



Università
Ca' Foscari
Venezia

Master's Degree

in

Innovation and
Marketing

Final Thesis

Does a wine packaging influence the Consumer?

Empirical analysis on habits and preferences
of Millennials

Supervisor

Ch. Prof. Christine Mauracher

Graduand

Giorgia Cescon
Matriculation number
853419

Academic Year

2018 / 2019

INDEX

Introduction

I CHAPTER Consumer And Packaging

1.1 Consumer Behaviour, Food Consumer and Millennials	p. 1
<i>1.1.1 The segmentation</i>	p. 15
<i>1.1.2 The Millennials</i>	p. 17
1.2 Packaging and Wine Packaging	p. 21

II CHAPTER Empirical Analysis

2.1 Aim of the study	p. 44
2.2 Objectives of the study	p. 45
2.3 Research questions	p. 45
2.4 Study design	p. 46
2.5 Methods used	p. 47
2.6 Results	p. 48
Conclusions	p. 83
Bibliography	p. 89
Sitography	p. 97

INTRODUCTION

The market is constantly evolving and, in the same way, consumer preferences are. Being able to keep up with trends, social changes and new innovations in the market is a continuous challenge for every type of organization. In addition to this difficulty, companies must look out every day with the possibility that a competitor or more may have convinced a potential buyer with their product, rather than that of their own business. In this way, the company's product can be forgotten, outclassed or replaced by those of other companies, making it difficult for the business to survive. It is therefore the task of the marketing to make sure that the corporate strategies are in line with the objectives and the economic context in which the companies want to look: by paying the main attention to the needs and values of the customer, the company is able to offer products that are valued, appreciated and bought by people, who can grow loyalty to a particular brand rather than another.

In a volatile context like today, consumers are increasingly difficult to understand and define. Thanks to the field of study of consumer behaviour, companies are now able to understand the most intrinsic characteristics of each consumer, from personal experiences to their purchasing power on the market, so that they can design a product that respects and is uniform to all the aspects that a potential consumer expects from a product.

Obviously studying the characteristics of each potential buyer is impossible: this is why the dominant marketing strategy in choosing consumers to conquer is segmentation. This methodology consists on the subdivision of the markets into subsets, allowing companies perceiving the common characteristics of a determined group of people and enabling them to create a product that is perfectly suited to the needs of the chosen division. The main problem in the segmentation process is to identify the most optimal criteria for the company's strategy. The possible variables to be taken into consideration can be infinite and having clear company objectives is a fundamental factor for the correct planning of the strategy.

One of the criteria most used in segmentation is certainly the demographic one, in which characteristics such as family composition, gender, age class and many others are considered. It is precisely the age variable that is interesting: by dividing the population based on this variable, it is possible to predict their purchasing behaviour, their preferences and expectations regarding the products and services offered. Numerous studies have tried to analyse different age groups in order to define a common line to follow in economic and social research. A mode of consideration of this type of segment is that of the generations: through this concept, it is possible to identify groups of people who were born and grew up in a given period, which made them exposed to a series of events that shaped their values, their attitudes and their perspectives on the world surrounding them.

The segmentation through generations, also called age cohorts, has largely proved to be one of the most optimal and functional strategies for the realization of projects, ideas and products. By respecting the characteristics highlighted by the various scholars, companies can in fact have a clear understanding of the set of elements that characterize the potential customer to be conquered and, consequently, the chances of success in the market increase greatly. Unfortunately, it is not always so easy to identify all the details of a generation: as in the case of the Millennials, which have been considered as the most difficult generation to identify and analyse.

The Millennials, also called Generation Y, comprise that group of people born from about 1982 to 2003 and represents the market segment that currently has more purchasing power, more influence in trends and more strength in the conditioning of the social, economic and political future. For these reasons, Generation Y is considered the most coveted and most interesting to win for companies, which consider the emotional achievement with this group as the key to present and, above all, future success.

One of the markets that is strongly attracted by the conquest of this generation is certainly that of wine: the Millennials, in fact, represent a very high market share and wine consumption, becoming the most important potential final customers for wineries. But how can a winery, which sells a product that cannot be tested during the purchasing decision process, conquer the most powerful and mysterious generation that has ever existed? Thanks to the studies performed, it is possible to identify the characteristics

most appreciated by the Millennials: one of these is the use of non-traditional media. As indicated by the people in the segment, in fact, the use of innovative tools offers great advantages in considering the various alternatives available on the market or, in this case, on the shelf of a wine shop.

The key to the success of many wineries has been very simple: the care and design of an optimal packaging, which follows the preferences of the Millennials and adapts to their values and attitudes has guaranteed the survival and growth of the company and of the fidelity of the young people towards the product. The packaging, in fact, represents one of the most fundamental aspects of the product during the implementation of sales strategies. Both in the case of wineries and in many other sectors, packaging represents the first impression of the product and the company and has the difficult task of attracting attention, giving indications about the product and convincing the customer to purchase.

The purpose of this research was to capture the preferences regarding the packaging of the wine world, in particular the bottle of wine, across the Millennials. An online questionnaire was administered to wine consumers aged between 18 and 35 years old residing in the Veneto region. In the survey proposed, the perceptions and preferences of the main attributes present in the bottle were investigated: the closure, the front label, the back label and the shape of the bottle. Moreover, some consumption characteristics of the generation considered were analysed, in order to compare past studies performed with the real attitudes of the Generation Y examined. Thanks to the results obtained, it was possible to identify some suggestions and indications for the wineries which wish to gain the attention and loyalty of the Venetian Millennials.

I CHAPTER - CONSUMER AND PACKAGING

1.1 Consumer Behaviour, Food consumer and Millennials

All the activities of a company that act as a bridge between the organization and customers are defined by the term marketing. The objective of marketing is, in fact, to convince customers to use the products or services of a company, rather than another (J. Blythe and E. Cedrola, 2013). The American Marketing Association (1985) defines marketing as "the process that plans and carries out the planning, the pricing policy, the promotion and distribution of ideas, goods and services aimed at creating the market". In every single functions described there one common denominator: the customer. Customers are at the centre of every decision, strategy and transition with their needs and their satisfaction, making them the head of the business perspective.

Over the years the concept of marketing has evolved, changing business philosophies and business objectives. The first vision that was used in companies that undertook marketing activities was called "production orientation", in which the functions of companies were focused on production progress, the reduction of production costs and the expansion of distribution. The next philosophy that has been adopted is represented by the "product orientation": here the company has focused on improving its offers of goods and services, assuming that customers decide to buy the highest quality product. With this increase in supply, the need came to be able to sell and position itself in the market in order to attract the customer's attention. This marketing philosophy is called "sales orientation" and focuses more on the needs of those who sell, rather than those who buy (Levitt, 1960). Currently, the company managers have realized that the customer is increasingly active and involved in his purchases: he recognizes his needs, his preferences, compares prices and various offers and looks for value in the products. The "marketing orientation" is the philosophy that maintains that to achieve the corporate objective it is necessary to be more effective than the competition giving value to the product.

The UK's chartered Institute of Marketing (2001) has dictated the definition of marketing based on today's philosophy that characterizes today's businesses: "Marketing is the management process responsible for identifying, anticipating, and satisfying customer requirements profitably." In other words, if the customer's needs are not fully met, the business marketing activity can be considered as a failure. (Brassington and Pettitt, 2003).

Is it correct to define each person a consumer? According to Dalli and Romani (2003), yes. Buying, consuming and using goods and services are activities that are part of everyone's every day life. Nowadays, living means continually using material and immaterial objects, which condition and shape every single person. Having to deal daily with sellers, advertisements and advice from other consumers leads the world population to be conditioned both mentally and in their own preferences. The centrality of consumption that shapes and characterizes the everyday life of each of us is demonstrated by numerous quantitative studies, which have tried to give a number to the new attitudes. According to Maddison (1991) the propensity to consume in western countries, measured in gross domestic product, is between 55 and 66%. Thanks to his analysis, it is possible to understand that after the second post-war period the aptitude for consumption stabilized, returning to rise in recent years: after 2000 the tendency to consumption reached 80%. Gandolfo and Romani (1998) have contributed to integrating the literature on consumer activity that characterizes the daily life of everyone, using the term Consumer Behaviour. It is defined as "the set of processes employed by individuals and groups for the evaluation, selection, use and elimination of products, services or other goods for the satisfaction of needs and desires". Each person follows his own logic and forms for the evaluation of the various steps for the final purchase of a product, which vary according to personal characteristics, the good and the context (Dalli and Romani, 2003).

The consumer interfaces daily with thousands of proposals at the supermarket, in e-commerce sites, in the grocery store under the house or in other types of market. How can an individual be able to choose between the different alternatives? What does he or she know about the product that finds in the shelf? According to the literature, the consumer has two types of information at the time of comparison: the attributes and the

consequences. The attributes consist of the material characteristics (quality, quantity) and the intangible (price, style) of the product. They represent the primary source of evaluation for the consumer. The consequences, instead, represent the outcome associated with the purchase and use of the product (Romano, 2003). They can consist of functional consequences (product performance) or psychosocial (positive feelings towards oneself or others). Furthermore, the consequences can be understood as benefits (positive outcomes that the product can give) or, on the contrary, as perceived risks (or the negative outcomes that the consumer would like to avoid).

As already mentioned previously, the values associated with a product function as strong decision-making levers for the consumer. But how can values be defined? They are "general objectives of the life of individuals" (Romano, 2003) and influence the consumer both in the cognitive sphere (ie in the evaluation of the attributes of a product) and in the affective sphere, which is turned on when the product reflects the values and the objectives of the consumer himself, giving him positive feelings through the purchase. Values are considered difficult aspects to analyse, being them part of an abstract and unconscious level of the consumer's personality. Despite this, they represent a very important piece in the definition of the relationship that is created between the consumer and the product.

Another factor to take into consideration when talking about consumers and their behaviour is, of course, the needs. Needs are defined by literature as a necessity that the consumer perceives and which, if satisfied, allows him or her to live better. Every single person has a great equipment of needs: they are activated based on the context and the situation we are living. From the point of view of the market and the economy, needs represent a great opportunity: when an individual feels that a need is not satisfied, he or she will hurry to buy a product that can satisfy it. The needs that are not expressed at a given time are called latent, and marketing often encourages them in order to incite the purchase of products.

Motivation is also an important aspect in the study of the consumer, which is closely related to needs. Motivation, according to Rheinberg (1995), consists in the "process of activation and direction of human behaviour". In other words, it consists in the "push" that the consumer feels when he tries to satisfy his own unsatisfied need. The

motivation is composed by the intensity with which a person reacts to the need and the direction in which this energy is channelled and can be measured in terms of time, money, effort and other factors.

The need and the motivation are directly related to the involvement that the individual has towards a given product. As Romeo (2003) writes, the involvement consists in the importance that an individual attributes to a product. Involvement in relation to a good or service can have two different origins: the first refers to the consistency and the connection between the values expressed by the product and those tested by the consumer. The more the two aspects are the same, the greater the involvement of the consultant. The second origin of the involvement derives from the energy of the motivation that the consumer puts: the more intense the motivation, the more the involvement towards a product will be strong.

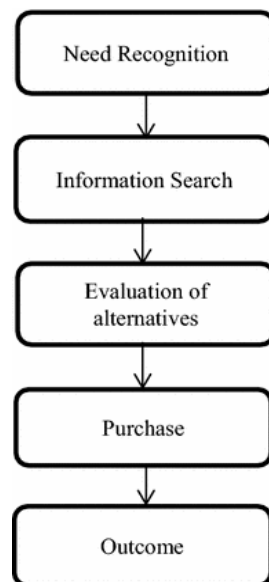
Another variable which has always interested scholars and makes them believe that it is the basis of learning consumer behaviour is attitude. Robbins and Judge (2012) describe the attitudes as the evaluations people make, which could be positive or negative, about objects, people, or events. Taking them into account is significant: according to Dalli (2003) the attitude constitutes the "mediator" between communication and consumer behaviour; in other words, thanks to the this factor's analysis it is possible to compare emotions before and after corporate communication, in order to understand the consumer's purchase intentions. Always in the same work of the author, it is explained that at the basis of the attitude two types of different stimuli can exist: objects and behaviours. Objects represent products, brands and commercials in consumer behaviour studies. The behaviour, on the other hand, which mainly interests marketers concerns the purchase of the product. To summarize the notion, scholars have indicated that each time an individual encounters a concept (whether this is an object, an event, etc.) he or she will tend to give it some importance in relation to the emotion that has arisen in him or her. Concepts that unite everyone, with a slight personal relevance, can help marketers to create effective marketing strategies, with the intention of creating positive attitudes about the product and the brand.

How can consumers organize all these factors that affect the purchasing and perception decisions of a product? Scholars have always tried to identify a common model for

understanding the process of exposure (see the product), attention (analyse the product) and action (buy the product) which characterizes each individual consumer, without being able to find a single common map for all. Despite this, it can be confirmed that all models of consumer behaviour seek to simplify the relationships between all the various factors that influence the person. Many models may exist for the same phenomenon, but all have the same common purpose: to allow the description, explanation, prediction and control of consumer behaviour and to understand the various relationships between the product and the buyer (Bareham, 1995).

Taking as a reference the most classic of Consumer Behaviour model, created in 1968 by Engel, Kollatt and Blackweel, it is possible to recognize the common phases which exist in all the maps subsequently proposed. Jonathan Bareham (1995) proposes a brief explanation concerning the stages of the classical model, which are fundamental in order to fully understand the process and the relationships that lead to the purchase of a product.

Fig. 1 – Main stages in the EKB model



Source: Osei, B. A., & Abenyin, A. N. (2016)

As illustrated in Figure 1 above, the first step of the model is the need recognition. As already mentioned before, the need derives and affects each person in a different way. Engel, Blackwell and Miniard (1993) have identified three determining factors that condition the need: individual differences (ie culture, social class, personal influence, family), environmental influences (consumer resources, motivation, knowledge, attitudes) and information stores in the memory.

The second phase of the model refers to the search for information: the consumer considers all available purchase options which can be found through internal tools (memory and past experiences) and external (word of mouth, trials, marketing messages). For each type of purchase, the various types of instruments acquire more or less importance (Rice, 1993).

The third stage in the consumer behaviour model is the evaluation of the various alternatives. There are many hypotheses and theories that take into consideration the criteria for evaluating the different offers perceived by individuals. In summary, it can be said that every consumer evaluates and weighs every pros and cons of each product, weighing the various criteria based on their personal judgment. Always Rice (1993) illustrates that criteria may depend on beliefs, attitudes and intentions.

Subsequently, the consumer arrives at the purchase stage. The outcome that is seen in the fifth phase of the model concerns the evaluation of the customer after the purchase, or the perception of satisfaction of the product.

Although this is a brief demonstration of the model, it can give an idea of the fundamental steps that lead to the purchase of a product and the various relationships that intertwine during this process. The EKB model has been criticized as it is considered complex and not precise enough regarding the various relationships that are created. Furthermore, the criticisms suggest that this model has little predictive power. On the other hand, however, thanks to this model it is possible to get an idea of the complexity of the various factors that can influence the final purchase.

