of the wine business is the lack of differentiation concerning the packaging. The consumers see the stores’ shelf as a monochrome library. They have to make a choice, but it proves too difficult. While creating the wine packaging it is important for the producers to ask the good questions: will this packaging stand out from the crowd? If the consumer chooses this product and enjoys it, will he/she be able to recognize it the next time?
3.4.3 Perceived quality

Our third sub-question of research is: Do the consumers judge the products’ quality thanks to the packaging?

According to Hauck (1991), one of the most influencing factors in term of wine purchasing is the perceived quality. The wine has attributes that can only be assessed during the consumption. In reality, it is difficult to judge the quality without purchasing and the drinking the product (Chaney 2000). In such a case, the consumer will fall back on extrinsic cues to assess the quality (Speed 1998). Quality can be signaled to the consumers by both extrinsic and intrinsic attributes (Holbrook & Corfman 1985; Zeithaml 1988). Wine consumers use both cues to help themselves in the selection process (Gabbott 1991). The difference between the cues is that the extrinsic ones can be changed without changing the product (packaging, price, location, brand name) while the other are directly related to the product. The quality is a concept based on perceptions such as the price, the label or the recommendations received from an expert or a friend. The price can be seen as a crucial cue for quality when few other cues are available (Speed 1998), when the product cannot be evaluated before purchase or when there is a high risk of making a wrong choice (Zeithalm 1988). The common sense would push us to presume that the consumers would conduct a search for information before purchasing the alcoholic drinks but the research actually suggests that consumers only use a small amount of information in order to select the product (Lockshin et al. 2000). It is interesting to notice that Systembolaget represents a particular case since most information concerning the wine is available directly on the shelves. Giordano (2006) said that the perceived quality is a notion that is not only a property of the good/service but depends also on the person that is going to appreciate it. Thus, this notion is large and subjective. This notion is perceived in a sensorial and affective relationship to the object, but also concerns a rational judgment.

3.4.4 Search for authenticity

Our fourth sub-question of research is: Do the consumers feel the products’ authenticity from the packaging?

Some research lead by Brown et al. (2003) show that this search represents one of the touchstone of modern marketing. They notice that the authenticity is fake most of the time but still works among consumers. According to Camus (2007), an authentic brand can be define
as a brand perceived as original, sincere, held in the origin, a brand that can bring the consumer in his memory and/or allows him to create or affirm his personal identity.

3.4.5 Recall past experiences

Our last sub-question of research is: Can the packaging be a way for the consumers to recall past experiences?

The “storytelling” management is a famous and successful way of promoting a product (Salmon 2007). It is the art of telling stories, using a narrative and personal language and highlights the experience instead of the facts. The marketing does not use the brands image but their narrative identity; the publicists are convinced that consumers do not buy simple products anymore but the story they tell. It is well known that the consumer’s emotions take over their reason. According to Cahill (2012), much of marketing is concerned with emotions. The consumers buy a brand for its emotional benefits whereas they buy a product for its functional advantages. The wines have a deep well of emotions on which to draw. In fact, of all products the land provides, wine has an almost unique particularity in that whose who cultivate it are also intimately related with its production; only the Irish Whisky comes close. The wine industry is one of the few that can still be perceived as artisan, even though the reality might be different. The soil, the added elements of history concerning the community and individuals who work to make the wine what it is: the emotional land. Nowadays, the brands are looking for heritage and provenance and would give much to find a wine possessing both. This fund of emotions is powerful since many consumers’ choices are based on emotions rather than reason. That’s why, when marketing a product, it is crucial to give it a personality with which the consumer can relate. This behavior is linked to empathy (Buber 1958). Fairbairn (2002, pp. 25) said “storytelling is central to most of human life. It is also the most startlingly simple and direct way I know of encouraging the development of empathy.”

The consumers can be attracted by a packaging for different reasons. He could simply be looking for information, for a story to tell or for a sign of quality. The consumer is going to base his choice and feeling toward the product depending on its packaging. This observation is even truer in Sweden where the monopoly do not allow any kinds of promotion inside Systembolaget stores (www.systembolaget.se).
4 RESULTS AND ANALYSIS

Here we aim at presenting the Swedish Market, Systembolaget and the Swedish consumer using the results we collect from our interviews with companies. Thanks to the results we gathered from the consumers we interviewed, we are able to analyze and answer our two questions of research.

4.1 The Swedish wine market and Systembolaget

The Swedish wine market is ruled by a monopoly which imposes specific regulation influencing the way packaging is perceived in-store. Systembolaget proposes a wide range of products from all around the world in order for the Swedish consumers to experience diversity. The monopoly tries to follow the Swedes desires and trends, which could explain the popularity of the ecological wines. In order to continuously improve the offer according to the consumers’ needs, Systembolaget designed a drinker’s segmentation (www.systembolaget.se).

4.1.1 The State monopoly

Systembolaget is the Swedish state monopoly. By contrast with the other stores, the main goal of the monopoly is not to sell more and raise its profit but to sell alcohol in a responsible way. Nowadays, there are 421 stores spread all over the country.

Systembolaget has well-trained staff that can give experts advices to the consumers. It is interesting to notice that the advices given in stores are completely brand-neutral, following the monopoly policy, as the promotion in store is not allowed (www.systembolaget.se).

Thanks to this system, the Swedish consumers benefit from a wide range of products coming from all around the world. The trends are continuously updated and the consumers’ tastes are taken into account (www.systembolaget.se).

The State monopoly knows what kind of products should be on its shelf. In order to find the right products the monopoly sets up tenders that the international producers try to fit in to have the opportunity of getting in the stores.

Setting up the tenders is a long process. In order to set up its tenders, Systembolaget looks at the consumers’ needs and what is happening on the market. The monopoly looks at the sales
statistics and also looks at other markets, such as the United Kingdom (UK) market. According to Ulf Sjödin the alcoholic drinks’ trends that start in London will arrive in Stockholm.

A solicitation for tender specifies in detail the type of product that Systembolaget is looking for, for example, the segment, price, and flavor type.

According to Ulf Sjödin, the Swedish consumers are quite open concerning alcoholic drinks and even though they are not completely aware about what they want on the shelf, the monopoly will try to find out drinks they would appreciate.

**4.1.2 The Packaging at Systembolaget**

The experience in Systembolaget’s stores is peculiar for the consumers. Indeed, unlike most of the stores, the monopoly does not allow any kind of promotions or sensorial marketing around the products. The staff does not get any bonus for selling a wine in particular and should not push a product more than any other. That is why the Swedish consumers trust the advices given by Systembolaget’s staff.

However in these particular stores the packaging plays an important role. According to Ulf Sjödin, the consumers mostly take their decisions within the stores and since there is no promotion, they need to rely on the labels.

The wine producers have to play on attributes such as colors, shapes and pictures. Moreover, they should cooperate with importers that know the market better and can help them to attract the right target group. According to Ulf Sjödin, it is really important for the producers to choose the right target and design the product according to its taste. As a matter of fact, targeting the right group ensure the producers to catch directly the consumers with the label.

However, once the wines are in the stores, the producers should often redesign its labels to keep their freshness. According to Urban Karlstam and Anna Kjellberg, it is important to work on the design to constantly reinvent the brand. Indeed, the producers should apply the changes really slowly so the consumers would not be aware of those changes. The labels should not look too different in order for the consumers to recognize it. However it should always look modern to not get the consumers bored. As Urban Karlstam told us the label’s design is not “carve in stone but written on the sand”.

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The labels’ redesign is really important since it could sometimes boost the sales to 100 percent. Even though the consumers are not aware of the redesign, they always see the product as modern and fresh which has a positive impact on the product’s sales. The wine brand Penfolds is an excellent example of this small and regular design updates (see Appendix C). On the other hand, major redesigns are usually negative (Ulf Sjödin).

It is interesting to notice than even though the producers redesign their products, they should try to be in sync with the current trends. Truly, concerning the red wines, the designer may want to use red, gold and dark colors as well as heraldic ornaments. For the white wines, the colors to use would be green and yellow coupled with a light and fresh design. On the other hand, rosé wine would fit better with pink, white and light packaging (Urban Karlstam).

We can notice some other trends on the market: the Swedish consumers are more and more attracted by the Bag in Box (BIB) since they are convenient and the screw caps are used for most of the bottles.

In term of innovation, the wine packaging will evolve through new materials such as paper (even for the bottles). The professionals are expecting an evolution of the BIB shapes towards something less classic and more sustainable (Urban Karlstam). According to Ulf Sjödin, the PET bottle will increase since they are convenient, light and do not break. The market will probably not see radical innovation but small changes to make easier the product opening system. There will be more innovation in the beer and spirit businesses since they have higher margin and can invest more in the packaging (Ulf Sjödin).

4.1.3 The ecological wave at Systembolaget

Systembolaget constantly proposes more organic products. The ecological wines represent 5 percent of the total sales of wine. In reality, the Swedish consumers are more sensitive to the environmental issues and tend to consume in an environmental friendly way (Ulf Sjödin). However, these products represent a challenge for Systembolaget since it causes some sourcing problems. In fact, making an ecological wine is a long-term process (it takes three years to get the certification). Those wines are vulnerable to the climate, which makes it difficult for the producer to get this certification. For example, during the summer 2012, the weather has been so bad that the producers could not sell any wines as ecological. The ecological wine quantity will increase in the next five to seven years (Ulf Sjödin).
The Swedish consumers are not only sensitive to ecological wines but also to their sustainable packaging. They are really aware about materials and graphic design which are use to make the packaging ecological. In fact, the product does not necessarily need to be ecological, as long as it looks so. Those products sell better since they give the consumers the feeling that they are buying a sustainable product. Nowadays, more and more focus is put on eco-friendly materials (Anna Kjellberg).

4.1.4 Systembolaget’s drinker’s segmentation

In order to understand better the consumers’ drivers and trends and launch right products, Systembolaget has created a customer’s segmentation (Systembolaget official website, Lanseringsplan 2013). It consists in eight different groups, and a group that does not drink alcohol at all. The Figure 5 below gives an overview of the segmentation in percentage. We used this segmentation to answer the sub-question of research concerning the consumers’ drinking profiles.