As mentioned above, everyday life is conditioned and characterized by the continuous purchase and consumption of different types of products. At this stage a question naturally arises: what do people actually consume? To answer this question, it is useful to refer to the various census services that deal with the estimate of consumption. The National Statistical Institute (Istat) is an Italian public research body that annually surveys the expenses of the state. From the family point of view, the Istat has recorded that in 2017 the average monthly household expenditure was estimated at 2,564 € of which the average level of food expenditure is estimated at 457 € per month (almost 20% of total consumption). Becoming aware of these numbers, it can be said that the Italian people's tendency is to be in a large part food consumers. Being able to analyse in detail the trends and expenditure preferences concerning this sector is interesting and significative, as they correspond to a large amount of money spent and, therefore, products consumed.

Yudkin (1989), understanding the potential of the food sector from the point of view of Consumer Behaviour, has proposed three categories of factors which, according to him, can influence the decision to purchase a food product. The first category includes the physical dimension, which includes geography, season, economics and food technology. The second category includes social reasons: religion, social class, advertising, nutrition education. The last class of factors concerns the physiological sphere, that is, everything that includes heredity, allergies, therapeutic diets and particular nutritional needs.

Shepherd (1989) has, in turn, generalized the food choice model, trying to summarize all the different methods created for understanding this process. In his study, the researcher proposed two large sets that influence individual and food differences. Respectively, in the set of individual perceptions we find factors of influence such as personality, values, habits and much more. In the food sphere, on the other hand, the factors that influence the consumer concern brand attributes, cultural norms, economic factors and other purchasing patterns. By combining these two sets, the consumer will have the acceptance or rejection of the food, its portion and the frequency of purchase.

As for the general model of Consumer Behaviour, there exist different maps in order to understand the influences and the various relationships that lay in the purchase decisions processes regarding the choice of food products. The common variables that

can be found in the various maps include socio-economic and cultural factors, personal demographic characteristics, personal circumstances and also factors pertaining to food such as the method of preparation, taste, appearance and type of promotion (Bareham, 1995).

According to the literature, the most conditioning factors for the consumer purchase choice of food can be summarized in four major clusters: political, economic and technical, cultural and social, psychological and marketing (Bareham, 1995). The political factors that influence the purchasing decision are food policies. As Bareham indicates, these policies are issued in the form of controls on additives, diets, descriptions and much more.

An example of control exercised by governments can be found in the report prepared in the UK by the National Advisory Committee on Nutritional Education (NACNE), which in 1983 recommended recommendations regarding a healthy diet (Table 1 below).

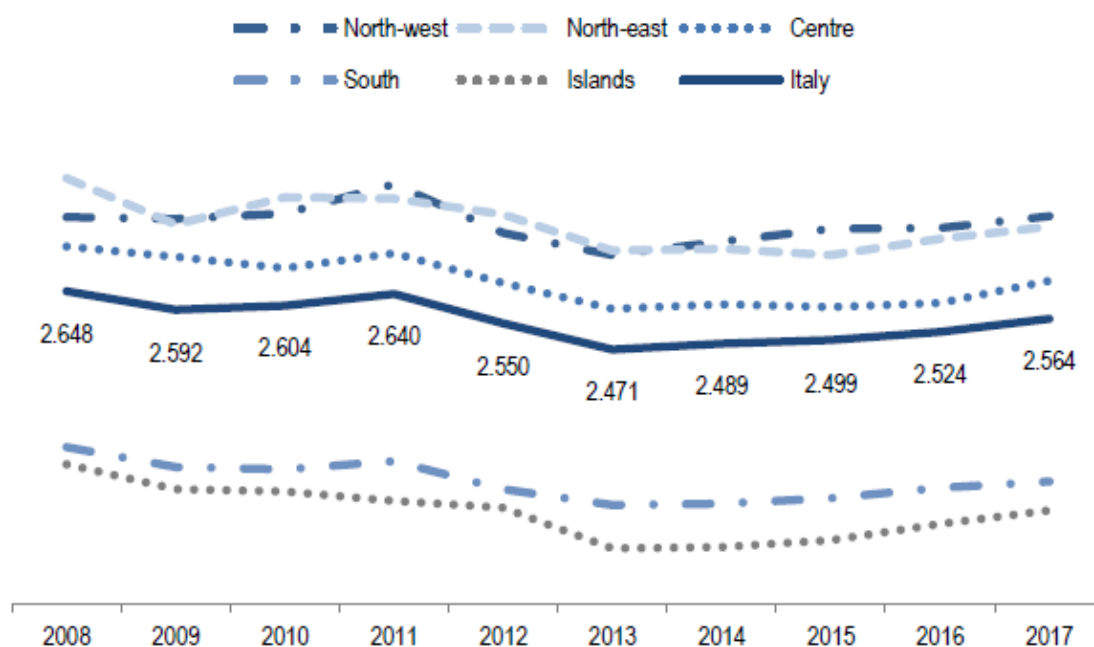
Table 1 - Summary of recommendations of the NACNE report, 1983

Fat	Should provide no more than 30% total energy
Saturated fat	Should provide no more than 10% total energy
Sugar	Average sucrose intake should be reduced to 20 kg per head per year
Salt	Average sucrose intake should be reduced to 20 kg per head per year
Dietary fibre	Should increase to an average per 30 g per head per day

Source: Bareham (1995)

Obviously, these legislatures influence the availability of the product which, in turn, affect the supply of food. In this way the economic sphere is also touched, as over the years interventions have been carried out to fix the food market. In addition, numerous economic variables influence the consumer's behaviour in the expense of food. Factors such as price, elasticity and, in general, the surrounding environment greatly influence the quantity and method of purchase over the years. In order to summarize the economic changes that have occurred in the cost of food, in Figure 2 below it is possible to see the total growth in Italian food expenditure from 2008 to 2017.

Fig. 2 – Average Italian Monthly Household Expenditure by geographical area
(Years 2008-2017)

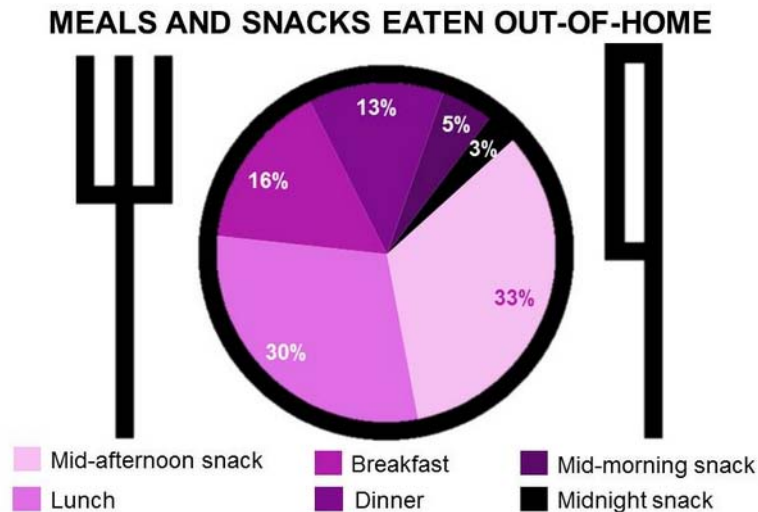


Source: Istat (2018)

Technology is also a determining factor: cooking tools change and, consequently, even the products available for sale. The latest research conducted in the consumption of food shows that there is a tendency to prefer foods with a preparation in short times, which do not necessarily correspond to a complete meal. The market has therefore developed small meals as snacks, which depend on technological innovations as they need to be

compressed and mixed in small portable packages (Bareham, 1995). The Nielsen Foodie Report (2017) reflects these changes and trends in a study concerning the opportunity to consume meals outside the home and snacks during the day. In figure 3, it is possible to see how the participants in the surveys have spread their nourishment.

Fig. 3 - Consumption of meals and snacks outside the home during a day



Source: Nielsen Foodie Report (2017)

As concern to the cultural and social sphere, the acceptable trends of society and the historical and religious symbolism linked to food can widely change the diet of individuals and, therefore, their purchase and consumption. Fieldhouse (1986) demonstrates how religious beliefs affect consumption and the purchase of food: Table 2 summarizes the major restrictions of the most famous religions.

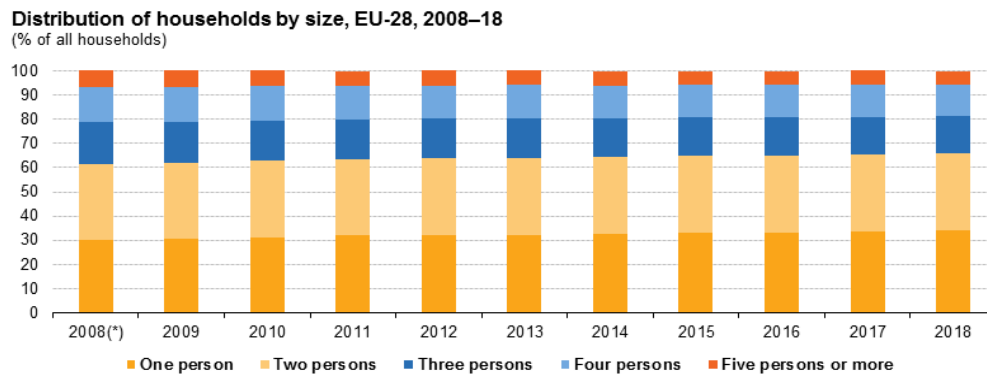
Table 2 - Major restrictions in the eating habits of religious groups

	Jew	Muslim	Hindu
Any animal	-	-	NO
Pork	NO	NO	-
Liquor	NO	NO	-

Source: Fieldhouse, P. (1986)

Even the current social changes in the world can influence the choices of food consumers: multi-ethnicity, changes in the family and work structure lead to significant adaptations in consumption. Eurostat, the statistical office of the European Union, compared the data of European households from 2008 to 2018 and showed how almost two thirds of all households were composed of one or two persons in 2018. The one-composition-family recorded the highest increase from 2008 to 2018 (3.7 percentage points) and households of a correspondent to 31.8% of the total number of households in 2018 (0.5% of increase since 2008). As the Eurostat shows, in the last decade the relative significance of the larger households fell, with the biggest reduction recorded among those households of three persons (Fig. 4).

Fig. 4 – Distribution of European households by size



Source: Eurostat, Household composition statistics (2019)

The psychological influence, as previously discussed, derives above all from the personality of every single individual, who shapes his own values, lifestyle, attitudes and decision-making processes. Finally, we can say that marketing with its elements such as the location of the food, its price and its promotion strategies largely condition the consumption choices of food in people. In designing marketing strategies, an important phase is to decide where to sell your food product. There are three types of retail for this type of goods: multiples (organizations with 10 or more outlets), cooperatives and companies (regional p local companies owned by costumers) and independent (organizations with less than 10 outlets, usually identified as single shops) (Bareham, 1995). With the increase in the purchasing power of individuals, supermarkets and hypermarkets have increased their profits and their use. But, as can be seen from the Supermarketing report, Retail Fact File of 1993 (Table 3), even the smallest shops in the UK have been able to assert themselves.

Table 3 - Market shares of UK retailers (in percentage)

Sainsbury	15.3 %
Tesco	13.9 %
Gateway	5.0 %
Independent grocers	6.9 %
Specialists food retailers	15.9 %

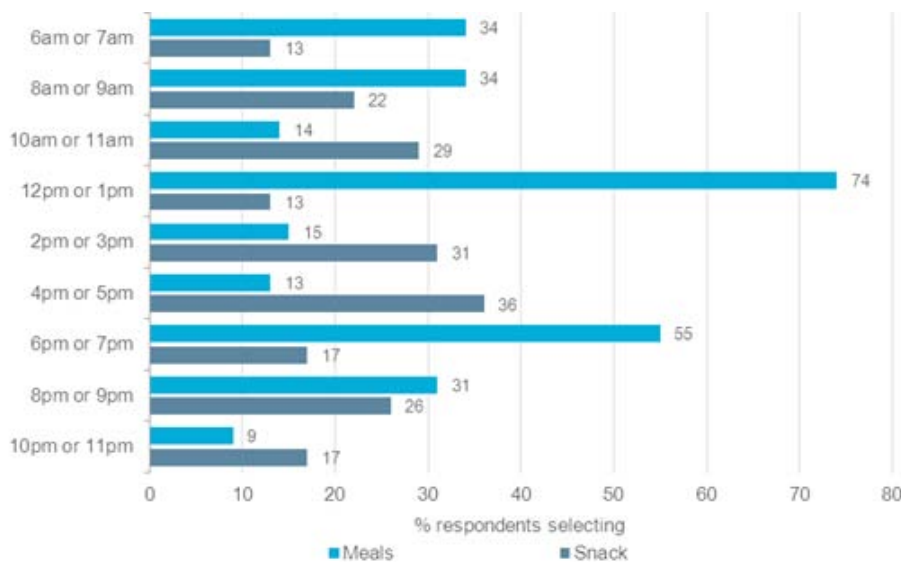
Source: Supermarketing report, Retail Fact File (1993)

Euromonitor contributes annually with data and analysis of numerous global products and services, creating the basis for developing marketing strategies in the food industry which can largely help companies succeed and keep pace with the times. As explained on the official website, Euromonitor is “the world's leading independent provider of

strategic market research”. In his annual report that analyses the trends of "Home Cooking and Eating Habits" (2011) there are significant and important results.

The first analysis performed concerns a general global trend over the last couple of decades towards less structured meal occasions. The reasons behind this change concern factors such as: busy lifestyles, more unconventional working hours, a rise in single households (as previously mentioned) and an increase in the number of working women. The figure 5 below, which was inserted in the report, shows in more detail about the changes within people's eating hours. It is possible to notice immediately that there is no specific time in which people eat (the most common is between 12 and 13 in the afternoon), and also they generally eat more snacks and light meals. People decide when having meals basing on work and leisure activities, without selecting a set hours of the day. Also, according to this research, breakfast and evening meals are more split, but the majority of respondents have a meal at 6/7pm (55%); while 31% eat later, at 8/9pm.

Figure 5 - “On a typical day, at what time do you eat meals and snacks?”

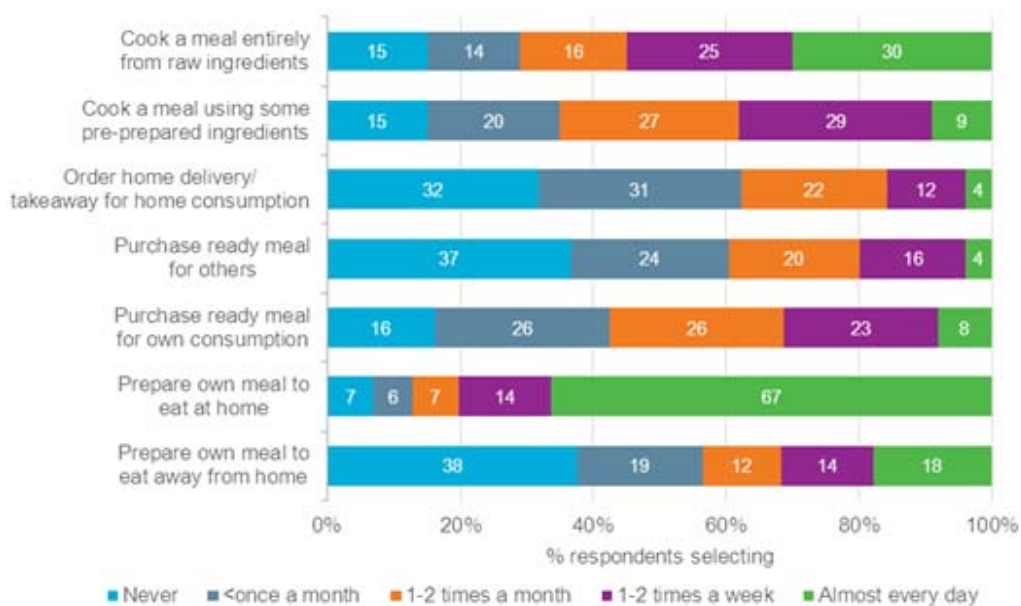


Source: Eurostat, Annual Study of global consumers (2011)

Longer working hours, more working women and smaller households have radically change the ways in which people eat, such as turning to meal options that are quicker

and easier to prepare. Ready meals, cooking aids and takeaway meal are always more common and used towards citizens. Eurostat continued his survey asking people to describe their habits regarding the place, the type and the cooking characteristics. The analysis of results finds out that 55% of respondents worldwide “still cook a meal entirely from raw ingredients on a regular basis”, while 38% do so using some pre-prepared ingredients. The reason which lays under this trend could be the revival of interest in hobby cooking, thanks to the current diffusion of cooking programmes on TV: Eurostat finds, in fact, a link between this new media trends with the increase of demand for exotic ingredients, cooking implements and appliances. Although the tendency to cook the own meal, the Eurostat surveys demonstrate that fewer than a third of people regularly prepare a meal to eat away from home: rather, customers find more convenient buying lunch or breakfast on the spot. In the Figure 6, Eurostat summarizes these results, representing the results in a table containing the answer to the question “How often do you” followed by the various variables analysed.

Fig. 6 - “On average, how often do you:”



Source: Eurostat, Annual Study of global consumers (2011)

1.1.1 The segmentation

What kind of relationship exists between marketing and consumer behaviour? Does the first influence the second, or vice versa? According to Romano (2003) the two subjects influence each other: marketing strongly conditions the consumer's daily life by enhancing and modifying the popular culture that surrounds him or her. The media that accompany each person during his or her day continually transmit ideas and concepts that have become part of the common mentality: radio, television, newspapers and the internet are all tools used by companies to communicate values to people. Concepts such as family, couples, the growth of children and much more are conditioned by marketing strategies which, in turn, influence the various reactions of the public. At the same time, the company bases its marketing strategies looking at the selected target (or segment) in order to be able to conquer it.

Companies are faced with an economy that is not homogeneous: different customers, with different preferences, with different attitudes and so on. Every consumer has different expectations and, consequently, different needs. The differentiations that can be made during marketing strategies can be of many types and take into account many criteria, even simultaneously. The most used and simplest distinction to intuit is that by gender: in many sectors, in fact, the distinction between male and female is of fundamental importance. Taking the example of perfume, which have always based their strategies on the distinction of sexes (Dalli, 2003): stronger and sweeter essences for women, and totally different proposals for men. With the passage of time, the distinction between genres is increasingly confused: always taking perfumes into consideration, companies have begun to offer unisex products, adaptable to both genders. Language and culture are widespread criteria in segmentation. As mentioned above, there are needs that are considered global, but others depend largely on the culture and geographical area in which the consumer is. Segmenting becomes fundamental in order to characterize the offer also based on symbolism, style, topics in which each culture differs. Another parameter of segmentation is the age: distinguishing a company's purposes based on the consumption by small, adult and elderly consumers leads to a clear change in strategies. The reasons can be varied: the company can decide to segment the offer for marketing reasons, social reasons or moral reasons. Prices also

change sharply between one segmentation and another. As Dalli (2003) explains, the strategies usually decide to aim at a young target since the products dedicated to them cost more than products for adults or the elderly.

In other words, segmenting the potential buyers has always been one of the bases of the marketing strategies of companies. Thanks to this process, it is possible to develop a product that attracts attention, satisfies preferences and respects the values of the selected group. When a company finds a group of people who possess the same characteristics, it has the ability to create products, distribution, communication that adapt to the characteristics of a large number of consumers who, probably, will respond in a desired manner. (Schewe and Carlson, 2003). In recent years, a new segmentation criterion has been recognized, and has proved to be fresh, innovative and very successful (Meredith and Schewe, 2002): the generational cohort marketing.

The Generational Cohorts Theory is an activity used by marketers and scholars to divide the market through the attitudes, ideas, values and beliefs of a particular cohort (Tsui, 2001). Numerous studies have identified the significance of using generational cohort in the analysis of consumer behaviour and, above all, in marketing. (Kamendidou, Irene, Spyron, Mamalis and Stavros, 2019).

The term “generation” has a long history, being firstly affirmed in sociological theory in the 1950s by Karl Mannheim. This concept was initially created in order to explain the new trends and impacts on American culture (Eyerman and Turner, 1998) and the idea that the youths were susceptible to socio-historical environment (Bengtson, 1974). According to Noble and Schewe (2003), these events have the power to give birth and define the new generational cohorts. The theory of intergenerational value change was studied also by Inglehart (1977), who continued the researches in this topic maintaining the idea that major historical happenings change and evolve existing social orders and value systems of the society, creating new generations. The theory of historical generations proposed by Rogler (2002) confirms that generations start with strong events and the consequent reactions will steady them into orientations if their influences, directed towards to the young adults.

Specifically, the generational cohorts are groups of people who were born during a specific time period, have similar characteristics and behaviours and grew with the same historical and social life-changing events, which influence their overall world view (Connor, Helen, Sue and David, 2008). Scholars of the generational theory assert that beliefs, values, attitudes and expectations change between the various age cohorts, which consequently model their preferences and purchasing decisions. A generation consisting of a group of people that is defined according to their date of birth, and that extends for 20 - 25 years, or "as long as it generally takes one birth group to be born, age and have children of their own " (Strauss and Howe, 1991). According to the literature, the events that each cohort has lived in the age range of 17 to 21 years will shape the values, attitudes and beliefs, as well as in their work, money and personal choices.

1.1.2 The Millennials

The latest generation that bought purchasing power is the Generation Y, also called Millennials. As this cohort has been the latest to enter the world of the market, the study concerning their preferences and habits is of fundamental importance in order to create a strategy that can conquer them and, above all, retain them, representing the next generation of buyers. Despite this, little research has been carried out to fully understand the characteristics of this group of individuals.

There are numerous scholars who have tried to define a start and end date which characterizes the parameters of generation Y, without finding a general agreement. In general, the start date varies from 1977-1982 and the end date from 1994-2003 (Shih and Allen, 2007). Several names have been assigned to this generation, such as "The Net Generation", the "Dot-Coms", the "Echo-boomers", the "iGeneration", the "Me Generation", "Generation-D" and the "Nexters ". As it is easy to guess from these labels, this generation is considered as the most difficult to analyse and the most different of all the previous ones (Connor, Helen, Sue and David, 2008). According to the analysis carried out by Ng, Eddy SW, Linda Schweitzer and Sean T. Lyons (2010)

the most characteristic events of this cohort are globalization, the rapid growth advancement and increasing demographic diversity.

The Generation Y is digital native: born and raised with constant technological innovations, it is considered techno-savy (Twenge, Campbell, Hoffman & Lance, 2010). According to Eisner (2005), this generation is constantly connected, both for information seeking and for entertainment and contacts with others.

From the point of view of values, the Millennials were considered "socially active, collaborative, patriotic" and used to structure their lives based on the type of parenting they received (Glass, 2007). This generation is also characterized by a high social consciousness: this explains the great loyalty that the Millennials have for their family, friends and communities (Shih and Allen, 2007).

Farrell, Lindsay and Andrew (2014) summarized 14 recent articles dealing with the attitudes and skills of the Generation Y and were able to extrapolate five characteristics that they found in common among all the analyses. These features include:

- 1- multi-tasking ability
- 2- desire to structure
- 3- achievement-focused
- 4- team oriented
- 5- and seeking attention and feedback

Millennials include 76 million consumers (Giovannini, 2015) with a purchasing power of \$ 600 billion a year (Kennedy, 2001) and this generation is considered the one with more numbers and more spending power (Fromm and Garton, 2013). With this amount, the Generation Y is expected to radically change the world economy. Moreover, according to Schaweb (2015), Millennials have the greatest discretionary income than all the past cohorts. In addition to their economic availability, which greatly influences their attitudes and perception of products, it is important to understand the reasoning and motivations that characterize Generation Y's assessments and purchasing decisions. In this way, analysing their preferences and their evaluation methods of purchase

become significant for companies to survive in the future. Many researches have been conducted in order to try to understand the buying behaviour and consumption habits of this group of individual, and the results demonstrate certain common characteristics which are fundamental to be taken into consideration.

Firstly, following the research conducted by Bhaduri & Ha-Brookshire (2011) and consistent with the social characteristics and attitudes previously analysed, the Millennials are "sensitive to ethical issues and characterized by social and environmental consciousness". For this reason, a possibly winning strategy for companies that want to conquer this generation must include cause-related marketing, values of transparency and honesty and special attention to current environmental causes.

Secondly, the Generation Y, as mentioned above, was born and raised in a media saturated and consumption driven society (Bolton et al. 2013). Numerous researchers, in fact, classify this generation as the most consumption-driven generation that has ever existed (Sullivan and Heitmeyer, 2005) and who "loves to buy" (Lee and Cosenza, 2002), increasing their purchasing power and making them the most influential cohort in the market.

Another interesting result in the analysis of the attitudes of Millennials includes their propensity to be very receptive to marketing: their decisions and their loyalty are easily influenced by how the company places itself towards them. Donnelly and Scall (2016) confirm this theory indicating that these individuals prefer to buy in physical stores rather than online stores; in this way they have the opportunity to touch and see closely the product which interests them.

Finally, Valentine and Powers (2013) describe the Millennials as an age-nurturing that is not easily influenced by traditional media, as the old age cohorts were. Therefore, the new marketing techniques prove to be more effective in attracting their attention and reaching their interest.

As discussed in the previous subparagraph, segmentation is essential to be able to position and refine the product by cutting it to a specific group of consumers. Any company, in any sector, with any product needs a segmentation strategy in order to survive in the market and be able to fight against their competitors. And the wine industry is no different.

Segmenting wine consumers basing on age cohorts, or even called generations, is a highly and commonly used marketing strategy. As with any type of product and service, even tastes change and evolve from generation to generation, consequently shaping the buying habits, preferences and wine selection criteria. In order to create a winning positioning strategy for a wine brand, it is necessary for marketers to identify the characteristics considered desirable for the target consumers (Wolf & McGarry, 2018). Once the attributes and the important values for the generation you want to conquer have been identified, it is necessary to integrate them and exploit them in the development of the final product. Furthermore, thanks to product customization, it will be easier to acquire value and, therefore, differentiate yourself from competitors.

According to numerous studies, Millennials represent an important segment in the wine market in many countries. As Gallenti (2019) writes, in fact, the consumption rate of this group of wine buyers is having a great influence both in total consumption and in per capita consumption. Always in this research, it is shown that the Generation Y drinks less frequently, consuming wine especially on social occasions.

Barber, Dodd and Ghiselli (2008), thanks to their research, have shown that Millennials are very influenced by advertising (consistent with what was said in the previous paragraph) and suggest to wineries to rely on the social aspects of wine, rather than on the attributes of this. The suggestion given by the scholars is interesting and in line with the characteristics and values identified in the Y generation in the previous chapter.

Qenani-Petrela (2007) contributed to the analysis of the influence of Millennials in the wine industry by analysing the preferences of this group. The researcher discovered that this generation appreciates and values a bottle of wine that proves to be inexpensive, with a creative label and with high alcohol content. The research performed by Olsen, Thach & Nowak (2007), adds further features to the description of the wine product

suitable for this generation: the attention of Millennials is attracted by bottles of wine which communicate relaxation, sensuality and sophistication. In this research, moreover, it is pointed out how the generation Y is attracted by an innovative packaging.

This result is coherent with what Valentine and Powers (2013) described in their research: Millennials can be fully reached by using packaging as one of the most effective information vehicles for generation, switching from the traditional media to innovative ones. Also Gallenti (2019) supports this thesis, indicating that the most influential factor in the Generation Y in buying food and beverage products is the appearance, which conditions the perception of quality and, consequently, the purchasing behaviour.

1.2 Packaging and Wine Packaging

In order to fully understand and be able to use the packaging as an information tool, an indicator of quality and an attractor of attention for Millennials, it is important to review a theoretical frame of marketing and packaging functions and attributes.

The market and its changing conditions are a challenge for any type of company. According to Day (1994), developing a strategy that increment the skills needed to deal with this environment is the basis for being able to survive: this is why an understanding of the market in which we want to look is fundamental. The marketing mix method is certainly the most popular and most widespread marketing management strategy, usually described as the 4Ps. Any student or marketing enthusiast knows this mix perfectly, or the set of techniques and tools necessary to achieve certain marketing objectives, created by McCarthy. The 4s is not a scientific theory, but is conceived as a conceptual framework which recognize the principal decisions managers have to make in configuring their offerings to suit consumers' needs (Goi, 2009). This marketing approach first appeared in a textbook by McCarthy (1960) and has given rise to numerous considerations and alternatives to thousands of books by various economics scholars. The first version of the marketing mix included 12 parameters that the

decision maker (which, in that case, was both an artist and a business man) considered as a “mixer of ingredients” (Borden, 1964; Culliton, 1948), reduced over time to only 4Ps. This mix contains the variables that a company must take into consideration for the conception of a market strategy for a given product, which respectively are Price, Product, Place and Promotion. Each attribute of this theory is considered a decision-making lever which companies commit in order to achieve their short and medium-term goals, which are in line with long-term strategic marketing objectives.