![Figure 5: Pie chart of Systembolaget’s drinkers segmentation](image)

The Cautious Traditionalist segment constitutes 17 percent of the population studied by Systembolaget. This segment is dutiful and traditional in nature. They drink rarely and then mostly on special occasions, such as feasts. The segment consists of both men and women, where those who are above 60 years are over-represented and have an income that is below average. The conservative traditionalists are not so interested in the alcoholic beverages and do not like to try new products. They are interested in needlework, books, crossword puzzles,
and music. They shop once every month or more frequently at Systembolaget. When they consume alcohol they drink wine or beer but compared to other they consume a little more cider and mixed drinks.

The *Manly Mr. ‘Know-it-all’* segment constitutes 8 percent of the population. Commitment regarding alcoholic beverages is big in this segment. It consists mainly of men who are 30-60 years of over-representation in metropolis. They are full-time workers with an income above average. They are cohabiting couples with or without children and are interested in motor racing, hunting and fishing, games and TV. Beer is of big interest, while they have their favorites they like to try new products. They usually consume at guy evenings, and then mostly beer and whisky. They consume more than twice as much beer as other segments, nearly twice as much strong alcohol and about as much cider, mixed drinks and wine as the other segments. The main reasons for they to consume is to treat themselves or to relax. They shop once every two weeks or more at Systembolaget. They buy new products at each visit, and the main reason for them to do so is because they've been drinking it in a bar or read a review about it.

According to this segmentation, 13 percent of the population belongs to the *Sophisticated Connoisseur* segment. The sophisticated connoisseurs have a great interest in alcohol and are curious about news and the latest trends in wine. They are social and like organizing parties. They like to show or demonstrate their knowledge to others and it is important that the wine fits with the food. This segment consists of both men and women with an over-representation over 50 years old. Many are college or university graduates and have a high income. They like, among other things traveling, reading books and cooking. They consume often at dinners with friends and mostly wine. They consume about as much alcohol as the other customer segments, slightly less beer, and half as much cider and mixed drinks. Their main reasons to consume are to create a romantic mood, or that it belongs to the situation or tradition. The sophisticated connoisseurs visit Systembolaget at least once a month. They buy new products at each visit, and the main reasons for them to try new products is that they’ve read a review, received a recommendation from a friend or read about the product on the shelf labels.

A sub-segment of the *Sophisticated Connoisseur* category is represented by The *Professional Connoisseurs* that constitutes 1,4 percent of the population. The professional connoisseurs are
a very small group that Systembolaget has broken out of the group Sophisticated connoisseurs. They are characterized as wine, beer and whisky drinkers. Many ask the professional connoisseur for advice, and they have a major impact on their environment regarding alcoholic beverages. They are creative, deep, interested in brands and always interested to learn more. They are mainly men over 50 years living in urban/ medium-sized city. They are cohabiting with or without children, and have graduated from high school or university. Their main interests are cooking, traveling, being part of associations, sailing, playing golf and cultivating themselves. They consume mostly wine, twice as much as the other segments. They drink a bit more spirits than the average but much less beer, cider and mixed drinks. The main reason for them to consume is to create a romantic mood or to learn more. They usually consume at weekday dinners. The professional connoisseurs visit Systembolaget at least once a month. At each visit, they buy new products, and the main reasons for them to do so are because they have read a review, want to try something new or received a recommendation from the staff.

The Undemanding Bon Vivant represents 13 percent of the population. They enjoy life and like to feel good. They do not have high knowledge about alcoholic beverages but would love to learn more. They think that alcohol is an important part of everyday life and like drinking it with suitable food. They enjoy a glass of wine while cooking. This segment consists of both men and women over 40 years old. They are cohabiting with children and have studied at college or university. They work full time and earn high income. Their main interests are sailing, playing golf, cooking and traveling. They often consume at picnic or even alone, and usually drink wine. They consume less cider and mixed drinks than other segments. The main reasons for them to consume alcohol is for the luxurious and sophisticated feeling and that they think that it may be good for the health. They buy new products every third visit, and the main reasons for them to try new products is that they have received a recommendation from a friend, read a review or that they read about the product on the shelf labels.

According to this segmentation, 10 percent of the population belongs to the Seeker of Social Experiences segment. The seekers of social experiences are young, curious and seek a life of challenges. They find that it is important to distinguish themselves from the crowd and look for brands that reflect who they are. Alcohol is a social context for this group, and they often experience that it is difficult to refrain from it. It is mainly men and the segment is highly over
expressed in ages 18-30. They are single or in relationships without children but also students with low income. Their main interests are music, fashion, partying, television, computer games and eating. They consume often at pre-parties, picnics and festivals and drink mainly beer. Compared with other segments, they drink almost twice as much cider and mixed drinks. The main reasons for them to consume is to enjoy and relax, to be drunk and enjoy life for a while. The seekers of social experiences visit Systembolaget at least once every other week. They buy new products every third visit, and the main reasons for them to do so is because they have received a recommendation from a friend, just want to try something new or because the packaging looks appealing.

The Seeker of The Healthy and Safe Choice represents 13 percent of the population. They are mostly women between 20 and 39 years, they are over-represented in rural areas and many are part-or full-time workers or students. Appearance is important for this group to continue to look like young people and follow fashion. Fashion, fitness, furnishings and partying are their greatest interests. They do not have as much knowledge of alcoholic beverages but try to learn more. They consume more often for pre-parties and celebrations and mainly cider and mixed drinks. They consume less than the average of the alcoholic drinks. The main reasons for them to consume is to relax and to lighten the mood. The seekers of the healthy and safe choice visit Systembolaget once a month or less frequently. They buy new products at each visit, and the main reasons they try new products is because the packaging looks appealing, they read about the product on the shelf labels or because they just want to try something new.

According to the segmentation created by Systembolaget The Folksy Bargain Hunter represents 13 percent. The folksy bargain hunters are traditional. What distinguishes them from the other segments is that they think it is too snob to drink wine and care much about the price. They consume the same alcoholic drinks independently of the situation and season, and they also buy alcohol in big quantity to create a stock at home. This segment consists of both men and women; most are over 50 years old. They are married or cohabiting with children, but the children do not live at home anymore. They have attended public school, primary or secondary school and have a medium income. Their main interest is to watch sports, listen to music, and participate in associations and travel. They consume more than average when they are in holidays (in the cabin of the boat, on vacation), mainly wine and beer. They drink, however, more strong alcohol than the average. The main reason or them to consume alcohol
is because it belongs to the situation or tradition. The folksy bargain hunters visit Systembolaget around once a month or less. They rarely buy new products, if they do so it is because they have received a recommendation from a friend.

4.2 The Swedish consumer

The Swedish consumers can be considered as similar to other consumers on global basis. They have global consumption tendencies but Systembolaget stores tend to influence their purchasing behavior. Their lifestyles also have an impact on their act of purchasing.

4.2.1 The Swedish consumer, a consumer like any other

Thirty-five years ago, the spirits were much more popular but has recently been overtaken by the wine. In fact, the taxation on spirits is much higher than the one applied on the wines, which make the wines more affordable. This is also the result of a campaign launched by the State encouraging the population to drink wine instead of strong alcohol and beer to preserve their health (Ulf Sjödin).

The Swedes has adopted a continental way of drinking. This evolution can be explained by a cultural change, the Swedes were following a unidimensional drinking patterns and become more and more multidimensional drinkers (Solomon et al. 1999). As a matter of fact, a couple of years ago the Swedes were only drinking on weekend in order to get drunk. Nowadays, they enjoy the wine accompanying the food during the weekdays (Ulf Sjödin). Moreover, the Systembolaget’s stores lengthen their opening hours and stay open later in the afternoon. Those factors go in the way of a more continental way of drinking which allow us to speak of Swedes as global consumers (Urban Karlstam).

4.2.2 The consumption tendencies

According to the figures given by Ulf Sjödin, in 2012 the Swedish consumers mostly drink beer (227 561 liters) and wine (194 529 liters) and then come spirits (19 298 liters), cider (18 187 liters) and the free-alcoholic drinks (2212 liters). Concerning the wine area, the Swedes drink mostly red wines (54,5%) followed by white wines (31,2%) and rosé (6,1%) and finally sparkling wines (4,7%) and other kinds (3,5%). The Swedes usually prefer BIB (55%), bottles (38%) and then Tetra pack (7%). According to Ulf Sjödin, the consumption is pretty stable
but it usually increases during the summer. Sweden is doing well in this period of recession and the statistics forecast a potential increase of 2 percent for the nearest year.

Concerning the red wines, the current trends are the ones with high alcohol percentage and high residual sugar with an appealing packaging in red, gold and dark tones (Urban Karlstam). Ulf Sjödin added that the Swedish consumers are fond of raisin wines (Amarone, Ripasso and Appassimento), which complement pretty well the Swedish food. The wine with celebrities on the packaging is also a new trend that attracts new consumers.

In the next years the Swedes might drink more Brazilian wines, a trend that could be explained by the World Cup event located in Brazil. The Italian wines will continue to increase in volume as well as the super premium wine from France and the ecological wines (more of them will be available). Sparkling wine and rosé consumption will increase if the summer is nice (Ulf Sjödin).

4.2.3 The factors influencing the Swedish consumers at Systembolaget

The main factors influencing the Swedes in their choice at Systembolaget would be the wine color, the packaging, the recommendations, the wine characteristics (dry, sweet) and the price (Ulf Sjödin; Urban Karlstam). The type of grape is not an important factor for the Swedes. Moreover, the brand does not influence the consumers in their choice since Systembolaget do not propose a wide assortment of each brand. Here we present a global picture of those factors, although this would depend more precisely on the characteristics of the focus group: the young population will tend to prioritize the packaging while the older groups will focus more on the price and the origin of the wine.