The Product variable is the good or service that is offered in a market to satisfy certain consumer needs and is at the base of the offered activities. The company’s major objective must be to differentiate its product on the market, making a better offer. For these reasons, this lever of marketing is considered as the one that places itself higher than the others: it is in fact the factor that takes on a central role for the existence and development of the company. By creating a product that is in tune with consumer needs, the company can have the chance to succeed in the market: without this condition, the company will not be able to achieve lasting success, whatever the combination of the other elements of the marketing mix. The difficulties that a manager may encounter during product management is that this is considered to be a highly dynamic and unstable element, which depends to a great extent on changes in consumer needs, changes made by competitors, technological innovations and discoveries. From other elements that characterize the market (for example, changes in restrictions, regulations, distribution structures). In addition to these difficulties, the product can become obsolete over time, which can be more or less long. For this reason, marketing has the role of constantly monitoring and evaluating the performance of the product on the market by means of quantitative research, comparing the possibilities of use of the product with the potential needs of customers, by means of psychological research. The product can be presented on the market as "branded" or "unbranded", which means recognizable through a brand (which may consist of a name, a sign, a colour or another distinctive sign). Products which have a brand and take advantage of this element, exploit a very specific type of marketing communication, which seeks to associate the product with a defined image of how this can be perceived. This process can take place through advertising, which works through an analysis and a consequent strategy that considers the moments that participate in the formation of the consumer's attitude

towards the consumer. As for unbranded products, on the other hand, they communicate via private labels, or the brand of those who put them on the market. The product includes numerous attributes and elements, which influence and condition the consumer's purchase decision, position the product in the market and distinguish it from those of competitors. Of course the attributes change in importance and significance according to the sector in which the product is presented. However, there are attributes that are considered fundamental for any type of market, product or situation: design and packaging. These attributes, in fact, acquire importance thanks to their communicative and symbolic ability of the product. In particular, the packaging makes reference to the physical-technical attributes and accessory services, being a great part of the products' functionality.

According to Rundh (2016), the marketing tool contributing that most concur with the customer satisfaction in the food sector and, therefore, companies' marketing objectives is the packaging. This factor, in fact, is the direct and tangible connection from the wine producer to the consumer and is the first characteristic that presents itself to the buyers. Others researchers, such as Kotler and Keller (2006), have sustained this theory too, demonstrating a big part of all purchases decisions are made on impulse. Creating and using an effective package could carry out many of the sales tasks: "attract attention, describe the product's features, create consumer confidence, and make a favourable overall impression". Beside these activities, many other positive consequences follow the use and the exploit of the packaging attribute, such as to describe the product and its content, increasing the sale of the product. Also Simms and Trott (2010) wrote about this issues, confirming that in order to create and commercialize a new product, the packaging attribute become a great way of creating opportunities.

Product packaging has been the key to the success of many companies, increasing the reputation of the manufacturer, making it stand out from competitors' offers and creating a new brand image, which has created the necessary foundations for a long and concrete company life and the obtainment of specific objectives. Moreover in the consumer journey the packaging is fundamental: it could be the major driver for the final consumer decision. The packaging, in fact, can help the consumer in the moment

of uncertainty, making him imagine and feel how the final product will be. In some cases, the packaging can even change or affect the product experience of the consumer.

The research made by Connolly and Davison (2014) demonstrate the significance of the packaging: over three-quarters of food/drink purchase decisions are made at the point of sale; 90% of consumers make a purchase after only examining the front of pack; and 85% of consumers make a purchase without having picked up an alternative product (Urbany, Dickson, and Kalapurakal, 1996). Consequently, the consumer is faced with a great choice of possible purchase options without being able to try the products. Moreover, the only link between company, product and consumer is the packaging: the buyer must compare and evaluate the product on the basis of the sensations that the brand or packaging communicates to him or her.

According to the literature, the functions of packaging are different, and differ from functions such as containing and protecting the product, facilitating and preserving its transport and functions such as creating curiosity and giving clues about what it contains. Rundh (2016) gave a general framework of the various functions of the attribute. He firstly indicated that the main function of packaging is to protect the content, avoiding to let it lose the primary product's functionality. More specifically, considering a food product contained in its packaging, this latest has to protect and maintain the food fresh and keep its flavour. Another example are the electronic goods: as Rundh says, these products need a packaging which protect them from vibration, swings of temperature, or clean from the outside. Therefore, the first role of the decision maker is to design and create the packaging basing on the logistic and transportation conditions. The second function is the necessity to include in the packaging all the important information, in order to promote the content, the product and the brand in the market. In this stage, understanding and adapting to the local language and tecture become important.

The packaging can also be considered of two dimensions: a physical and a functional one. The physical dimension consists of how the packaging is presented to the consumer and includes the outer, the intermediate and the inner packaging (A. Krishnaa, L. Cian and N. Z. Aydınoğluc, 2017).

Figure 7 - Examples of the layered-packaging taxonomy: physicality and functionality dimensions.



Source: A. Krishnaa, L. Cian, N. Z. Aydinoglu (2017)

As can be seen in figure 7, the outer packaging refers to the most external packaging, which is the first seen by the consumer. The intermediate packaging is the paper that lies between the outer container and the product itself, which protects the inner packaging, namely the actual product sold.

From another point of view, packaging is considered as the occasion for the manufacturer to have a contact with the buyer in the store, helping him and directing him in the correct purchase and in the experience he is looking for. For this reason, for a seller the design phases of the packaging are very important: choosing and creating the packaging the manufacturer provides information, categorizes and positions the product, attracts attention and presents its brand and values. Clive Nancarrow, Len Tiu Wright and Ian Brace (1998) listed the major questions that a manufacturer must take into account in order to best design its packaging:

- what it needs to hold and in what form;
- the amount;
- shelf life required and under what conditions;

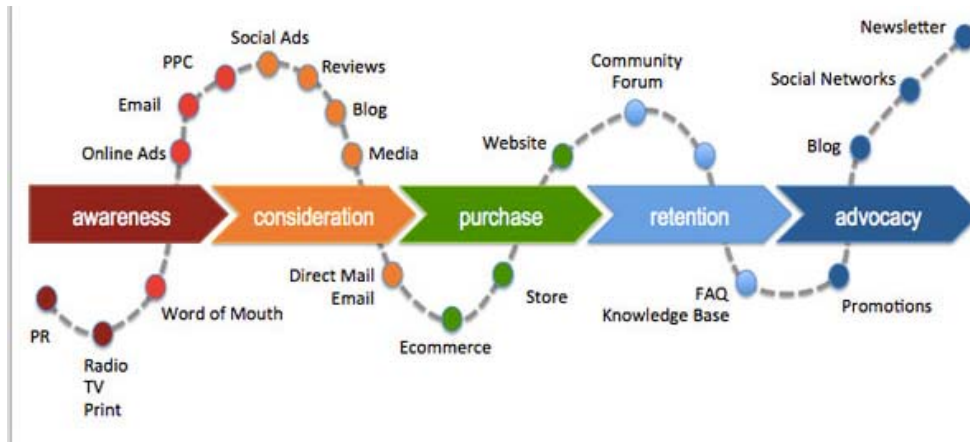
- point of sale communication requirements;
- branding requirements;
- conditions for accessing/dispensing contents;
- copy/illustrations needed to encourage optimum use.

As we can understand, through the packaging design phases a firm can create the bases to the communication of its brand identity, brand image and brand values. But when does the manufacturer have to design a new packaging? As Nancarrow, Wright and Brace (1998) write, there are seven occasions when a manufacturer design its products packaging:

- 1) launch a new product or variant;
- 2) revitalising a dated pack;
- 3) repositioning a product;
- 4) changing the target market of the product;
- 5) when cost reductions in packaging are required;
- 6) when legal or regulation requirements demand it;
- 7) when new technology becomes available.

As already mentioned before, consumers are exposed daily to hundreds of stimuli that contribute to their decisions, ways of life and feelings. For a manufacturer, it is of fundamental importance to succeed in being part of the stimuli that people receive every day: not being able to be noticed in this market would lead to the death of the product and the brand in a short time. For this reason, the manufacturer must learn the various stages of the journey that the consumer undertakes during his purchase: from when he or she feels the need for a product to when he or she buys it. This journey is called Consumer Journey and is the basis of marketing literature: it represents the model that illustrates and analyses the path that leads the consumer to purchase a certain product or service (Figure 8).

Figure 8 - Consumer Decision Journey



Source: www.neuromarketingdiary.com

Although there are many other points of contact, packaging is certainly the first and the fundamental of these. A. Krishnaa, L. Cian and N. Z. Aygün suggest three fundamental phases of the Consumer Journey in which people can be fully conditioned by the packaging. As a first step, packaging plays a fundamental role in attracting the attention of the customer and then making it begin its buying process. As already mentioned, a product may be submerged by other hundred competing products, both in supermarkets and in the advertising world. Giving the packaging salient attributes will lead to attract the attention of the consumer and therefore to remain more impressed in his or her mind, helping the purchase even at rapid decision speeds. Furthermore, neuroscience shows that an important visual attribute leads the consumer to touch the product: the moment a product is touched, the possibility that it is purchased increases. After attracting attention, the packaging is able to give the customer all the information he or she needs: this is the second phase in which the packaging influences the Consumer Journey. At this stage, especially for food products, the buyer cannot test the product and, therefore, look for inputs to understand how his or her final experience can be. Packaging, therefore, plays another significant role: thanks to the presence of photos or descriptions, it can create positive expectations and therefore calm the consumer in his or her purchase choice, through the communication of positive and safe feelings. At this point, it is necessary to create consumer engagement. This phase serves to create a

positive impact on consumer behaviour and brand perception. Neuroscience has shown how much orientation of photos, colours, shape and many other variables can create positive associations with the product in the consumer's mind.

Connecting packaging and marketing is, as previously said, obvious. In fact, packaging plays a significant role in marketing and let managers and companies to positioning their products in the marketplace. Many researches have been carried out to explain and analyse how the packaging conditions consumers' perceptions and evaluation of products (Rettie and Brewer, 2000; Raghubir and Greenleaf, 2006) and how it could be used in order to get their attention (Underwood, 2001). Packaging can also become a creative way to differentiate the products from the competitors' offerings, though the use of different types of material, shape, colour, branding and dimension to help the customer during the decisions process in the store or in a retail outlet (Rettie and Brewer; 2000; Rundh, 2009; Azzi et al., 2012).

In recent years an innovative approach to marketing and packaging has been devised, called the sensory marketing. This method consists in exploiting all the senses of the human being, as they are all responsible for the decisions we make. The corporal sensations we experience lead us to have certain thoughts, reasonings and to take certain choices: the sensory marketing offers a multi-sensory experience, with the ultimate goal of creating greater value for the product offered (A. Krishnaa, L. Cian & N. Z. Aydinoglu, 2017). The product is therefore emphasized not only for what the consumer can see, but also for what it can smell, touch, taste and feel. New attributes will create a collaboration between all the senses, giving rise to a superior experience and a deeper relationship between the consumer and the seller. In addition to enhancing the brand, sensory marketing can be useful to modify or manipulate the perception of the product. As already mentioned, in fact, during daily shopping consumers often base their purchase choices on appearance: this means that packaging can largely govern the decision making process of consumers for its physical appearance.

The principle that the sensorial attributes of packaging are able to modify the perception of the product (and therefore its taste, its usefulness, its taste and so on) is the basis of

the studies of Crossmodal correspondences. The idea that lays on Crossmodal Correspondences is that for a sensory attribute (physical or imagined) there is an association with a sensory attribute in another sensory modality (Spence, 2012). An example of this tendency is that of Coca Cola: some costumers complained that the taste of the drink was different in the white-coloured holiday tanks. This demonstrate that one sensory attribute (in this case the colour) is able to influence another sense in another modality (the basic tastes of the product).

The influence on the perception of products is possible through the manipulation of numerous attributes in the packaging. The most significant ones are:

- The shape
- The colour
- The congruency between attributes
- The position
- The atypicality
- The Labelling
- The sound, the smell, the tactile consistency

The multi-sensorial correspondence of these attributes is the key to create expectation and value to the product, and knowing in detail all the potential of these features is important to build a strategic, targeted and meaningful packaging.

THE SHAPE

Thinking about the shape of a package, the Absolut Vodka case is the first which grasp in everyone's minds. Why? Because their marketers decided to take inspiration from product history. This simple case can give the idea of the force and the influence that a simple attribute such as shape in packaging can change the perception of the brand and the product. The case of IKEA, with their flat packages which save place, gave the basis of the idea that the packaging can greatly change the history and values of a company. For each of these cases numerous researches have been carried out, with the aim of fully understanding what happens in our mind at the moment of sensorial correspondences.

Deng and Kahn (2009) proved the different reactions on rounded shapes and angular shapes. It has been found that round shapes transmit sensations of sweetness, while angular shapes transmit sour sensations. In a study conducted by Becker (2011) on yogurt packaging, the tasting experience of the consumer changed based on angular shapes versus rounded shapes: the yogurt contained on the box with angular shape induced the consumers to taste sharper and more bitter taste, confronted to that with rounded shape (Figure 9).

Fig. 9 - Stimulus materials



Source: Becker et al. (2011)

Berlyne (1976) conducted an experiment regarding this attribute too: he found out that angular shapes cause associations in the mind of people that can be described with energy, toughness and strength. Rounded shapes, instead, cause sensations of approachability, friendliness and harmony. Knowing the influences of the shapes could lead to strategic decisions during the development of the packaging, creating correspondence and congruity with the image of the product and, mostly, the brand. Even the manipulation of the logo's shape can be a strategical choice: Zhang (2006) proposed that round logos are felt gentle and harmonious, while angular logos are felt aggressive and conflicting. On the other hand, angular shapes (contrarily to rounded ones) make consumers perceive the product taste as more intensive and persistent.

THE COLOR

Similarly to the shape, consumers can also be influenced by the colour that is given to the packaging of the product. The colour, in fact, stimulates the receptors which in turn condition judgment and the decision to purchase. When this attribute comes into play in the ideation of the packaging, it is called colour engagement. Numerous studies have shown that colours, their brightness and their intensity can lead to different emotions. Gorn (1997) studied that a high colour saturation creates a sensation of excitement in the consumer, while a high colour brightness transmits feelings of relaxation. Hagtvedt (2014), on the other hand, has discovered that using a dark colour for packaging creates an expectation of durability of the product but a lower convenience, compared to lighter colours.

In the world of food products, colour acquires even more importance, as it influences the perception of the final product. This attribute therefore becomes fundamental, since the product contained in the packaging cannot be seen and touched by the consumer during the pre-purchase evaluation. Deliza and MacFie (2001) conducted a study on how much colour affects the sweetness of the food product: orange, versus white, leads the consumer to evaluate the sweetest product. Likewise, the intensity of the colour changes the perceptions of the customers. A stronger colour tone brings the consumer to a session of power and intensity of flavour, managing to influence the taste experience.

Another example of how colour can change consumer behaviours is shown by Huang and Lu (2015), who state that red colour leads to a perception of sweetness compared to a blue or green packaging and less healthful than food presented in blue packaging. As regards healthfulness, it has been shown that green is the colour that best represents quality. The use of dark colours, on the other hand, leads to a feeling of heaviness. It could happen, therefore, that consumers associate the colour with a highly caloric and unhealthy food product, and that they could change their preferences and purchasing decisions.

THE SHAPE-COLOR CONGRUENCY

When the human brain finds something harmful or cognitive challenging in the context that surrounds it, it considers it negative and therefore he or she immediately excludes it from his or her own choices. The congruence in the packaging makes the evaluation of the product easier and more positive, thus also influencing the experience of buying and using the product, while mixed signals (for example the use in the packaging of a shape which transmits intensity and a colour with light shades which transmits lightness) can bring ambiguity and the loss of identity of the product and the brand. Numerous studies have shown that the shape-colour congruence of the packaging leads to overall positive effects. In his study, Becker (2011) asked the participants to establish a link between shapes and colours: the experimenter asked them to choose which colour they said was the most natural to link to certain shapes. The results showed that there is a strong connection between the circles and squares with the red colour, while the shape of the triangle is related to the green.

Other studies have been conducted regarding the congruence and perception of packaging: Cian (2012) and Milosavljevic (2012) have studied that combining more saturated or lighter packaging with respect to its context is more visually salient for the consumer. In other words, presenting a packaging of a size, a shape or a colour that is different from the context and its surrounding creates interest and curiosity in the consumer: attributes that challenge the expectations led he or she to analyse and understand that deviation. The search for an explanation for a particular aspect that stands out brings positive perceptions to the product.

THE POSITION

Another visual attribute that affects consumer perception is the position of the graphics on the label in the packaging. Deng and Kahn (2009) conducted a study analysing the effects and consequences of different positioning: they discovered that the labels positioned at the bottom and right communicate a feeling of heaviness, while the labels at the top and left communicate lightness. This association that occurs unconsciously in

people derives from the perception of gravity in visual spaces: we tend to attribute a feeling of heaviness to the objects that are at the bottom, compared to those at the top. Furthermore, the authors explain that there are two reasons why we perceive images on the right in a negative way. First, our culture has taught us to read texts and images from the left. Second, the authors explain that "the left side is the natural anchor point or visual fulcrum, because the eyes enter the field of vision from the left".

Numerous other scholars have contributed to this analysis, suggesting that the labels' perception of the position also depends on the shape to which it is combined: it has been discovered that the designs that combine angular graphics in a lower position are the most disliked by consumers.

Aronoff (1988) and other scholars have analysed the components present in the labels: the designs can contain both photos and graphics. In the study conducted it was discovered that the graphics drawn to the right of the text are much more appreciated. We perceive this alignment positive because it satisfies our "appropriate hemisphere" processing. In particular, the basis of this hypothesis is that the left hemisphere of our brain focuses more on textual and verbal attributes, while our right hemisphere is more likely to appreciate visuo-spatial attributes.

THE LABELLING

Labelling means everything that is written in the back of the packaging and includes information about the product, its origin, its components and other information. There are two economic situations according to which labelling becomes very important. The first condition exists when the current market is characterized by missing information: in this case, the label can help the consumer and reduce his insecurity during the purchase and is looking for research attributes. The second condition exists when there are external problems, in particular when "individual consumption decisions affect social welfare differently from the way they affect individual consumer welfare" (Mojduszka & Caswell, 2000).

Other economic theories explain that during the Consumer Decision Journey, the consideration phase is fundamental for choosing and purchasing the product. In this phase, the consumer goes through a phase of searching for useful information about the product. Therefore, the packaging containing labelling with the necessary information can make the difference in the purchase stage.

These theories become of fundamental importance in food products: nutritional and health information contained in food packaging can lead to numerous positive effects, including reassurance, safety and loyalty to the brand and the product.

IMAGES AND TRANSPARENCY

Remaining in the sphere of food products, it is important to mention another attribute that is largely used and appreciated: the images. More and more researches shows that the presence of images portraying the product that is inside the packaging affects numerous neurological and physical responses. In food products, the image can lead to feelings of hunger, positive taste evaluation, and priming of reward networks (Spence, Okajima, Cheok, Petit and Micheal, 2016). Moreover, according to Kimbrough at al. (2013), the consumer gender has an important role: it is said, in fact, that women are more inclined to appreciate a packaging containing figures and images. On the contrary, men tend to appreciate text content more than graphics.

In general, the packaging can allow the consumer to see the product contained it in two ways: through images (or photos) showing the product, or through transparency. According to a research done by Mintel (2014), 54% of consumers confirm that seeing the product inside the packaging is a factor that has a positive influence on the purchase decision, especially when shopping at supermarkets. The view of the product, in fact, attracts the attention of consumers and it is becoming an increasingly requested and important attribute.

Another positive effect that transparency brings is the perception that the brand is honest, fair and transparent. This leads to much more positive expectations and taste experience. Moreover, for consumers who are unfamiliar with the brand and the

product, transparent packaging helps during the phase of insecurity and risk assessment, giving them the opportunity to feel more reassured and confident of the purchase.

As for any sector of considerable market importance, the wine market also has its own marketing. The wine-marketing, in fact, encloses all the variables of traditional marketing, such as product, price, promotion and placement, as well as branding and development. The contrast between the types of studies has to do with the product itself; the main difference is that the product, the wine, cannot be tested and assessed before being consumed. The purchase of wine, therefore, is characterized by a large gap in information regarding the quality variation of product, simply because it is difficult to obtain. It is obvious that the process by which a buyer interfaces at the time of purchase is much more complex and multi-faceted compared to that with which non-consumable products are purchased, and the information that is offered to the consumer during the purchase phase is essential for the knowledge and decision-making process for the purchase of a specific wine.

The benefits associated to wine products can be identified according to three levels: the main product benefit (intangible), the tangible product benefit, and the core product benefit (Barber N., Almanza B.A., 2006). Obviously, the most important benefit is the core benefit, normally connected with the satisfaction of the consumer's needs and the ability to ensure that the wine is chosen over other proposals. It includes also variables like situational use (for example, the link between special occasion and sparkling wine), or pairing wine with food (on case of dessert or table wines). To reach the consumers' core benefits, wine marketers make the aspects of wine (such as sight, touch and smell) tangible by linking them to consumer knowledge and experience.

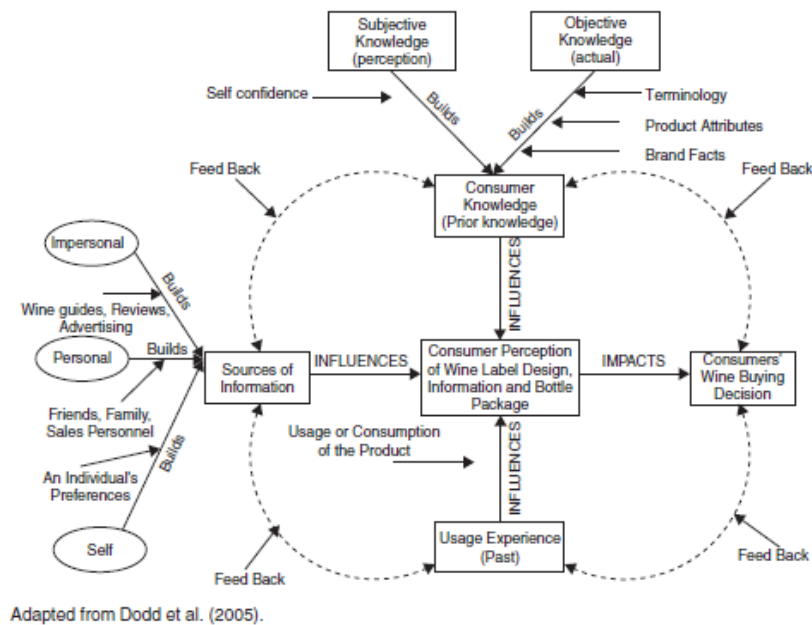
The design of the wine packaging thus becomes a very important piece to distinguish the product from that of the competitors, also reflecting the quality and characteristics of the product. This process is made possible through three methods:

- 1) quality of packaging and the material used,
- 2) the bottle shape that recalls the style of the wine, and

3) the label containing important information for the product's understanding.

Figure 10 below represents the Consumer Wine Buying Decision Model, and helps us understand consumer behaviour towards wine. Mostly, this scheme shows how the packaging of wine influences the decision and the perception of the product in the mind of the customers.

Fig. 10 - Consumer Wine Buying Decision Model



Source: Dodd et al. (2005)

Looking at this model, we can see that the sources of information are divided into self (personal preferences, personal values and personal experiences), personal (as mentioned before, friends and relatives) and impersonal (wine guides, reviews, advertising etc). The self source is the most used, as the first to be reached and the most convenient. Furthermore, although it is believed that the consumer carries out research and information prior, people tend to face the purchasing decision with little personal information. For this reason, wine marketing must organize a strategy that helps the consumer to understand the product in a sales point, integrating and designing a packaging that meets the consumer's needs.

The wine market and the consequent choice by consumers is characterized by a multitude of information: variety of the wine, production methods, characteristics of the vines and numerous other peculiarities that distinguish one wine from another. The consumer who is not an expert in the field can face a situation of uncertainty and fear, making his decision process much more challenging and, sometimes, irritating. Following the Model presented above, the aspects that are taken into consideration during this delicate phase are self-confidence and consumer knowledge. The Model highlights important factors to consider: one of these is the consumer's knowledge. This factor is a fundamental part of the wine buying decision process, since, as already mentioned, the purchase of wine is defined as a difficult and demanding for the consumer. For these reasons, numerous behaviour theorists studied how the consumer information process is decisive in the final choice. What is really interesting is the way in which the packaging attributes (shape, colour, labels, etc.) influence the perception of the consumer's risk, conditioning the feeling of self-confidence toward the wine product.

By studying the Consumer Wine Buying Decision Model, we can see that, thanks to the experience of using the product (considered as the total sum of the past consumptions of a person, of his own actions and experiences), there is the establishment of two types of knowledge: subjective and objective. The first consists in the consumer's self perceived knowledge and self-confidence, while the second is created by the actual knowledge of the consumer, born by the experience and the information gathered.

The different risks that a consumer can experience during wine purchasing can be classified as

- functional, associated with the taste of wine,
- social, relate to the pressure of what others think of wine that the individual is buying, and
- economic, concerning the price of wine.

It is important to learn that consumers' self-confidence is different for every individual: there are consumers who, although they do not have a great wine culture, are not particularly concerned about the choice to make and the related negative consequences

of this. In this case, the customer has a high self confidence, owning a buying decision process with no anxiety. People who, on the other hand, tend to have low self-confidence, will lean to be much more information seeking than others, so that they could reduce the perceived risk and its negative consequences. It is in these cases that it becomes essential for the company to help the customer, through the different types of tools available, to live a less stressful shopping experience and reduce as little as possible their feeling of personal insecurity.

In order to increase the objective knowledge of the wine, reducing the perceived risk of purchase, the consumer refers mostly to the labels present in the wine bottle. The information contained in the labels is of fundamental importance for consumers, since the qualitative characteristics of the wine, such as colour and aroma, are not accessible before consumption.

The front label contains information required by law and others freely entered. The latter, in fact, can emphasize the product's search attributes, anticipating the experience and strengthening trust (Galletto, Malorgio, Pomarici and Rossetto, 2017). The label has considerable weight in influencing the purchasing decisions of the consumer, providing details of the extrinsic and intrinsic attributes of the wine. The intrinsic attributes include wine characteristics such as variety, production zone, producer, etc. The role of the label can communicate these otherwise difficult qualities to intercept before consumption, increasing the value of the manufacturer and the brand. The back label, placed on the opposite side of the bottle, contains further information that can be important and decisive for the consumer's purchase decision. It may contain organoleptic data, ideal service temperature and food pairings.

The informative descriptions present in the label are an attribute that greatly influences the consumers who are in the purchasing decision phase: numerous studies state that the grape variety, brand name and price are the variables that are mostly taken before the purchase the final. The wine marketing, therefore, deals with the core and strategic planning of these attributes, both frontal and retro label. Specifically, wine consumers have stated that the information contained in the back label is the most used source to know the general product. Moreover, in order to be able to face the buying decision process in the best possible way, it is important to note that customers rely heavily on

personal knowledge, but also on the advice of other people, such as friends, relatives and wine experts.

Besides having an informative role, it is important to say that the labels constitute the direct communication between producer and consumer on the shelf. Adopting a label that is visually attractive, maintaining certain standards and managing to get noticed among the numerous other proposals that surround it are the key to prepare the consumer to a purchase process which influences positively its consumption experience.

It is important to analyse the intrinsic and extrinsic motivations which make people buy wine. According to the literature, there are hundreds of reasons that need to be interfaced before buying the product: why that specific wine, the goals, what I think I get, the context and the situation, when and with whom it is consumed etc (Galletto, Malorgio, Pomarici and Rossetto, 2017). In order to study the phenomenon in depth, scholars have identified various approaches with which consumers could approach the choice of buying wine:

- The economic approach postulates that the consumer buys a wine in order to achieve the maximum satisfaction possible for his needs, based on his own income and tastes,
- The sociological approach implies that a person buys wine to communicate a message to the world that surrounds it,
- The anthropological approach is characteristic of those people who choose the type of wine in accordance with their principles (religion, health, etc) and
- The psychological approach includes the processing of information that leads to the final purchase.

In order to understand consumer behaviour, we need to take into account the factors that influence it in the purchasing decision process: here we find external and internal consumer factors, in which the former include the variables in the economic context, while the latter have to do with the factors of the cultural and social context (variables like norms, culture, values).

In a more general reasoning, packaging needs a marketing strategy that projects a solution that is consistent with market requirements, consumer expectations and competition (Barber, Taylor, and Dodd, 2008). It has often been seen in history that packaging can be responsible for the competitive advantage, managing to move forward and increase the knowledge and recognition of a company.

Numerous researches have been carried out to analyse and assess how effectively the packaging influences the consumer, affirming that the package form, function and appearance influences the consumer's perceptions in the quality and total evaluations of the wine, being this the means by which the consumer has the first impression about the product, the quality and the value. To sum up, packaging, in addition to the role of containing and protecting the product, can become a means of communicating, attracting and persuading the consumer, making a difference in the marketplace thanks to creativity and design.

As already said, packaging can be identified as a decisive part in the Consumer Buying Decision Journey, and consequently, in the planning of marketing strategies. As Galletto, Malorgio, Pomarici and Rossetto (2017) have stated, the relevance of packaging derives from numerous factors that it is important to mention:

- the great productive fragmentation,
- the growing international competition,
- the changes in the distribution sector,
- the development of the e-commerce commerce,
- changes in purchasing and consumption trends,
- the spread of mass retailing, and
- the increased service needs related to the product.

All these factors are even more important when the consumer does not have enough information or knowledge of the product: in this case, the customer is more inclined to choose a product based on its packaging. This attribute, if used strategically, can

increase the perception of wine quality, maximize the consumption per consumer during consumption.

The packaging can be distinguished in:

- primary packaging (that directly covers the product, in contact with this. In wine, we talk about the bottle or its alternatives),
- secondary packaging (one or more elementary packages: in our case, it can be the cardboard, the cassettes and the wine bag), and
- tertiary packaging (designed to facilitate transport and handling, such as the pallet).

Wine has been transported since ancient times through amphorae which have facilitated its movement and conservation, currently replaced with more modern forms of glass bottles. These, with the cork that distinguishes them, characterize the primary packaging of the wine. Innovation, globalization, generational changes and environmental considerations make this attribute change and transform in order to win over customers.

In other words, the functions of packaging in wine can be divided into two categories: technical functions and quality of use functions. The technical functions are linked to the transport and storage of wine, as this market is characterized by long-distance transports, long storage periods, external mechanical and atmospheric stimuli and the need to comply with legal and health requirements. The role of packaging regarding the quality of use takes into consideration the convenience of consumption by the customer: opening and closing, conservation, efficacy and safety.