From there, Ulf Sjödin deduced a consumers’ shopping process. Indeed, entering Systembolaget they will go first for the wine color. They will then decide if they want to buy a bottle or a BIB. Once they are in the right department, they are open-minded and will look at the design except if they have some strong preferences towards particular characteristics such as ecological. They will then be influenced by the price.

As we noticed before, the packaging represents a decisive factor for the consumers. The BIB represents a very practical and convenient packaging type for the Swedes. In fact, it is easy to purchase, bring home and serve. They do not need to go to Systembolaget everyday, the BIB represents a good way to keep stocks at home (Ulf Sjödin). Concerning the packaging design,
they want something that looks appealing, something that looks like wine; they are looking for wine cues on the packaging. The consumers look for authenticity and reliability on the packaging and do not really care if the product belongs to a big brand as long as it looks like one (Urban Karlstam).

4.2.4 Lifestyles

Cohen (2010) has defined four lifestyles (Figure 3): Adventure & Exploration, Self Expression & Image, Awareness & Depth and Safety & Tradition. Each of these lifestyles includes two sub-lifestyles. Cohen (2010) has proposed definitions for all the sub-lifestyles.

In order to propose those lifestyles to the interviewees, we created a global definition of each of them taking the information from their respective sub-lifestyles. We observed that all
interviewees recognize themselves in two different lifestyles. We did not rank those lifestyles as main and secondary lifestyles but we considered them both equally.

It is interesting to notice that TNS SIFO AB., a Swedish market research institute, applies those lifestyles to the Swedish population for their studies.

Those are the definitions of the four lifestyles and eight sub-lifestyles.

The first lifestyle is *Adventure & Exploration*. People from this category like adventure, challenges and enjoy new experiences. They are independent and curious. Their personal development is really important as well as their career.

These people can then be split into two sub-lifestyles. The first one concerns the *Curious adventurer*. They like competition and want to be first in whatever activity they start (business, sport and so on). The second sub-lifestyle is called *Untied globalist* – People from this category want to succeed in whatever activity they start for self-fulfillment.

The second lifestyle is called *Self Expression & Image*. People from this category like to follow fashion trends (clothes, electronic, cars and so on) and having the latest products. In general, they buy products that will differentiate them from the crowd. They like making money and spend it in clothes, restaurants and entertainment.

These people can then be split into two sub-lifestyles. The first one concerns the *Trend followers*. They follow the trends and like possessing objects that will stand out and be seen. The second sub-lifestyle concerns the *Materialists Pleasure Seekers*. They seek their happiness in the products they buy. The objects they possess give an impression of who they are.

The third lifestyle is called *Safety & Tradition*. People from this category like stability, security and solidarity. They are reliable, their family and home represent an important part of their life. They take care of their own health. They do not really like changes and if changes appear, they have to occur slowly and they need to be well informed.

These people can then be split in two sub-lifestyles. The first one concerns the *Home-loving security seekers*. They are looking for security. They can manage changes but need order and reliability. The second sub-lifestyle concerns the *Satisfied tradition keepers*. They are
confident in themselves and do not need any changes. They are happy with the way they live. They like planning and consider their purchases.

The fourth lifestyle is called *Awareness & Depth*. People from this category seek a fair and equitable society. They like challenge and adventure. They are loyal and environmental friendly. They live depending on their own core values, they look for their own personal development, and their career is not the most important part of their life. They are tolerant and they like to get to know other cultures.

These people can then be split in two sub-lifestyles. The first one concerns the *Retained virtuous*. They prioritize environmental friendliness. For them, career and material status is not important. The second sub-lifestyle concerns the *Inquiring visionaries*. They prioritize personal development. They are interested in other cultures and they are tolerant.

The last lifestyle is called *Tranquil neutral*. People from this category put their focus on themselves and their family. They are social persons and they enjoy socializing with others. They buy for necessity not for pleasure. This category does not have any sub-lifestyle.

### 4.3. Analysis of the results from the interviews

We used here the results collected during our interviews with companies and consumers to answer our two questions of research. The results presented in this part can be found in the Appendices D and E.

#### 4.3.1 Analysis of the First Research Question

The first question of research of this thesis is: How does packaging affect the consumers’ purchase behavior? We decided to answer this question by going through the sub-questions of research.

The first sub-question of research is: Can the information be what the consumers are looking for on the packaging?

According to Ulf Sjödin, 40 percent of customers read back label and Bag-In-Box to get information. The interviews we conducted helped us verifying the hypothesis concerning the packaging as a way of getting information. We noticed that the connoisseurs are the most
sensitive to the information factor. In reality, they have all chosen the packaging as a way of getting information as most influencing factor. Concerning the information, the packaging has to compete with the tags on the shelves as they also provide information. Indeed, the tags are written in Swedish while the information on the bottle are given in English which makes the tags more attractive for the Swedish consumers. Moreover, we noticed that the consumers usually trust the information given by Systembolaget since it is neutral and do not try to push a particular product more than others.

The second sub-question of research is: Do the consumers see the packaging as a way to differentiate the products from one another?

Our research allowed us to verify and sharpen this hypothesis. We noticed that the differentiation is not only about the color but that products could stand out by their simplicity. Some other interviewees also put a lot of focus on differentiation as a way to recognize a particular brand they like and usually buy. According to Ulf Sjödin, 75 percent of the Swedish consumers have a favorite wine but only 25 percent could name this wine. The packaging is important since it is a factor allowing the brand recognition. We do not think that the differentiation notion fits a particular segment of population. However, we will see that some lifestyles tend to be more sensitive than others to this factor.

The third sub-question of research is: Do the consumers judge the products’ quality thanks to the packaging?

Thanks to our research we have been able to verify this hypothesis. We noticed that students tend not to care too much about this factor probably because they are usually looking for cheap products. A sign of higher quality could mean higher prices. It was interesting to see that the young workers care more about the quality than the students. We can explain this by the fact that they get a salary and probably look for higher quality products with higher prices.

The fourth sub-question of research is: Do the consumers feel the products’ authenticity from the packaging?

The interviews we conducted helped us verifying the hypothesis concerning the packaging as a way to perceive authenticity. We noticed that the students are not sensitive to this factor.
Indeed, none of our interviewees have chosen the authenticity as an important factor. On the other hand, we observed that the environment-friendly customers are really sensitive to the authenticity perceived through the packaging.

The last sub-question of research is: Can the packaging be a way for the consumers to recall past experiences?

The interviews we conducted helped us to verify and sharpen this hypothesis. Indeed, Ulf Sjödin helped us to enlarge this idea. Our first idea was about using the packaging as a way to help the consumers recalling past experiences, to give them a feeling of the trip they went in some times ago. Ulf Sjödin added that the packaging could also help the consumers to put themselves in a particular mood. For example the Chill Out wines set a relax mood through their packaging and brand names by using pictures of sunset on the beach or sailing boats on a calm sea. Moreover, during the Soccer World Cup in Africa, the South African wines have seen their sales increasing. In fact, the packaging recalling the colors of this country helped the consumers feeling the celebration mood of the event. Several interviewees have brought up this hypothesis but this factor stays pretty much in the unconscious part of the consumers’ minds. They do not always realize that this factor push them to buy the products. Although, we noticed that the connoisseurs are not sensitive to this hypothesis. We think that the personality of the interviewees as an effect on their sensitivity to this particular packaging role.

During our research, some interviewees helped us realize some other packaging’s roles. For example, one of them would be the convenience. This factor helps the consumers decide between the type of package they will purchase: plastic bottles and BIB seem to evoke convenience in the Swedish consumers’ minds. Another hypothesis explaining the packaging’s role would be the protection of the product. As a matter of fact, the Swedish consumers are not fond of the flexible stand up pouch packaging format since it seems not to be solid and might not protect the product as it should.
4.3.2 Analysis of the Second Research Question

The second question of research of this thesis is: Does the consumers’ lifestyles influence the way they perceive packaging? The goal of this research part was to prove that the Swedish consumers’ lifestyles influence the way the consumers perceive the packaging.

In order to explore fully the lifestyles proposed by Cohen (2010), we created this sub-question of research: Can we use the consumers’ drinking profile to sharpen the lifestyles?

In order to answer this question, we have been asking the consumers about their drinking habits and lifestyles and tried to find out links between those two factors.

We have not noticed strong links between the lifestyles and the Systembolaget’s drinker’s segmentation but we have seen some links between the eight segments made up by Systembolaget and the five segments of population we used.

We have noticed that the person belonging to The Sophisticated connoisseur and The Professional connoisseur have high knowledge in wines and belong to our connoisseur segment of population. We realized that they all have the lifestyle Adventure & Exploration.

The Undemanding Bon Vivant segment mainly concerned employees with high incomes. They mostly belong to the lifestyles Adventure & Exploration and Awareness & Depth.

The Seeker of Social Experiences segment mostly concerned the male students. For this segment we have not seen any link with the lifestyles created by Cohen (2010).

The Seeker of Healthy and Safe Choice segment mostly concerned the female students and the young working persons male and female. We noticed that the persons corresponding to this segment mostly belong to the Awareness & Depth lifestyle. The male young workers belong to the same lifestyles (Adventure & Exploration and Self Expression & Image), they both take care of themselves and their image which make them correspond to this drinking segment.

The Folksy Bargain Hunter segment corresponds only to women that belong to the Safety & Tradition lifestyle and they are around 60 years old.

Since those results where not relevant enough to pursue in this direction, we decided to focus only on the lifestyles as Cohen (2010) presented them. Even though we asked the interviewees sub-lifestyles, we are not going to use them in this analysis since they were not relevant enough and did not influence the way consumers see the packaging.
Generally, we noticed that they are applicable whatever the age of the respondents. On the other hand, we noticed some differences depending on the gender of the interviewees. Some lifestyles correspond better to women while some others fit better the masculine population.

In order to explain our results clearly we decided to present each lifestyle with the corresponding packaging roles.