The packaging, in addition to technical functions, has acquired an additional role, linked to consumer communication. The communication through packaging is composed of signs and symbols, which lead to a specific interpretation in people, giving rise to interaction with the product, its consideration and involvement by the producers. Thanks to this function, the wine packaging anticipates the characteristics of the product to the consumer, using graphics and images included in the package. The design of the bottle is often a reason for increasing demand, through colour, shape, proportions and

graphics, which if designed synergistically create an overall image of the product that launches a very precise message. All these factors which influence the perception of the product and the brand identity, can also be used as a means of attracting the consumer's attention at the time of the purchase choice, differentiating the product from all those around it. In order that the elements used in the packaging are successful and fulfil their role of attracting the consumer, they must be congruent with the product and the manufacturer's brand identity. In this case, the set of elements will be stronger and more functional; in the case of a poorly designed marketing strategy, the elements could undermine one another.

An important component of the primary wine packaging is the composition of the glass of the bottle: thanks to this, wine it can be commercialized and it guarantees product quality. In fact, thanks to its preservation function, it ensures that the wine can mature and age, helping to serve and enjoy it. Also the colour of the bottle is an important component of the packaging: it avoids the alternation of the quality of the wine from the visual and taste-olfactory point of view. In spite of the technical functions, the colour of the glass can be a consequence of strategic marketing and product identity choices. Often, in fact, the producers use clear and transparent glasses in order to attract the attention of the consumer through the view of the real colour of the wine.

The style of the closure, that is the caps used, are reputed by consumers as one of the most significant sign of wine quality. There are dozens and dozens of ways to close the bottle with specific caps for each one: one-piece, multi-piece, cork, mushroom for sparkling wine, spark, encapsulated and many others. For each of these, the consumer can interpret the product differently, based on the type of wine associated with it, his knowledge, the culture that surrounds him and past experiences. In general, the most common trend is to consider cork closures a great quality indicator, while screw tops are considered as an indicator of a poorer wine quality. From this trend, several closures have been created to imitate the cork stopper, modelled with synthetic plastic and screw caps.

A recent and innovative trend regarding wine packaging is the shape of the bottle. Its characteristics derive from traditions and history, and there are different types depending on the type of wine it will contain, the choices are dictated by technical and

conservation functions, as mentioned above, and still are the basis for the design of the today's wine packaging. Despite this, there are more and more producers who venture a more modern, different and innovative bottle design. Numerous studies have appealed to consumers' perception of this type of wine innovation: the normal shape of the bottle continues to be preferred over new trends, when choosing a wine to buy, perceiving in them major quality.

As already mentioned, also the communication present in the labels has a great influence in the perception of the wine product. Unlike in the past, consumers have changed their preferences regarding the lifestyle of food and wine. It has been shown that people are more inclined to make healthier and more balanced choices: the inclusion, therefore, of nutritional and health information can be an effective and efficient strategy. According to studies carried out on wine drinkers, the segment that most appreciates nutritional information is the female gender, with a medium-high level of education. On the contrary, instead, the segments that have a limited knowledge of the nutritional aspects of wine, prefer labels with less specific and detailed information. Like the other aspects of packaging, the labels which illustrate the nutritional and qualitative advantages of the wine product succeed in changing the perception of wine's healthiness, increasing positive considerations and improving the consumption experience. Even the COO (country of origin) heavily influences perception, since wine is a product that depends very much on the area of production: knowing how to highlight, therefore, the origin and origin of the wine, creates positive expectations and simplifies the buying decision.

II CHAPTER – EMPIRICAL ANALYSIS

2.1 Aim of the study

The packaging is one of the variables that characterize the attributes of a product, helping the customer in the final decision during the journey purchasing process. In fact, the packaging can significantly influence the purchase and, above all, the perception of the product itself. Packaging designing is one of the most significant parts of corporate strategies, and knowing how to recognize the efficiency and effectiveness of the attributes included in the packaging can be the key to the success of a product. For these reasons, marketing has the important task of making sales and design decisions: through an analysis of the target that the company wants to conquer, it is possible to create a packaging that responds to different preferences and utilities, in order to acquire value and loyalty by the consumer.

In a market like that of wine, the offers are innumerable and the consumer is faced with a thousand different brands with different characteristics. In the midst of this great variety of offerings, for a company that sells wine it is possible to be ignored and not considered in the possible purchasing choices. The packaging, in this case, can have a significative impact in the attraction of the attention of the consumer, in the meet of his needs and in the convincement that a specific brand is better than the others.

Selecting a specific consumer target it is possible to analyse the preferences and expectations of the product, designing a packaging that responds quickly to their intrinsic and extrinsic needs. Numerous wine companies decide to take into consideration the cohort of the Millennials, as they represent the generation with more current purchasing power and creators of trends and fashions that go to shape the market, even the wine one.

Therefore, the purpose of this study is to evaluate to what extent and how the packaging affects the product evaluation process and the purchase choice for wine bottles, obtaining an overview of how Millennials give importance and weight to the packaging

of the most widespread traditional and territorial product. For ease of analysis of the results of the questionnaire, the age group that has been considered as a Millennials generation will be from 18 to 35 years.

It was considered important to highlight the various connections between the ages of people, the uses and the occasions in which the wine is drunk, the perceived and objective knowledge of this sector and the various preferences toward the aesthetic of the bottle.

2.2 Objectives of the study

The objectives of the study are:

- to describe the measure of influence of the packaging of wine bottles;
- to analyse the specific preferences of millennials for the attributes of the packaging of wine bottles;
- to study the connections between age, preferences and perceptions of the packaging of wine bottles.

2.3 Research questions

The literature and the past studies that have been conducted show that packaging is one of the attributes with the greatest influence in the buyer, being able to modify the sensorial perception of the product through its packaging alone.

It is important, therefore, to be able to study how the different attributes of the packaging (such as colour, shape, position, etc.) can increase the positive perception of the product, manipulating the consumers' choices and loyalty towards a brand rather than another.

The research questions formulated were:

- How important is the packaging of wine bottles for the Millennials of the provinces of Veneto region?
- What are the main and general perceptions and prejudices of the attributes present in wine bottles?
- What are the specific preferences for the major attributes of wine bottles?
- How much can the packaging of wine bottles affect a Millennials buyer?

2.4 Study design

The study was carried out through a first literature search, which highlighted the relevance of packaging in the consumer purchase decision process. The wine is a product that cannot be tested by the buyer before the purchase; literature and previous studies have shown that the packaging of wine bottles is a factor of great importance to favour the perception of the product and, therefore, help the consumer during the purchase and the consumer experience.

Later, the study was conducted via an online questionnaire in a period between 02/07/2019 and 06/09/2019, initially analysing the characteristics of the wine consumer, thus evaluating the profile of the person who is responding to the study. It then has been analysed the perceptions and general prejudices towards certain attributes of the bottles and subsequently it has been tested the subjective preferences concerning different examples of packaging attributes of wine bottles.

2.5 Methods used

The tool used for the purposes of the study is an online questionnaire (Annex 1), designed in 4 sections that collect the various statements.

In the first section of the questionnaire there have been gathered information relating the respondent's wine consumption and knowledge characteristics. The questions contained in this section are intended to assess how much experience and consumption opportunities influence perceived knowledge and objective knowledge of wine, trying to create a connection with preferences regarding bottle packaging.

The second section the questionnaire focuses on the study of generally wine packaging preferences, paying particular attention to the prejudices and perceptions that underlie consumers' purchasing decisions. In this part of the study it is asked to assess how much the respondent agrees with statements proposed through a 5-points Likert Scale, whose phrases reflect the most common perceptions that are collected in the past studies and in the literature. The purpose of this section is to analyse how the respondent can be considered a follower of common prejudices and perceptions, looking for a link between the profile that was created in the first section.

The third part of the questionnaire consists of an image test. In this section the respondent confronts himself or herself with some images depicting the attributes of the packaging of the bottles with different characteristics, with the task of choosing the most preferred proposal. The purpose of this section is to compare whether the preferences recorded in the previous section are consistent with the preferences selected through the choice for images: in this way, the declared preferences will be consistent and evaluable, leading to the study of reliable results.

The fourth and last section of the questionnaire concerns the socio-demographic characteristics of the respondent. Thanks to these questions, it is possible to consider only the questionnaires that concern consumers who respect the criteria selected for the study, which is the age included from 18 to 35 years old of the respondents.

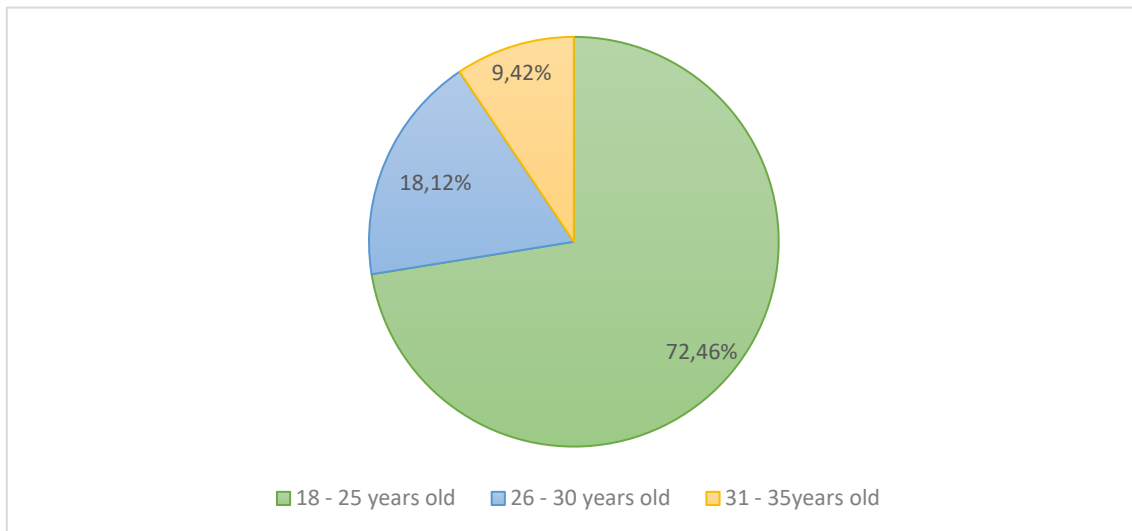
2.6 Results

The questionnaire replies were collected on 6 September 2019, exactly 45 days after the online form was issued.

The first type of analysis conducted regards the characteristics of the sample. In total, 305 responses were collected through the dissemination of the survey link by social media, WhatsApp messages and the distribution of different prints of the QR code of the questionnaire in different point of contacts attended by Millennials. After the answers were entered, 29 compilations were removed as they did not belong to the segment that respected the above-mentioned criteria. Therefore, 276 respondents were considered for analysis and study.

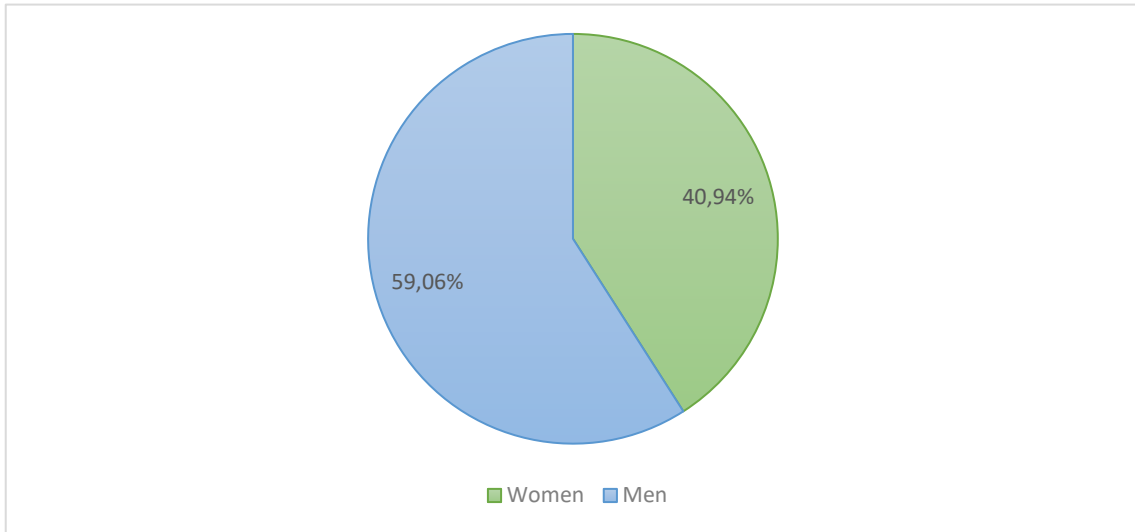
From the age point of view, the questionnaire collected 200 respondents in the age group from 18 to 25 years old, 50 respondents in the age group from 26 to 30 years old and 26 respondents in the age group from 31 to 35 years. The results have been summarized in the graph 1 below.

Graph 1 – Representation of the composition of respondents' age groups



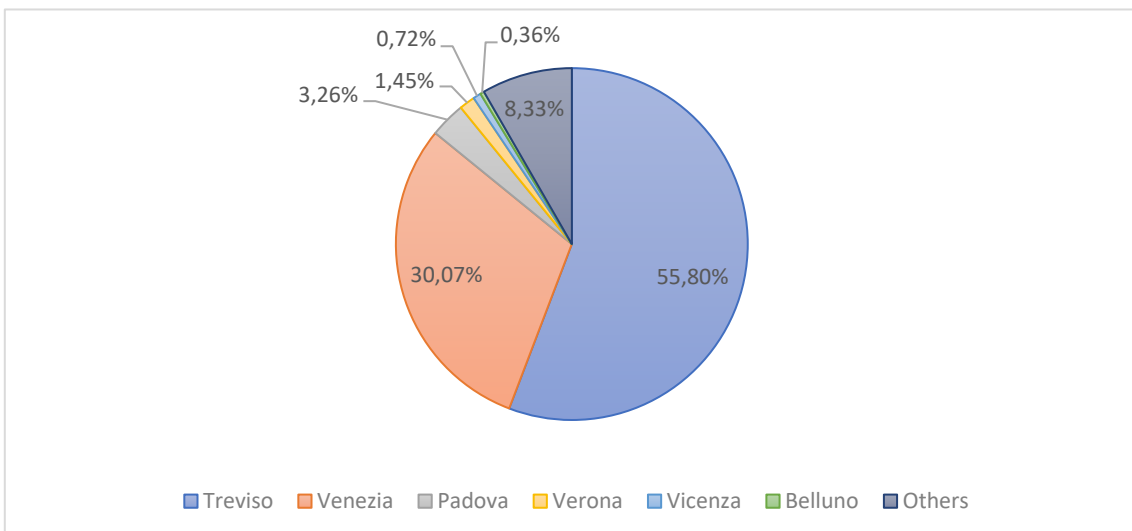
Subsequently, the composition of the gender was analysed. Through the collection of the sample data, it was found that 113 respondents are women, while 163 respondents are men, as shown in the graph 2 below.