First, we decided to focus on the Adventure & Exploration Lifestyle. We noticed that all the interviewees that are sensitive to the Recall past experiences factor of the packaging belongs to the Adventure & Exploration lifestyle. We could explain this tendency by their interest for exploration and adventure. They probably have more chances to find a packaging that will help them recall one of their many exciting experiences.

We observed that most interviewees that belong to the Adventure & Exploration lifestyle are men. We can explain that by saying that a bigger proportion of men put a focus on experiencing adventure and challenge.

It was interesting to notice that all men belonging to the Connoisseurs segment have Adventure & Exploration as lifestyle. We think that we could explain this tendency by their tendency to explore new brands, go for new products and seek variety.

We also found out some interesting results concerning the Awareness & Depth lifestyle.

We have seen that many interviewees belonging to the Awareness & Depth lifestyle are looking for Authenticity, Information and Quality on a packaging.

We could explain this by their tendency to go in depth in everything they want to experience. In fact, they look for information since they seek knowledge for their personal development.

Authenticity is important for them since they base their judgment on their own core values, they do not want to buy a product that fools them, but an authentic product that fits them and their desire of quality.

We noticed that all four environmental-friendly interviewees belong to the Awareness & Depth lifestyle. Practically, they seek a fair and equitable society. As they prioritize environmental friendless, they consume wines that shows their ecological character on their packaging.
We observed that the interviewees belonging to the Awareness & Depth lifestyles are mostly women.

Even though we did not have many representative of the Tranquil neutral lifestyle, we still got some results. All interviewees belonging to the Tranquil neutral lifestyle are sensitive to the Information on the packaging. Indeed, they put their focus on themselves and their families and only buy what they need. To do so, they need to know about the product and seek for information on the packaging.

The interviewees that are sensitive to the Differentiation as a way to recognize the product and a way to show simplicity all belong to the lifestyle Safety & Tradition.

Since they seek for stability, they usually buy products that they already know and need to recognize them on the shelves. The packaging helps them to recognize the brand.

This tendency is notable since in general, the Swedish consumers do not get attach to one brand in particular (since the Systembolaget only proposes a narrow range per brand) and like buying new products. We can say that the Safety and Tradition lifestyle is a segment that differentiate itself by the fact that the consumers belonging to this lifestyle tends to stick to the brand they know.

We also observed that many interviewees from this lifestyle are sensitive to the Perceived Quality of the product through the packaging. They like to take care of their own health and usually enjoy products that show a certain level of quality.

As we have noticed for the Awareness & Depth lifestyle the interviewees belonging to the Safety & Tradition lifestyles are mostly women. In fact, this lifestyle is about taking care of the home and the family; women tend to be driven by this desire.

All the interviewees concerned by the Self Expression & Image lifestyle are sensitive to the Differentiation through the packaging. We could explain that by their need to stand out from the crowd.

Based on the results and analysis presented in this chapter it is evident that the consumers’ lifestyles have an impact on the way they perceive the packaging’s role.
5 DISCUSSION

In this part we present our analysis based on the theoretical framework and the results we obtain from the interviews. We discuss those findings in order to link our two questions of research.

We realized that the packaging acts as a silent salesperson (Gershman 1987; Pilditch 1973; Judd et al. 1989). It represents the producer and has an important role as it should tap into the consumers’ core needs and relates their senses to their knowledge and experience. According to Spawton (1991), the producer can accomplish that through the quality of the packaging and the materials used, the bottle shape that identifies the type of wine and the label and information presented (variety of grape, brand name and so on).

We found out that the packaging has seven roles; three of them were affecting the consumers more than the others (information, differentiation and perceived quality). The recall past experiences and perceived authenticity roles were mentioned at a lower degree. We wanted to discuss those roles and link them to the consumers’ purchase decision.

The information is the most evoked packaging role by the Swedish consumers; it represents 29 percent of our sample’s answers. As mentioned by Marianna (1997), the consumers demand more and more information concerning the products they purchase. Some consumers are not interested in the esthetic of the wine packaging but they want to know the origin of the product, the grape variety and so on. This information is really important since it can draw upon the consumer’s knowledge and experiences and helps them to make a choice (Gluckman 1990). As we saw in the findings part, some lifestyles are more sensitive to the informative role of the packaging than others. They are interested in getting information in order to cultivate themselves and extend their knowledge or buy for necessity and want to gather information about the products they are going to purchase.

Even though the consumers highly trust the Systembolaget’s staff, they do not always ask for information, in this case the packaging can be considered as an identity card for the wine. Concerning the wines, a certain level of knowledge is usually necessary in order to process the technical information. However thanks to the information tags on the shelves,
Systembolaget helps the consumers to gather the most important information concerning the product in an easy and comprehensible way, even for the consumers with little knowledge about wines.

Although, the information is not always written, it can also be perceived in other ways, for example thanks to the bottle’s shape. Indeed, some shapes have a regulatory nature. For instance, even the consumers with little knowledge in wines might be able to recognize a bottle of Riesling on the shelves. Even though this information is written on the label, the first way the consumers will get the information will be by looking at the packaging.

We realized that the information is a key factor that fulfills the Swedish consumers’ needs. Some lifestyles are more sensitive to it than others. We would recommend the producers that target those lifestyles to use this factor smartly. The information should be affixed on the product in a clear way. Moreover, the producers should pay attention that the essential information the consumers are looking for is on the label.

The differentiation factor is the second most popular packaging role among the Swedish consumers; it represents 22 percent of the answers we collected.

It was interesting to notice that the differentiation can have several meaning. We have seen that the differentiation is not only about standing out but could also be a way to recognize the brand. In fact, the name and product recognition play a crucial role since a large part of consumers form their opinion of a wine by looking at its label (Barber et al. 2007). It is interesting to see that some Swedish consumers are brand conscious while Systembolaget does not particularly promote this trend. According to Kotler and Keller (2008), the repeated exposure to one particular packaging allows the consumers to create some associations between the brand they like and the design on the label. These associations facilitate the reactivation of these information in the future which will allow the consumers to recognize the brand they bought and enjoyed some time ago. We observed that some lifestyles are more sensitive to the differentiation than others. Those consumers are not fond of changes so they used to buy the same products and are able to recognize it thanks to the packaging. They have a range of standard products they are used to purchase; which means that they will first go through a Complex buying behavior (Assael 1987) since they need to get attached to a brand
and that they will then switch to an Habitual buying behavior by purchasing the same products and brands.

A product can also stand out thanks to the design of its packaging. In fact, some consumers based their choice upon the front label aesthetic value (design, logo or picture) and distinctiveness of the wine packaging (Bloch et al. 2003; Reidick 2003; Thomas and Pickering 2003; Barber et al. 2006). We noticed that the consumers sensitive to the products differentiation are the ones who purchase products that will allow them to differentiate themselves from the other persons.

We concede that the differentiation by the colors and packaging design (that make the packaging stand out) was one of the packaging’s roles the most evoked by the Swedish consumers from all lifestyles. This might come from the fact that Systembolaget proposes a vast range of products without any promotions around them, which makes it tough for the consumers to select their wines. A differentiated packaging will have more chances to catch the consumers’ attention and provoke a purchase.

The perceived quality is the third most popular packaging’s role among the Swedish consumers; it represents 20 percent of the answers we collected from our sample.

According to Hauck (1991), one of the most important factors influencing the consumers when buying a bottle of wine is the perceived quality. Our study confirmed this tendency. The quality can be perceived by the human senses such as the sight, which means that the wine label helps the Swedish consumers to judge the quality of the product and will influence them in their choices. Jean-Louis Giordano (2006) said that ‘The Perceived quality is a notion which is not only a property of the good/service but depends also on the person that is going to appreciate it’. From there, we can say that this notion is really subjective and that the consumer’s perception needs to be taken into account. Kotler and Keller (2008) mentioned the selective distortion concept, which means that the consumers will interpret the information depending on their conception, beliefs and expectations. According to this idea, we can assume that the environmental friendly consumers will perceive the quality through ecological cues shown on the packaging. We also think that the connoisseurs and the traditionalists’ consumers will perceive quality through a simple and conservative packaging.
On the other hand, students will assess the quality on the wine not only with the packaging but also thanks to the price (above 75 SEK, it would be considered as a wine of quality).

This factor is complicated for the producers to fulfill since the quality is perceived differently by the consumers depending on their personal backgrounds. During the interviews we conducted, we have not asked the consumers which elements give them the impression of good quality. However, we think that it would be interesting to go further with this study and be able to define better the notion of perceived quality depending on the consumers’ personal backgrounds. As perceived quality is subjective, some consumers will see it through a simple design since a complex and too attractive design could be the sign that the producer compensates for a poor quality product. Other consumers will see the quality through an exclusive design, using golden ornaments for example. The producers should use qualitative cues to attract the consumers who take care of their health and enjoy products with a certain level of quality.

The packaging as a way to perceive the authenticity and as a way to recall past experiences has been mentioned in a smaller proportion (respectively 15 percent and 5 percent). We noticed that the authenticity dimension is more important for the environmental-friendly consumers than for the others. They need to trust the ecological characteristics of the product. The consumers try to perceive themselves in the product through the packaging cues; the authenticity they perceive will allow them to do so.

We also noticed that the packaging as a way to recall past experiences mostly concerned the consumers with an imaginative and artistic personality. The products the consumers usually purchase are a reflection of their personality (Kotler and Keller 2008).

The producers should play on its heritage and share it with the consumers through the packaging. By telling stories about the product, the producer can stimulate the consumers’ emotions and develop their empathy (Fairbairn 2002).

We would recommend the producers to uses the well of emotions existing around their products to create an emotional link between the consumers and the land.

According to Anna Kjellberg (The Packaging Arena), the packaging roles we found out could fit all packages, but not all packaging needs to fulfill all those roles. The information and the
differentiation are always important factors. On the other hand, the quality is not always needed since many products do not want to be seen as quality products. For instance, the goal of some retailers’ brands is to be seen as low price products.

As Kotler & Keller (2008) said, we observed that the lifestyles have an effect on the consumers’ purchase behavior. Ulf Sjödin and Urban Karlstam told us about the importance for the wine producers to design their product according to the lifestyles of their targets. Thanks to our study, the producers could know better which packaging role they should focus on in order to attract the right target lifestyle. For instance, in order to attract the environmental-friendly consumers, the producers should produce an authentic packaging with ecological cues.

We realized the importance of the wine packaging material and its impact on the perception of the product. We agreed with the study conducted by Schoiswohl (2003), and saw that the plastic packaging could evoke convenience and environmental friendliness. It is important for the producers to use the right material to conduct the right message.
6 CONCLUSION, LIMITATIONS AND FURTHER RESEARCH

In this last section we conclude our paper and present the issues we faced. We also discuss the interest of further research.

In this study we have been able to observe that the alcoholic drinks’ packaging affects the consumers’ purchasing behavior. Concerning our first question of research, we drawn five sub-questions of research that could justify the role of the packaging. We have been thinking of the packaging as a way of getting information, a way to differentiate a product from one another, a way to perceive the quality and the authenticity, and a way to recall past experiences. Thanks to the interviews we conducted with the consumers and the companies, we have been able to come up with two new packaging’s roles: the convenience and the protection of the product.

We also verified that the consumers’ lifestyles influence the way they identify alcoholic drinks’ packaging. Using the research we compiled from our interviews we realized that the consumers belonging to the same lifestyles tend to give the same role to the packaging. Even though we found links between these two notions, we have not found any conclusive evidence that suggests person’s lifestyles have a correlation with the Systembolaget’s drinker’s segmentation.

Our study reveals the strong impact of the packaging on the consumers’ act of purchasing. In fact, nowadays the wine packaging is becoming more and more complex. The Old World wines labels were strictly standardized and unimaginative but today, the New World wines labels display complex and creative designs that give the wine a strong identity, which allow the consumers to recognize themselves in the product.

However our study also has its limitations. One of the drawbacks in this thesis was the small network we had in Sweden, which made it tough for us to find a large diversity of consumers to interview. Another issue we faced was that during the face-to-face interviews, the consumers might have been afraid to be judged. They may have been not completely honest in their answers. We noticed that many consumers were uncomfortable telling us that the packaging influenced them since it has an erroneous image; the packaging is sometimes seen as a way to fool the consumers.
Since our study was a qualitative explorative research, we have not been able to base our research on previous model targeting this particular subject. However, we thought that our study opened the way to further research and that it would be interesting to sharpen our model and verified it on a wider scale, by doing a quantitative research. Many more interviews would be beneficial in making our data more accurate. In addition researching other countries would provide interesting information and show the differences that may exist concerning the link between packaging and worldwide populations.
REFERENCES


APPENDIX

Appendix A: Interview with focus group and final sample .................................................... I
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Appendix A: Interview with focus group and final sample

I) LIFESTYLE

1) Choose your profile between the five presented below:

**Adventure & Exploration**
You like adventure and challenge and enjoy facing new experiences. You are independent and curious. For you, personal development is really important as well as your career.

**Self Expression & Image**
You like to follow fashion trends (clothes, electronic, cars and so on) and having the latest products. In general, you buy products that will differentiate you from the crowd. You like making money and spend it in clothes, restaurants and entertainment.

**Safety & Tradition**
You like stability, security and solidarity. You are reliable, your family and your home represent an important part of your life. You take care of your own health. You do not really like change and if change appears, it has to occur slowly and you need to be well informed.

**Awareness & Depth**
You seek a fair and equitable society. You like challenge and adventure. You are loyal and environmental friendly. You live depending on your own core values, you look for your own personal development, and your career is not the most important part of your life. You are tolerant and you like to get to know other cultures.

**Tranquil neutral**
You put your focus on yourself and your family. You are a social person and you enjoy socializing with others. You buy for necessity not for pleasure.
2) Focus in depth in the previous chosen profile:

*Adventure & Exploration*

- Curious adventurer - You like competition and you want to be first in whatever activity you start (business, sport and so on)

- Untied globalist - You want to succeed in whatever activity you start for yourself (self-fulfillment).

*Self Expression & Image*

- Trend followers - You follow the trends and like possessing objects that will stand out and be seen.

- Materialists Pleasure Seekers - You seek your happiness in the products you buy. The objects you possess give an impression of who you are.

*Safety & Tradition*

- Home-loving security seekers - You are looking for security. You can manage changes but you need order and reliability.

- Satisfied tradition keepers - You are confident in yourself and do not need any changes. You are happy with the way you live. You like planning and consider your purchases.

*Awareness and depth*

- Retained virtuous - You prioritize environmental friendliness. For you, career and material status is not important.

- Inquiring visionaries - You prioritize personal development. You are interested in other cultures and you are tolerant.
II) YOUR DRINKING HABITS

- What type of alcohol do you usually drink?
  Cider - Wine - Beers - Mixed Drink - Strong alcohol (try to get proportion)

- How many times a month do you visit Systembolaget?

- In which occasion do you drink?

- Do you usually buy new products? How often?
- And why?
  Recommendation - Attractive packaging - Advertising in the news -
  Try something new - Read a review

- Level of knowledge concerning alcoholic beverages
  Low - Medium - High

III) PACKAGING’S ROLE

- Describe your process when you enter Systembolaget?

- When you are in the wine department, what are you looking for? (FYI: Concerning the type of wine red/white/rose?)

- Once you are in the good department, what influence your choice? (FYI: propose to rank the factors depending on their importance – From 1 the most important to 8/9 the least important)
  Recommendation
  __ Wine color (red/white/rose)
- Situation: Try to remember last time you were in front of the Systembolaget’s shelves, you took a bottle of wine, why did you choose this wine? (What influenced you choice? What have you seen on it or what did you feel from it and decide to buy it?)

- What is the main packaging’s role for you? Why is the packaging important to you? What are you looking for on a packaging?

**Situation 1:** The interviewee answer correspond to one of our existing hypotheses

- Information
- Differentiation
- Perceived Quality
- Perceived Authenticity
- Way to travel

**Situation 2:** The interviewee answer correspond to a new hypothesis

- Try to define it with keywords
Final information

- Age
- Gender
- Education/Profession
- Income
  None - Low - Medium - High
- Where do you live?
  Big town - Small town - Countryside
Appendix B: Interviews with the three companies

1) Interview with Motherland

PACKAGING ROLES

- Rank the criteria influencing the Swedish consumer in its selection – (1=the most important
- 8/9=the least important)

☐ Recommendation
☐ Wine color (red/white/rosé)
☐ Wine characteristics (dry/sweet)
☐ Price
☐ Visual product
☐ Country of origin
☐ Brand
☐ Grapes
☐ Other:

- From your professional point of view what do you think is the main packaging’s role?
Why is the packaging important for them?
What are they looking for on a packaging?

- What do you think about those hypotheses?
  □ Information
  □ Differentiation
  □ Perceived Quality
  □ Perceived Authenticity
Way to travel

Do you think that they are relevant?
- What kind of packaging does the Swedish consumers mostly like? What kind of elements should be on the packaging?

SYSTEMBOLAGET: CURRENT TENDENCIES

- Can you tell us about the current packaging tendencies at the Systembolaget? (Cork, materials, colors)

- What do you think will be the future packaging tendencies at the Systembolaget?

- How often do they change tendencies?

- Do you think that the consumers are aware of those changes?

- Do you think that it is necessary to often redesign the products?

- What kind of changes would you recommend to Systembolaget?

- How do you think the wine packaging will evolve in the following years in term of innovation? (materials, shapes…)

- Do you know how the consumers react to the change in packaging (Redesign)? Do you think that it would influence the consumers?

- What do you think about the drinker’s segmentation made by Systembolaget? What would you change?

2) Interview with Systembolaget

CONSUMPTION

- What do the Swedish consumers mostly drink? (wine-beer-mixed drinks-strong alcohol)
- Concerning wines, what do the Swedish consumers mostly drink? (Red/white/rosé-champagne-sparkling-try to obtain percentage)

- Do you know the consumers’ shopping process once they have entered the store?

- How do you set up the tenders?

PACKAGING

- Rank the criteria influencing the Swedish consumer in its selection – (1=the most important
  - 8/9=the least important)

  __ Recommendation
  __ Wine color (red/white/rosé)
  __ Wine characteristics (dry/sweet)
  __ Price
  __ Visual product/Packaging
  __ Country of origin
  __ Brand
  __ Grapes
  __ Other:

- Do you know how much the packaging influences the consumers act of purchasing?

- What kind of packaging does the Swedish consumers mostly like?

- From your professional point of view what do you think is the main packaging’s role?

  Why is the packaging important for them?

  What are they looking for on a packaging?

- What do you think about those hypotheses?

  □ Information
☐ Differentiation
☐ Perceived Quality
☐ Perceived Authenticity
☐ Way to travel

Do you think that they are relevant?

- Do you know how the consumers react to the change in packaging (Redesign)? Do you think that it would influence the consumers? Does the sales increase a redesign?
- How can the foreign producers selling their wines on the Swedish market can differentiate themselves on the shelves?
  - *If answer: Packaging*
  - Do you think that the packaging can replace the salesperson?

**LIFESTYLES / DRINKER’S SEGMENTATION**

- Do you think that the lifestyles have an effect on the drinker’s segmentation you made?
- Do you think that the lifestyles have an effect on the packaging roles that matters to the consumers?

**CURRENT TENDENCIES**

- Can you tell us about the current packaging tendencies at the Systembolaget? (Cork, materials, colors)
- What do you think will be the future packaging tendencies?
- How often do you change tendencies?
INNOVATION/FUTURE
- How do you think the wine packaging will evolve in the following years in term of innovation?
- How do you think the consumption will evolve on the Swedish Market? (increasing/decreasing)
- What are the Swedes going to drink in the following years?

3) Interview with The Packaging Arena

COMPANY
- Can you present us your company?