Graph 2 - Representation of the composition of respondents' gender



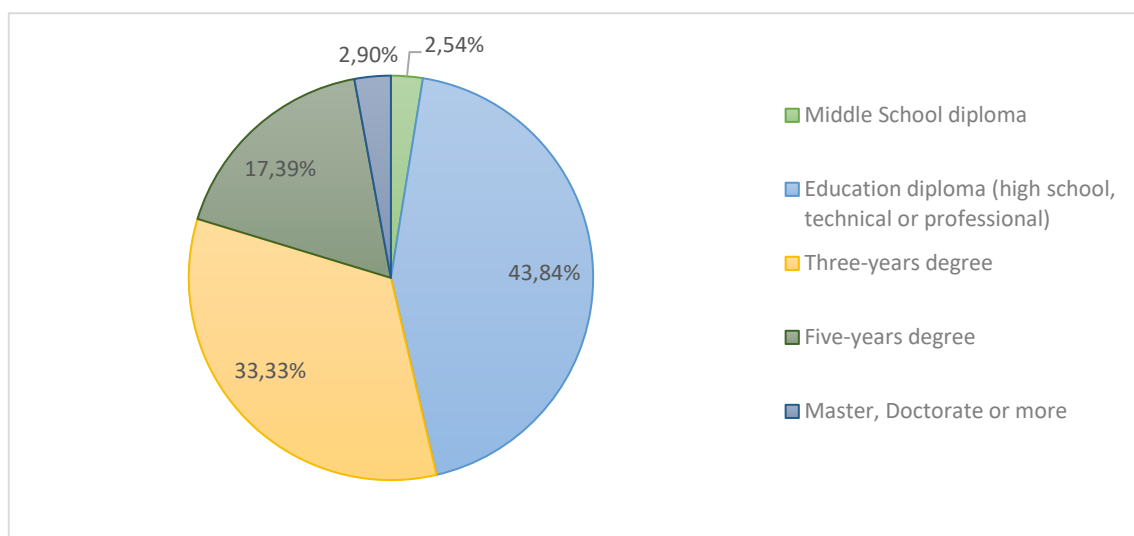
Continuing with the analysis, the province of residence of the respondents was taken into consideration. Since the distribution of the questionnaire concerned mainly people residing in the provinces of the Veneto region, the respondents who indicated a province of a different region will be grouped in the "other" group, sin order to simplify the analysis of the results. Respectively, these residence breakdowns were obtained: 154 respondents live in Treviso province, 83 in Venice province, 9 in Padova province, 4 in Verona province, 2 in Vicenza province and 1 in Belluno province. Instead, the residents of the provinces outside the Veneto region are in total 23. The results are simplified in the graph 3.

Graph 3 – Representation of the composition of respondents' residence



The level of education was one of the factors that were taken into consideration for the analysis of the characteristics of the sample. The possibilities for selecting the level of education included the different types of licenses and diplomas available from middle schools onwards. Considering the answers, it is possible to see that 7 respondents with a middle school certificate, 121 educational qualifications, 92 a three-year degree, 48 a five-year degree and 8 respondents who hold masters degrees, doctorates and higher qualifications. The graph 4 below summarizes these outcomes.

Graph 4 - Representation of the composition of respondents' level of education

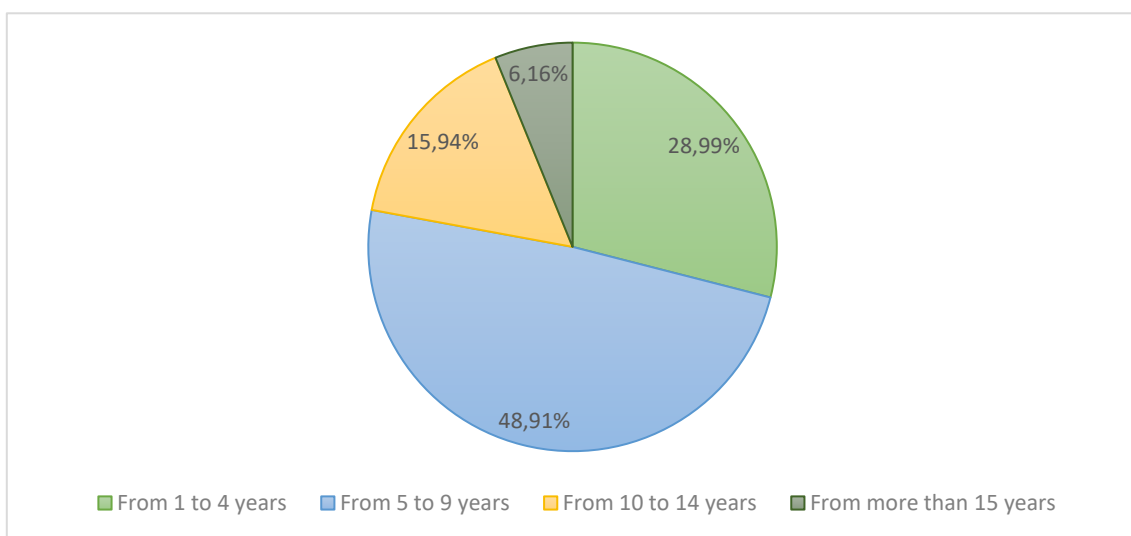


The following study is a univariate analysis, which takes into consideration the answers for each single question in the questionnaire. In this way, it is possible to make observations from the qualitative point of view for each single variable present in the survey. Summarizing the data, then, for each element in a pie chart, allows to give a general idea of the distribution of trends.

The first question in the questionnaire concerns the experience of consumption of the respondent's wine measured in years. In this way, it is possible to understand how much the people included in the study are familiar with the product: based on the temporal length of consumption of the wine, it is possible to subsequently create relationships with other variables important for the study of packaging. The question posed to the respondent is: "How many years have you been drinking wine?". As in other variables

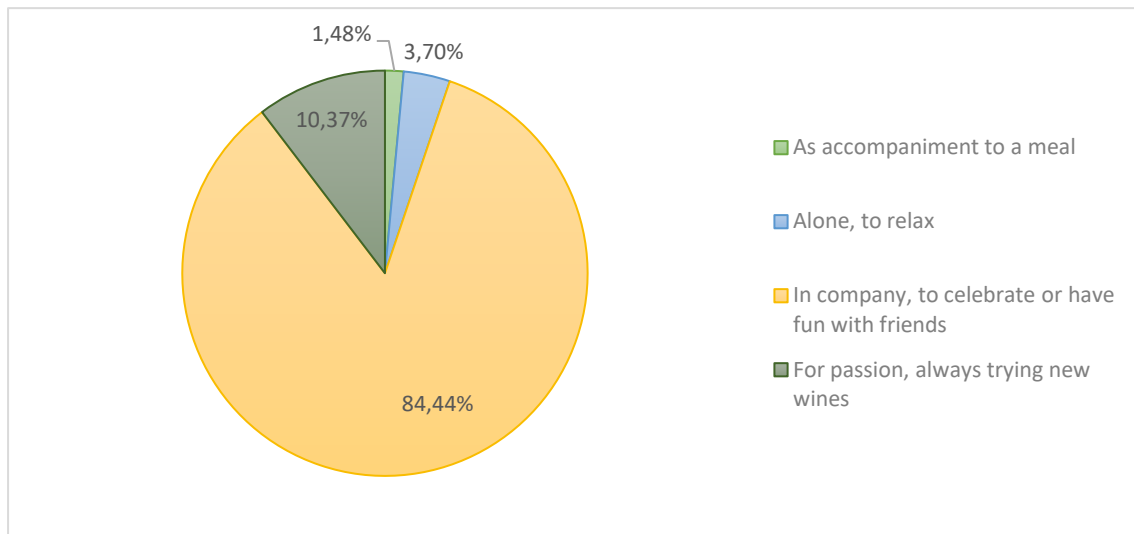
of the questionnaire, this question also proposes grouped answers. Analysing them, it can be read that 80 respondents have been consuming wine from 1 to 4 years, 135 respondents from 5 to 9 years, 44 respondents from 10 to 14 years and 17 respondents for more than 15 years. It is immediately obvious that most respondents (almost 49%) have been consuming wine for a maximum of 9 years. The generation taken into consideration can be considered, therefore and in general, familiar to the product. The results are summarized in the graph 5.

Graph 5 - Representation of the consumption's experience of wine across respondents



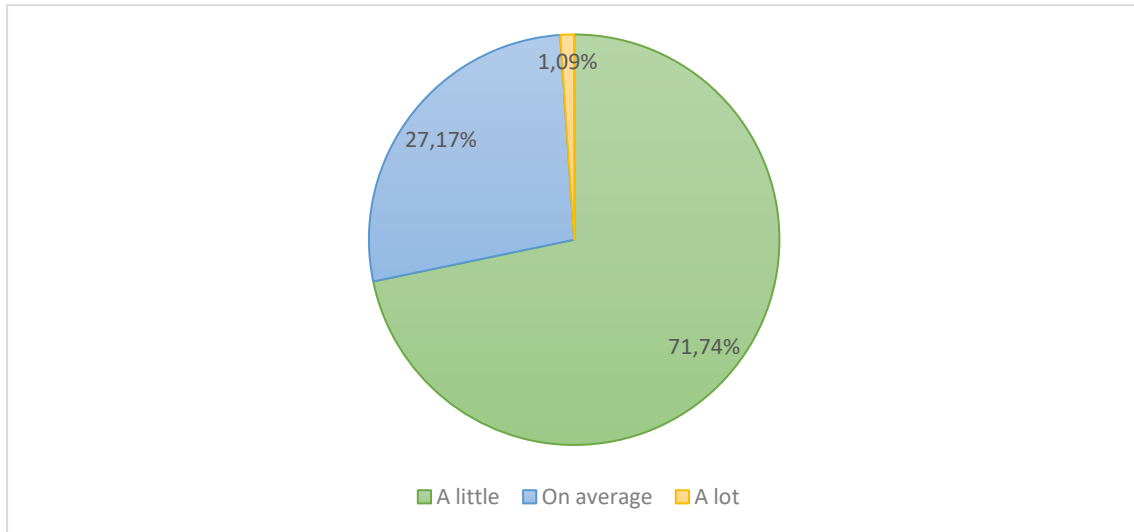
The second question of the survey investigates which are the major occasions in which respondent consumes wine. Understanding circumstances which characterize the consumption of the product is fundamental for a correct marketing and packaging design strategy. In the questionnaire, therefore, the most usual occasions of consumption were proposed and the distribution of the answers is as follows: 4 respondents indicated that the greatest occurrence of wine consumption is as an accompaniment to a meal; 10 respondents indicated that they drink alone to relax; 228 respondents consume wine in company to celebrate or have fun and 28 respondents indicate that they drink wine for passion, trying wines that are always new and different. It is possible to immediately see that the most common consumption occasion is during meetings with other people, sharing moments of friendship and conviviality through the consumption of the product, as shown in the graph 6 below.

Graph 6 – Representation of respondent consumption's occasions of wine



The next variable analysed in the questionnaire is the perceived knowledge of the wine. This question tries to evaluate how much the respondent thinks he or she knows and is an expert in the field: studying this element is important because the perception of the product and all its attributes is highly conditioned by the cognitive component that the consumer perceives from the product. The answers of the question show that 198 respondents consider themselves as little wine experts, 75 consider themselves experts on average and only 3 considered themselves very experts in the sector. Thanks to this data it can be seen that there is a tendency for Millennials to consider themselves inexperienced in the sector: although this is a very consummate and appreciated product, very few people consider themselves aware of what they are consuming. To get a bigger idea of the perception of knowledge of wine, the Graph 7 below has been made.

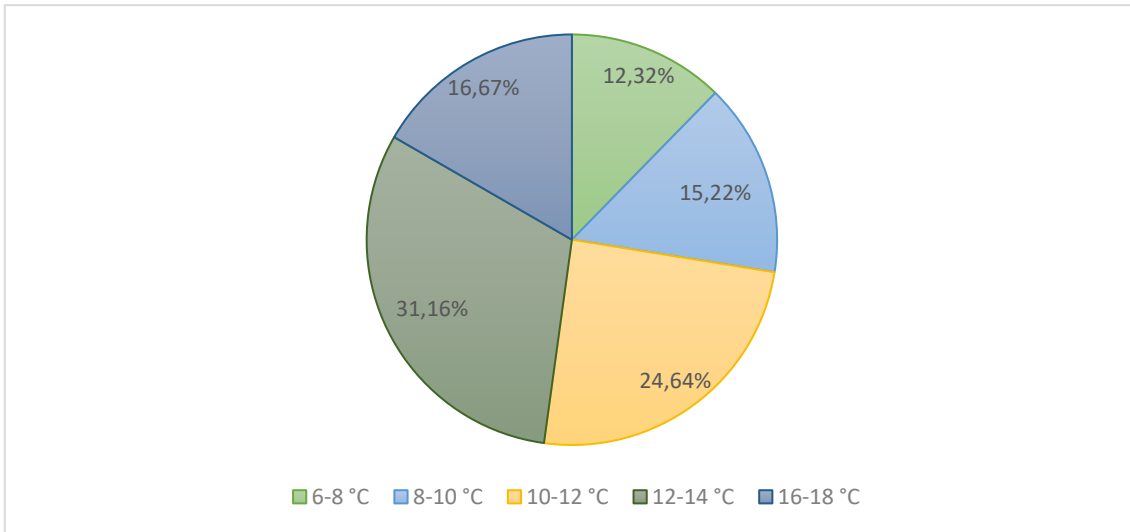
Graph 7 - Representation of the respondents' knowledge perception of wine



Once the degree of perception of knowledge has been sought, it is important to investigate the degree of actual knowledge of the product or sector. In this way, it is possible to analyse whether the respondents have a sense of knowledge consistent with what is concretely. For this reason the next two questions asked in the questionnaire try to measure the actual knowledge.

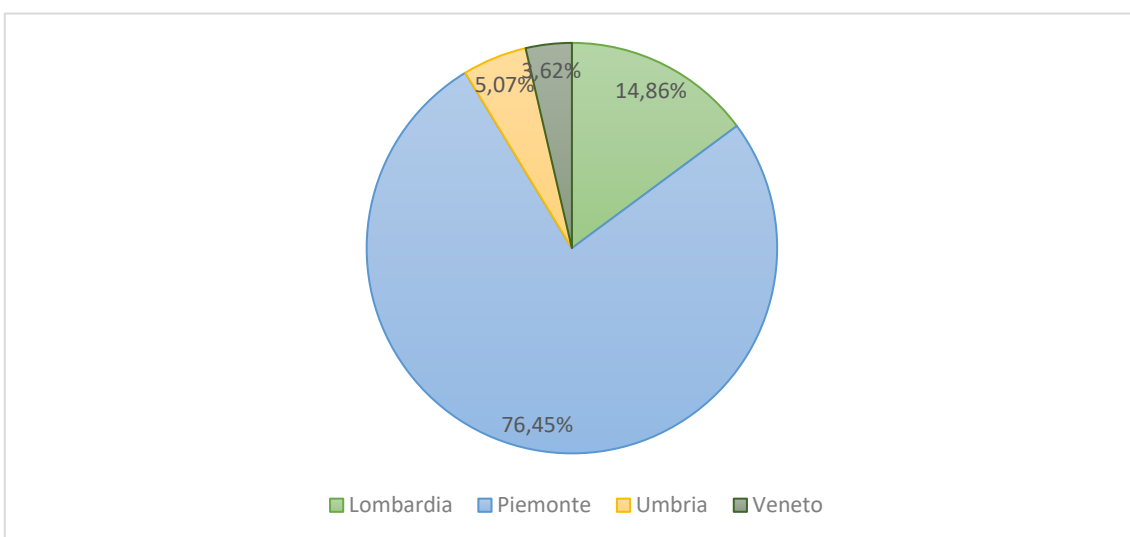
The first test performed concerns the serving temperature of the sweet liqueur wines. These wines, in fact, are used to be accompanied with dessert or, in general, with sweet meals. Since this type of wine is full of different flavours, the most suitable serving temperature is around 10° C to 18° C, so as to allow the emanation of all the aromas and perfumes of the wine. The answers to this question are the following: 34 people selected as an appropriate temperature the one between 6° C and 8° C, 42 people between 8° C and 10° C, 68 people between 10° C and 12° C, 86 people between 12° C and the 14° C and 46 people indicated between 16° C and 18° C. In the Graph 8 the results are summarized. In general, almost the 73% of responses are correct.