PACKAGING
- What kind of packaging does the Swedish consumers mostly like? What kind of elements should be on the packaging?
- Do you think that it is necessary to often redesign the products?
- Do you know how the consumers react to the change in packaging (Redesign)? Do you think that it would influence the consumers?
- What differs the alcoholic beverages packaging from the other types of packaging?

IMPACT OF PACKAGING ON CONSUMERS
- Can you tell us about the impact on the consumers of the packaging characteristics such as the colors and the materials?

FEEDBACK HYPOTHESES
- From your professional point of view what do you think is the main packaging’s role?
Why is the packaging important for them?
What are they looking for on a packaging?

- What do you think about those hypotheses?
  - Information
  - Differentiation
  - Perceived Quality
  - Perceived Authenticity
  - Way to travel

Do you think that they are relevant concerning the alcoholic beverages packaging?

FUTURE TENDENCIES

- How do you think the packaging will evolve in the following years in term of innovation? (materials, shapes...)

- And more precisely the wine packaging?
Appendix C: Redesign example – Evolution of the Penfolds products

Concerning the bottles it is important to realize small and regular design updates while it is pretty free for the Bag in Box.
Appendix D: Results from interviews with consumers

Here we present the results following the method created by Miles & Huberman (2002).

Here is the table of the codes we use in the following tables:

<table>
<thead>
<tr>
<th>CODE</th>
<th>DEFINITION</th>
<th>COMMENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>LS</td>
<td>Lifestyle</td>
<td>The lifestyles refers to the five different lifestyles we found on the website SIFO written by Cohen which gives us a segmentation of the population</td>
</tr>
<tr>
<td>SLS</td>
<td>Sub-lifestyle</td>
<td>In each lifestyles, we can find two sub-lifestyles that allow us to sharpen the person profile</td>
</tr>
<tr>
<td>TYP</td>
<td>Type of alcohol</td>
<td>The type of alcohol mostly drink by the person</td>
</tr>
<tr>
<td>OCC</td>
<td>Occasion</td>
<td>Represent the occasion during which the person usually drink</td>
</tr>
<tr>
<td>NP</td>
<td>New Product</td>
<td>Refers to the frequency the person buy new product</td>
</tr>
<tr>
<td>INC</td>
<td>Income</td>
<td>Income perceived by the person</td>
</tr>
<tr>
<td>HYP</td>
<td>Hypotheses</td>
<td>Hypotheses explaining the packaging roles</td>
</tr>
<tr>
<td>NHYP</td>
<td>New Hypotheses</td>
<td>New hypotheses explaining the packaging roles</td>
</tr>
<tr>
<td>M/W</td>
<td>Man/Woman</td>
<td>Correspond to the sex of the interviewee</td>
</tr>
</tbody>
</table>
Here is the table with all the interviewees’ lifestyles:

<table>
<thead>
<tr>
<th>CODE</th>
<th>DATE</th>
<th>SUPPORT</th>
<th>LIFESTYLE / SUBLIFESTYLE</th>
<th>SEX</th>
<th>AGE</th>
<th>SEGMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>LS/SLS</td>
<td>18 march</td>
<td>Interview paper</td>
<td>1) Tranquil neutral 2) Safety &amp; Tradition - Satisfied traditional keepers</td>
<td>M</td>
<td>23</td>
<td>Student</td>
</tr>
<tr>
<td>LS/SLS</td>
<td>20 march</td>
<td>Interview paper</td>
<td>1) Adventure &amp; Exploration - Curious Adventurer 2) Self Expression &amp; Image - Materialist Pleasure Seeker</td>
<td>M</td>
<td>40</td>
<td>Connoisseur</td>
</tr>
<tr>
<td>LS/SLS</td>
<td>22 march</td>
<td>Interview paper</td>
<td>1) Awareness &amp; Depth - Inquiring visionaries 2) Adventure &amp; Exploration - United globalist</td>
<td>M</td>
<td>40</td>
<td>Employee</td>
</tr>
<tr>
<td>LS/SLS</td>
<td>23 march</td>
<td>Interview paper</td>
<td>1) Safety and Tradition - Home-loving security seekers 2) Awareness &amp; Depth - Inquiring visionaries</td>
<td>W</td>
<td>56</td>
<td>Senior</td>
</tr>
<tr>
<td>LS/SLS</td>
<td>26 march</td>
<td>Interview paper</td>
<td>1) Safety and tradition - Home-loving security seekers 2) Awareness &amp; Depth - Inquiring visionaries</td>
<td>W</td>
<td>26</td>
<td>Young worker</td>
</tr>
<tr>
<td>LS/SLS</td>
<td>19 april</td>
<td>Interview paper</td>
<td>1) Adventure &amp; Exploration - United globalist 2) Awareness &amp; Depth - Inquiring visionaries</td>
<td>M</td>
<td>43</td>
<td>Connoisseur</td>
</tr>
<tr>
<td>LS/SLS</td>
<td>20 april</td>
<td>Interview paper</td>
<td>1) Awareness &amp; Depth - Retained virtuous 2) Self Expression &amp; Image - Trend followers</td>
<td>W</td>
<td>20</td>
<td>Young worker</td>
</tr>
<tr>
<td>LS/SLS</td>
<td>21 april</td>
<td>Interview paper</td>
<td>1) Adventure &amp; Exploration - United globalist 2) Safety &amp; Tradition - Home-loving security seekers</td>
<td>M</td>
<td>21</td>
<td>Student</td>
</tr>
<tr>
<td>LS/SLS</td>
<td>21 april</td>
<td>Interview paper</td>
<td>1) Adventure &amp; Exploration - United globalist 2) Awareness &amp; Depth - Inquiring visionaries</td>
<td>M</td>
<td>22</td>
<td>Student</td>
</tr>
<tr>
<td>LS/SLS</td>
<td>21 april</td>
<td>Interview paper</td>
<td>1) Safety and Tradition - Home-loving security seekers 2) Awareness &amp; Depth - Retained virtuous</td>
<td>W</td>
<td>21</td>
<td>Student</td>
</tr>
<tr>
<td>LS/SLS</td>
<td>22 april</td>
<td>Interview paper</td>
<td>1) Self Expression &amp; Image - Materialist Pleasure Seeker 2) Adventure &amp; Exploration - Curious Adventurer</td>
<td>M</td>
<td>62</td>
<td>Senior</td>
</tr>
<tr>
<td>Date</td>
<td>Day</td>
<td>Event</td>
<td>Notes</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>--------</td>
<td>-------</td>
<td>----------------</td>
<td>----------------------------------------------------------------------</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
| 22 apr | M     | Interview paper | 1) Adventure & Exploration  
                  - Untied globalist  
                  2) Awareness & Depth  
                  - Inquiring visionaries |
| 23 apr | W     | Interview paper | 1) Safety and Tradition  
                  - Home-loving security seekers  
                  2) Awareness & Depth  
                  - Retained virtuous |
| 23 apr | M     | Interview paper | 1) Adventure & Exploration  
                  - Untied globalist  
                  2) Safety & Tradition  
                  - Satisfied tradition keepers |
| 24 apr | M     | Interview paper | 1) Adventure & Exploration  
                  - Curious adventurer  
                  2) Self Expression & Image  
                  - Trend followers |
| 24 apr | W     | Interview paper | 1) Awareness & Depth  
                  - Untied globalist  
                  2) Adventure & Exploration  
                  - Inquiring visionaries |
| 25 apr | W     | Interview paper | 1) Awareness & Depth  
                  - Inquiring visionaries  
                  2) Tranquil neutral |
| 25 apr | M     | Interview paper | 1) Adventure & Exploration  
                  - Curious adventurer  
                  2) Self Expression & Image  
                  - Materialists Pleasure Seekers |
| 25 apr | W     | Interview paper | 1) Awareness & Depth  
                  - Inquiring visionaries  
                  2) Safety & Tradition  
                  - Satisfied Tradition keepers |
| 26 apr | W     | Interview paper | 1) Awareness & Depth  
                  - Retained virtuous  
                  2) Adventure & Exploration  
                  - Curious adventurer |
| 26 apr | W     | Interview paper | 1) Tranquil neutral  
                  2) Awareness & Depth  
                  - Retained virtuous |
| 2 may  | M     | Interview paper | 1) Awareness & Depth  
                  - Inquiring visionaries  
                  2) Adventure & Exploration  
                  - Untied globalist |
| 3 may  | M     | Interview paper | 1) Awareness & Depth  
                  - Retained virtuous  
                  2) Adventure & Exploration  
                  - Untied globalist |
| 6 may  | W     | Interview paper | 1) Awareness & Depth  
                  - Retained virtuous  
                  2) Safety & Tradition  
                  - Satisfied Tradition keepers |
| 6 may  | W     | Interview paper | 1) Awareness & Depth  
                  - Retained virtuous  
                  2) Safety & Tradition  
                  - Satisfied Tradition keepers |

XV
Here are the results concerning the interviewees’ drinking habits:

<table>
<thead>
<tr>
<th>CODE</th>
<th>DATE</th>
<th>SUPPORT</th>
<th>CHARACTERISTICS</th>
<th>SEX</th>
<th>AGE</th>
<th>SEGMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>TYP/OCC/</td>
<td>18 march</td>
<td>Interview</td>
<td>Beer, Wine, Mixed Drink Party and Dinner Buy each time he goes to Systembolaget</td>
<td>M</td>
<td>23</td>
<td>Student</td>
</tr>
<tr>
<td>NP/INC</td>
<td></td>
<td>paper</td>
<td>(3x/month) None</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TYP/OCC/</td>
<td>20 march</td>
<td>Interview</td>
<td>Wine Social drinking, feel festive Buy each time he goes to Systembolaget (2x/month)</td>
<td>M</td>
<td>40</td>
<td>Connoisseur</td>
</tr>
<tr>
<td>NP/INC</td>
<td></td>
<td>paper</td>
<td>Medium-High</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TYP/OCC/</td>
<td>22 march</td>
<td>Interview</td>
<td>Beer, Wine (ecological) Social gathering, Dinner, networking Buy NP - but not so often (1x/month)</td>
<td>M</td>
<td>40</td>
<td>Employee</td>
</tr>
<tr>
<td>NP/INC</td>
<td></td>
<td>paper</td>
<td>High</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TYP/OCC/</td>
<td>23 march</td>
<td>Interview</td>
<td>Beer, Wine Weekend and week days to relax Buy NP but not so often (rarely-big quantities)</td>
<td>W</td>
<td>56</td>
<td>Senior</td>
</tr>
<tr>
<td>NP/INC</td>
<td></td>
<td>paper</td>
<td>Medium</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TYP/OCC/</td>
<td>26 march</td>
<td>Interview</td>
<td>Wine, Mixed Drink Afterwork, Weekend, Socialization Rarely - Stick to brand she knows (2/3x/month)</td>
<td>W</td>
<td>26</td>
<td>Young worker</td>
</tr>
<tr>
<td>NP/INC</td>
<td></td>
<td>paper</td>
<td>Medium</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TYP/OCC/</td>
<td>19 april</td>
<td>Interview</td>
<td>Wine Pleasure and wine tasting Almost everytime (3-4x/month) Medium-High</td>
<td>M</td>
<td>43</td>
<td>Connoisseur</td>
</tr>
<tr>
<td>NP/INC</td>
<td></td>
<td>paper</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TYP/OCC/</td>
<td>20 april</td>
<td>Interview</td>
<td>Wine++, Cider &amp; Mixed Drink Partying Yes sometimes (2x/month)</td>
<td>W</td>
<td>20</td>
<td>Young worker</td>
</tr>
<tr>
<td>NP/INC</td>
<td></td>
<td>paper</td>
<td>Medium</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TYP/OCC/</td>
<td>21 april</td>
<td>Interview</td>
<td>Beer++, Strong Alcohol++, Wine+ Parties, Social activities Yes sometimes (3-4x/month)</td>
<td>M</td>
<td>21</td>
<td>Student</td>
</tr>
<tr>
<td>NP/INC</td>
<td></td>
<td>paper</td>
<td>Low</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TYP/OCC/</td>
<td>21 april</td>
<td>Interview</td>
<td>Beer++, Strong Alcohol++, Wine+ Parties, social activities Yes often (2x/month)</td>
<td>M</td>
<td>22</td>
<td>Student</td>
</tr>
<tr>
<td>NP/INC</td>
<td></td>
<td>paper</td>
<td>Low</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TYP/OCC/</td>
<td>21 april</td>
<td>Interview</td>
<td>Wine++, Cider, Mixed Drink Parties, Dinner, Home to relax Almost everytime (2-3x/month)</td>
<td>W</td>
<td>21</td>
<td>Student</td>
</tr>
<tr>
<td>NP/INC</td>
<td></td>
<td>paper</td>
<td>Low</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TYP/OCC/</td>
<td>22 april</td>
<td>Interview</td>
<td>Wine Relation to dinner Most of the time (1x/month) High</td>
<td>M</td>
<td>62</td>
<td>Senior</td>
</tr>
<tr>
<td>NP/INC</td>
<td></td>
<td>paper</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TYP/OCC/</td>
<td>22 april</td>
<td>Interview</td>
<td>Beer++, Wine+ Meal together with the food Sometimes (1x/month) High</td>
<td>M</td>
<td>63</td>
<td>Senior</td>
</tr>
<tr>
<td>NP/INC</td>
<td></td>
<td>paper</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TYP/OCC/</td>
<td>23 april</td>
<td>Interview</td>
<td>Wine++ (ecological), Beer+ Mostly weekend - dinner (when cooking) Quite often (2x/month)</td>
<td>W</td>
<td>60</td>
<td>Senior</td>
</tr>
<tr>
<td>NP/INC</td>
<td></td>
<td>paper</td>
<td>Medium</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TYP/OCC/</td>
<td>23 april</td>
<td>Interview</td>
<td>Wine++, Strong alcohol ++ Anytime Often (6x/month) High</td>
<td>M</td>
<td>23</td>
<td>Connoisseur</td>
</tr>
<tr>
<td>NP/INC</td>
<td></td>
<td>paper</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TYP/OCC/</td>
<td>24 april</td>
<td>Interview</td>
<td>Wine, Beer Parties and dinners (only from Friday to Sunday) Often (5-6x/month)</td>
<td>M</td>
<td>26</td>
<td>Young worker</td>
</tr>
<tr>
<td>NP/INC</td>
<td></td>
<td>paper</td>
<td>Medium</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TYP/OCC/</td>
<td>24 april</td>
<td>Interview</td>
<td>Wine, Beer Low alcohol, Low</td>
<td>W</td>
<td>50</td>
<td>Senior</td>
</tr>
<tr>
<td>NP/INC</td>
<td></td>
<td>paper</td>
<td>Almost everytime (1x/2 months) Low</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Here are the results concerning the packaging’s roles chosen by the interviewees:

<table>
<thead>
<tr>
<th>CODE</th>
<th>DATE</th>
<th>SUPPORT</th>
<th>ROLES</th>
<th>GENDER</th>
<th>AGE</th>
<th>SEGMENT</th>
</tr>
</thead>
</table>
| HYP/NHYP | 18 march | Interview paper | 1) Information  
2) Differentiation - simplicity | M      | 23  | Student       |
| HYP/NHYP | 20 march | Interview paper | 1) Information  
2) Differentiation | M      | 40  | Connoisseur   |
| HYP/NHYP | 22 march | Interview paper | 1) Authenticity  
2) Differentiation - Way to recognize the brand | M      | 40  | Employee      |
| HYP/NHYP | 23 march | Interview paper | 1) Authenticity  
2) Differentiation - Way to recognize the brand  
3) Quality | W      | 56  | Senior       |
| HYP/NHYP | 26 march | Interview paper | 1) Authenticity  
2) Differentiation - Way to recognize the brand  
3) Quality | W      | 26  | Young worker |
| HYP/NHYP | 19 april | Interview paper | 1) Information | M      | 43  | Connoisseur   |
| HYP/NHYP | 20 april | Interview paper | 1) Information  
2) Differentiation  
3) Quality | W      | 20  | Young worker |
<p>| HYP/NHYP | 21 april | Interview paper | 1) Differentiation - Way to recognize the products | M      | 21  | Student       |</p>
<table>
<thead>
<tr>
<th>Date</th>
<th>Day</th>
<th>Interview paper</th>
<th>Questions</th>
<th>Gender</th>
<th>Age</th>
<th>Role</th>
</tr>
</thead>
<tbody>
<tr>
<td>21 april</td>
<td></td>
<td>Interview paper</td>
<td>1) Recall past experiences 2) Information</td>
<td>M</td>
<td>22</td>
<td>Student</td>
</tr>
<tr>
<td>21 april</td>
<td></td>
<td>Interview paper</td>
<td>1) Information 2) Quality 3) Differentiation</td>
<td>W</td>
<td>21</td>
<td>Student</td>
</tr>
<tr>
<td>22 april</td>
<td></td>
<td>Interview paper</td>
<td>1) Protect the product 2) Differentiation</td>
<td>M</td>
<td>62</td>
<td>Senior</td>
</tr>
<tr>
<td>22 april</td>
<td></td>
<td>Interview paper</td>
<td>1) Convenience 2) Information 3) Recall past experiences</td>
<td>M</td>
<td>63</td>
<td>Senior</td>
</tr>
<tr>
<td>23 april</td>
<td></td>
<td>Interview paper</td>
<td>1) Differentiation 2) Quality 3) Authenticity</td>
<td>W</td>
<td>60</td>
<td>Senior</td>
</tr>
<tr>
<td>23 april</td>
<td></td>
<td>Interview paper</td>
<td>1) Information 2) Authenticity</td>
<td>M</td>
<td>23</td>
<td>Connoisseur</td>
</tr>
<tr>
<td>24 april</td>
<td></td>
<td>Interview paper</td>
<td>1) Differentiation 2) Quality 3) Recall past experiences</td>
<td>M</td>
<td>26</td>
<td>Young worker</td>
</tr>
<tr>
<td>24 april</td>
<td></td>
<td>Interview paper</td>
<td>1) Information 2) Authenticity</td>
<td>W</td>
<td>50</td>
<td>Senior</td>
</tr>
<tr>
<td>25 april</td>
<td></td>
<td>Interview paper</td>
<td>1) Information</td>
<td>W</td>
<td>44</td>
<td>Employee</td>
</tr>
<tr>
<td>25 april</td>
<td></td>
<td>Interview paper</td>
<td>1) Differentiation 2) Quality</td>
<td>M</td>
<td>25</td>
<td>Young worker</td>
</tr>
<tr>
<td>25 april</td>
<td></td>
<td>Interview paper</td>
<td>1) Differentiation 2) Quality</td>
<td>W</td>
<td>24</td>
<td>Student</td>
</tr>
<tr>
<td>26 april</td>
<td></td>
<td>Interview paper</td>
<td>1) Information 2) Convenience 3) Authenticity</td>
<td>W</td>
<td>23</td>
<td>Young worker</td>
</tr>
<tr>
<td>27 april</td>
<td></td>
<td>Interview paper</td>
<td>1) Information 2) Differentiation</td>
<td>W</td>
<td>44</td>
<td>Employee</td>
</tr>
<tr>
<td>2 may</td>
<td></td>
<td>Interview paper</td>
<td>1) Convenience 2) Information</td>
<td>M</td>
<td>48</td>
<td>Employee</td>
</tr>
<tr>
<td>3 may</td>
<td></td>
<td>Interview paper</td>
<td>1) Convenience 2) Information</td>
<td>M</td>
<td>40</td>
<td>Employee</td>
</tr>
<tr>
<td>6 may</td>
<td></td>
<td>Interview paper</td>
<td>1) Information 2) Quality</td>
<td>W</td>
<td>47</td>
<td>Connoisseur</td>
</tr>
<tr>
<td>6 may</td>
<td></td>
<td>Interview paper</td>
<td>1) Information 2) Quality</td>
<td>W</td>
<td>35</td>
<td>Connoisseur</td>
</tr>
</tbody>
</table>
Appendix E: Association of relevant results in tables and figures

Here we wanted to summarize the results from several of the previous tables and gather them into one. The coding we used is:

<table>
<thead>
<tr>
<th>CODE</th>
<th>DEFINITION</th>
<th>COMMENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>TYP</td>
<td>Type of alcohol</td>
<td>The type of alcohol mostly drink by the person</td>
</tr>
<tr>
<td>OCC</td>
<td>Occasion</td>
<td>Represent the occasion during which the person usually drink</td>
</tr>
<tr>
<td>NP</td>
<td>New Product</td>
<td>Refers to the frequency the person buy new product</td>
</tr>
<tr>
<td>INC</td>
<td>Income</td>
<td>Income perceived by the person</td>
</tr>
<tr>
<td>M/W</td>
<td>Man/Woman</td>
<td>Correspond to the sex of the interviewee</td>
</tr>
</tbody>
</table>

In this table, we have been crossing the results we got concerning the consumers’ lifestyles and the packaging’s roles they selected.
In this table, we crossed the consumers’ drinking habits to the drinker’s segmentation established by Systembolaget:

<table>
<thead>
<tr>
<th>SEX</th>
<th>AGE</th>
<th>SEGMENT</th>
<th>CODE</th>
<th>CHARACTERISTICS</th>
<th>DRINKER SEGMENTATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>M</td>
<td>23</td>
<td>Student</td>
<td>TYP/OCC /NP/INC</td>
<td>Beer, Wine, Mixed Drink Party and Dinner Buy each time he goes to Systembolaget (3x/month) None</td>
<td>The Seeker of Social Experiences</td>
</tr>
<tr>
<td>M</td>
<td>40</td>
<td>Connoisseur</td>
<td>TYP/OCC /NP/INC</td>
<td>Wine Social drinking, feel festive Buy each time he goes to Systembolaget (2x/month) Medium-High</td>
<td>The Professional Connoisseur</td>
</tr>
<tr>
<td>M</td>
<td>40</td>
<td>Employee</td>
<td>TYP/OCC /NP/INC</td>
<td>Beer, Wine (ecological) Social gathering, Dinner, networking Buy NP - but not so often (1x/month) High</td>
<td>The Undemanding Bon Vivant</td>
</tr>
<tr>
<td>W</td>
<td>56</td>
<td>Senior</td>
<td>TYP/OCC /NP/INC</td>
<td>Beer, Wine Weekend and week days to relax Buy NP but not so often (rarely big quantities) Medium</td>
<td>The Folksy Bargain Hunter</td>
</tr>
<tr>
<td>W</td>
<td>26</td>
<td>Young worker</td>
<td>TYP/OCC /NP/INC</td>
<td>Wine, Mixed Drink Afterwork, Weekend, Socialization Rarely - Stick to brand she knows (2/3x/month) Medium</td>
<td>The Seeker of the Healthy and Safe Choice</td>
</tr>
<tr>
<td>M</td>
<td>43</td>
<td>Connoisseur</td>
<td>TYP/OCC /NP/INC</td>
<td>Wine Pleasure and wine tasting Almost everytime (3-4x/month) Medium-High</td>
<td>The Sophisticated Connoisseur</td>
</tr>
</tbody>
</table>

XX
<table>
<thead>
<tr>
<th></th>
<th></th>
<th>OCC/INC</th>
<th>Type of Drink</th>
<th>Frequency</th>
<th>Choice of Wine/Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>W</td>
<td>20</td>
<td>Young worker</td>
<td>Wine++, Cider &amp; Mixed Drink Party/ing</td>
<td>Yes sometimes (2x/month) Medium</td>
<td>The Seeker of the Healthy and Safe Choice</td>
</tr>
<tr>
<td>M</td>
<td>21</td>
<td>Student</td>
<td>Beer++, Strong Alcohol++, Wine+ Parties, Social activities</td>
<td>Yes sometimes (3-4x/month) Low</td>
<td>The Seeker of Social Experiences</td>
</tr>
<tr>
<td>M</td>
<td>22</td>
<td>Student</td>
<td>Beer++, Strong Alcohol++, Wine+ Parties, Social activities</td>
<td>Yes often (2x/month) Low</td>
<td>The Seeker of Social Experiences</td>
</tr>
<tr>
<td>W</td>
<td>21</td>
<td>Student</td>
<td>Wine++, Cider, Mixed Drink Parties, Dinner, Home to relax Almost everyday (2-3x/month) Low</td>
<td>The Seeker of the Healthy and Safe Choice</td>
<td></td>
</tr>
<tr>
<td>M</td>
<td>62</td>
<td>Senior</td>
<td>Wine Relation to dinner Most of the time (1x/month) High</td>
<td>The Undemanding Bon Vivant</td>
<td></td>
</tr>
<tr>
<td>M</td>
<td>63</td>
<td>Senior</td>
<td>Beer++, Wine+ Meal together with the food Sometimes (1x/month) High</td>
<td>The Undemanding Bon Vivant</td>
<td></td>
</tr>
<tr>
<td>W</td>
<td>60</td>
<td>Senior</td>
<td>Wine++ (ecological), Beer+ Mostly weekend - dinner (when cooking) Quite often (2x/month) Medium</td>
<td>The Folksy Bargain Hunter</td>
<td></td>
</tr>
<tr>
<td>M</td>
<td>23</td>
<td>Connoisseur</td>
<td>Wine++, Strong alcohol ++ Anytime Often (6x/month) High</td>
<td>The Professional Connoisseur</td>
<td></td>
</tr>
<tr>
<td>M</td>
<td>26</td>
<td>Young worker</td>
<td>Wine, Beer Parties and dinners (only from Friday to Sunday) Often (5-6x/month) Medium</td>
<td>The Seeker of the Healthy and Safe Choice</td>
<td></td>
</tr>
<tr>
<td>W</td>
<td>50</td>
<td>Senior</td>
<td>Wine, Beer (low alcohol) Special occasion Almost everyday (1x/2 months) Low</td>
<td>The Cautious traditionalist</td>
<td></td>
</tr>
<tr>
<td>W</td>
<td>44</td>
<td>Employee</td>
<td>Wine++, Cider With friends and parties Often(2x/months) Medium</td>
<td>The Undemanding Bon Vivant</td>
<td></td>
</tr>
<tr>
<td>M</td>
<td>25</td>
<td>Young worker</td>
<td>Wine++, Beer+ With friends, parties, with girlfriend Quite often (2x months) Medium</td>
<td>The Seeker of the Healthy and Safe Choice</td>
<td></td>
</tr>
<tr>
<td>W</td>
<td>24</td>
<td>Student</td>
<td>Wine++, Cider Parties (weekend) Quite often (2x month) Low</td>
<td>The Seeker of the Healthy and Safe Choice</td>
<td></td>
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<tr>
<td>W</td>
<td>23</td>
<td>Young worker</td>
<td>TYP/OCC</td>
<td>Wine (ecological) dinner (weekend), parties sometimes (1/2 month) Medium</td>
<td>The Seeker of the Healthy and Safe Choice</td>
</tr>
<tr>
<td>W</td>
<td>44</td>
<td>Employee</td>
<td>TYP/OCC</td>
<td>Wine+ (ecological), Beer+, With food, parties, in the sun Sometimes (1x month) Medium</td>
<td>The Folksy Bargain Hunter</td>
</tr>
<tr>
<td>M</td>
<td>48</td>
<td>Employee</td>
<td>TYP/OCC</td>
<td>Wine++, Beer+, Strong alcohol Dinner home with family and friends Often (3x month) High</td>
<td>The Undemanding Bon Vivant</td>
</tr>
<tr>
<td>M</td>
<td>40</td>
<td>Employee</td>
<td>TYP/OCC</td>
<td>Wine, Beer With food + Celebration Almost every time (1x month) Medium</td>
<td>The Undemanding Bon Vivant</td>
</tr>
<tr>
<td>W</td>
<td>47</td>
<td>Connoisseur</td>
<td>TYP/OCC</td>
<td>Wine++ With food Practically never (2x month) Medium</td>
<td>The Professional Connoisseur</td>
</tr>
<tr>
<td>W</td>
<td>35</td>
<td>Connoisseur</td>
<td>TYP/OCC</td>
<td>Wine++ With food Practically never (3x month) Medium</td>
<td>The Professional Connoisseur</td>
</tr>
</tbody>
</table>

To help us in our analysis we also created figures that could give us relevant proportions and percentages.

In the following figure, we can see the proportion of answers we collected for each packaging roles.
In the following tables, we gathered the number of time each packaging's roles were mentioned for each segment of population of our sample.

**Students**

<table>
<thead>
<tr>
<th>Role</th>
<th>Nb of people</th>
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<tbody>
<tr>
<td>Information</td>
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<tr>
<td>Differentiation</td>
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<tr>
<td>Perceived Authenticity</td>
<td>0</td>
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<tr>
<td>Perceived Quality</td>
<td>2</td>
</tr>
<tr>
<td>Way to recall past experiences</td>
<td>1</td>
</tr>
<tr>
<td>Convenience</td>
<td>0</td>
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</tbody>
</table>

**Young workers**

<table>
<thead>
<tr>
<th>Role</th>
<th>Nb of people</th>
</tr>
</thead>
<tbody>
<tr>
<td>Information</td>
<td>2</td>
</tr>
<tr>
<td>Differentiation</td>
<td>4</td>
</tr>
<tr>
<td>Perceived Authenticity</td>
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</tr>
<tr>
<td>Perceived Quality</td>
<td>4</td>
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<tr>
<td>Way to recall past experiences</td>
<td>1</td>
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<tr>
<td>Convenience</td>
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</tbody>
</table>