Graph 8 - Representation of the consumers' knowledge on temperatures of wine



The second question aimed at testing the knowledge of respondents in the wine sector concerns the origin of the Barolo wine, famous red wine that is produced in some municipalities in the Piedmont region. To the question "What is the Barolo wine production area?" 211 responses were obtained indicating Piedmont, 41 indicating Lombardy, 14 indicating Umbria and 10 indicating Veneto. As it is possible to see in the Graph 9, the 76% of respondents select the right answer.

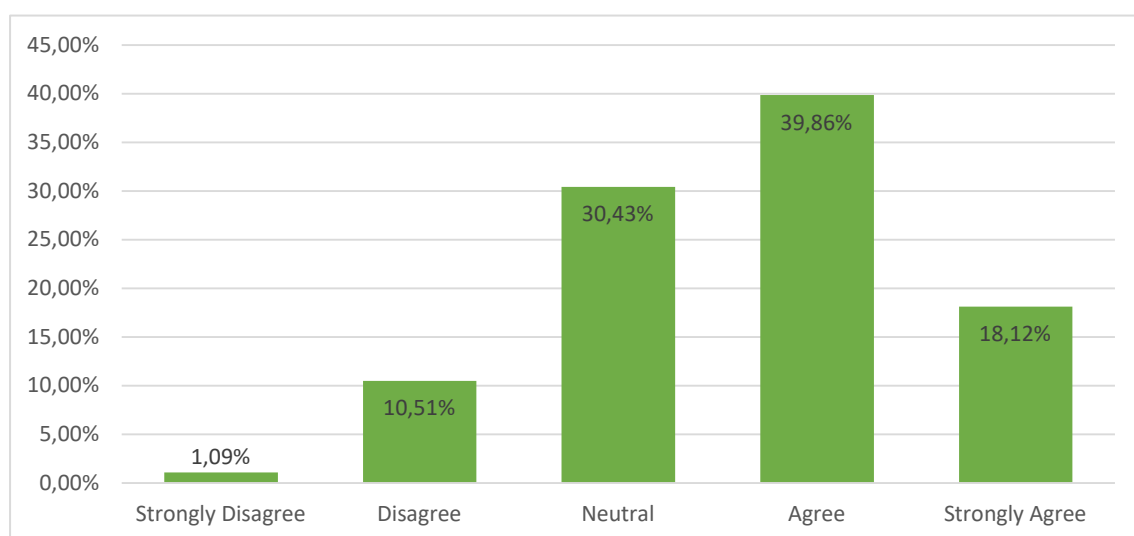
Graph 9 - Representation of the consumers' knowledge on Barolo wine's provenience



The next session of questions in the survey concerns superficial prejudices and assessments with respect to four attributes of the packaging of wine bottles. The purpose of this section, as already mentioned, is to understand how certain general elements of the bottle affect the perception of the product and the consequent purchase decision.

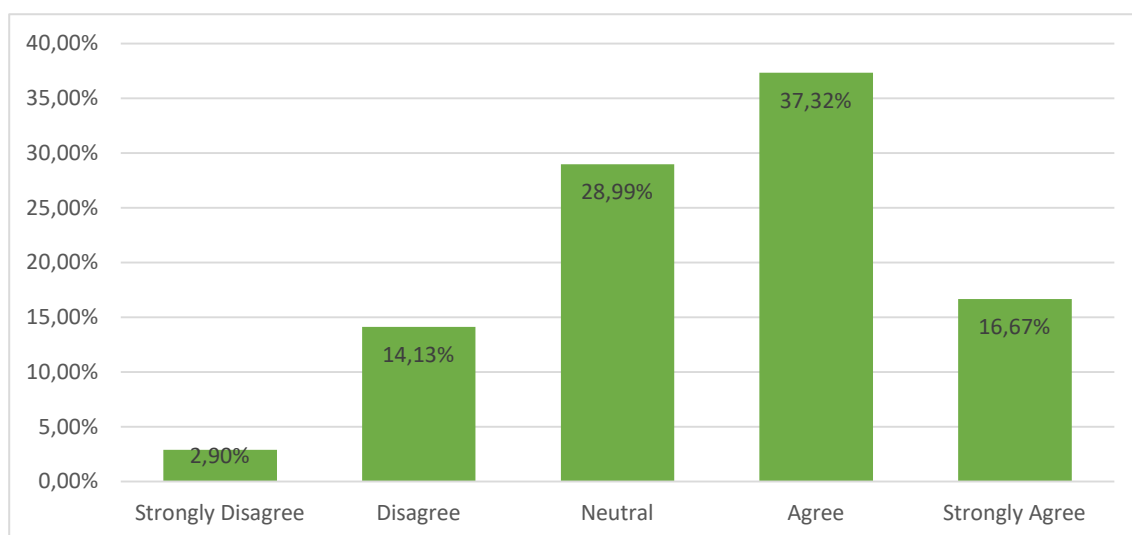
The first attribute studied concerns the closure of the bottle. As mentioned in the previous chapter, there are different types of caps and each of them causes different perceptions of the final product. The first question asked, precisely, asks to what degree the closure of the bottle of wine is considered an indicator of quality. In a Likert-scale from 1 to 5, where 1 means strongly disagree and 5 means strongly agree, the answers collected were the following: 3 respondents totally disagree with the statement, 29 respondents disagree, 84 respondents consider themselves neutral to the statement, 110 respondents agree and 50 respondents consider themselves strongly in accordance with the sentence. Thanks to Graph 10, it is possible to understand that almost 60% of respondents consider the closure as an important indicator of product quality (considering those in agreement and in strongly agreement). During the packaging design, therefore, it is fundamental to understand which is the best and most suitable cap for sales, as the perception of the product changes radically based on that.

Graph 10 - Representation of the agreement in considering the closure of the wine bottle as an indicator of quality



The subsequent investigation concerns the attributes and the information contained in the front label of the bottle and their degree of conditioning in the purchase decision journey toward a wine with respect to another. The proposed statement is: "Bottle packaging is important to you because the information on the front label influences your purchase decision". 8 respondents totally disagreed with this sentence and 39 respondents disagreed. 80 responses declared the respondents' neutrality, while 103 people agreed and 46 people strongly agreed with the statement. In this case too, a large percentage of respondents agreed with the affirmation of the questionnaire. Therefore, taking into account the importance of the front label can be considered a winning factor for the company that wants to sell its wine. The Graph 11 collects the data.

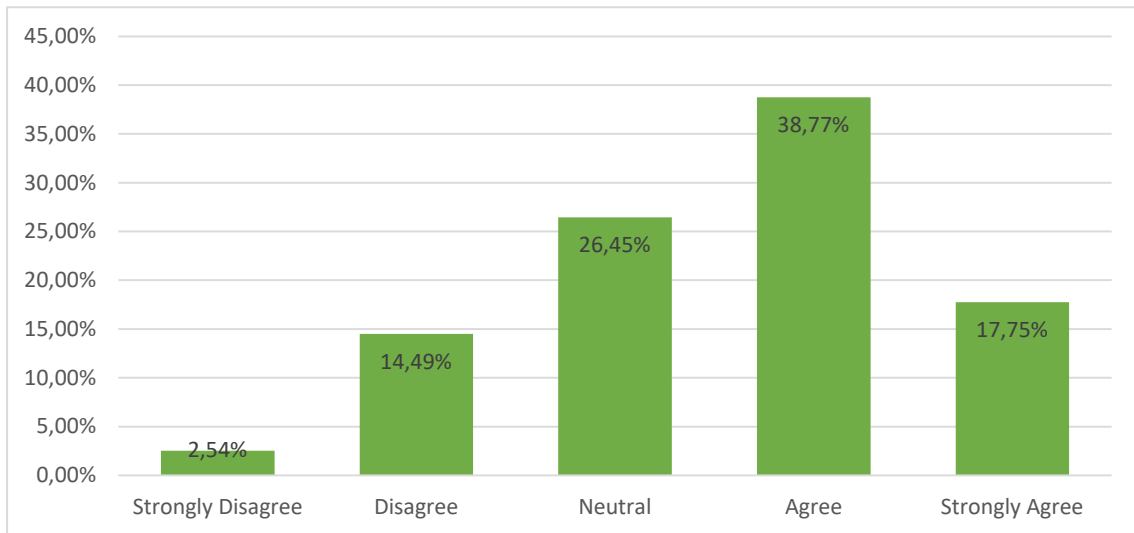
Graph 11 - Representation of the agreement in considering the front label of the wine bottle as an influencer of purchase decision



The next attribute taken into consideration is the back label of the wine bottle. As in the previous attribute, the questionnaire asks the respondent his degree of agreement with the claim that the back label can be considered as an influencer of the wine purchase decision. 7 people and 40 people found themselves respectively in strong disagreement and disagreement. 73 respondents declared themselves neutral, 107 people agreed with the sentence and 49 respondents totally agreed. The results show that more than half of the respondents are influenced by the information contained in the back label of the

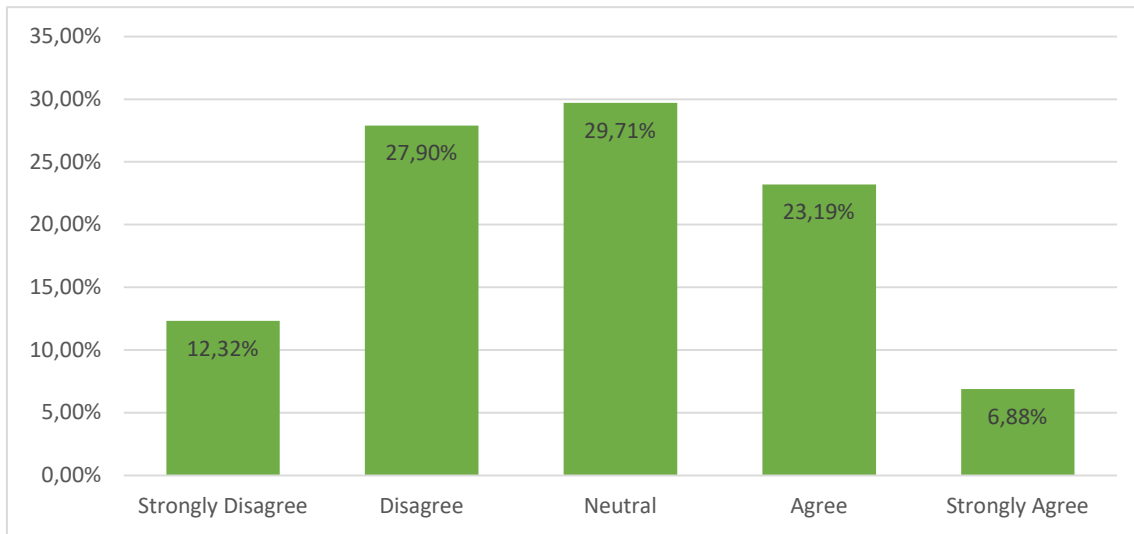
wine bottle, making this attribute of the packaging an important element during the consumer selection process. The Graph 12 helps the general view of this phenomenon.

Graph 12 - Representation of the agreement in considering the back label of the wine bottle as an influencer of purchase decision



Afterwards, the consideration proposed to the responder concerns the shape of the bottle: another important attribute of wine packaging. Through the same modality of the previous statements, the respondent must select the degree of agreement of the consideration of the form as an influencer of the purchase decision. The answers collected are as follows: 34 people in total disagreement, 77 people disagree, 82 neutral people, 64 people in agreement and 19 people in strong agreement. As shown in the Graph 13 and differently from the previous considerations, the shape of the bottle is not selected as an influencing component for the purchase decision. The tendency, in fact, is to consider the form as a neutral attribute or, in general, as an element that does not condition the perception of the product.

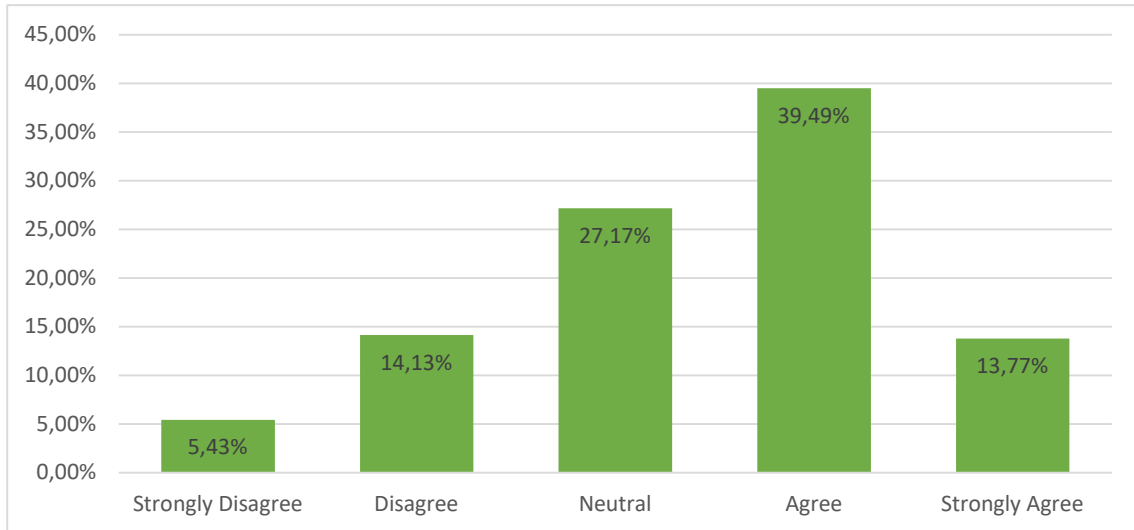
Graph 13 - Representation of the agreement in considering the shape of the wine bottle as an influencer of purchase decision



Later, still using the Likert-scale methodology, other statements have been proposed to the respondent concerning the attributes analysed above. These statements try to study the packaging elements in more depth, in order to understand what kind of factors can be influenced by the packaging attributes.

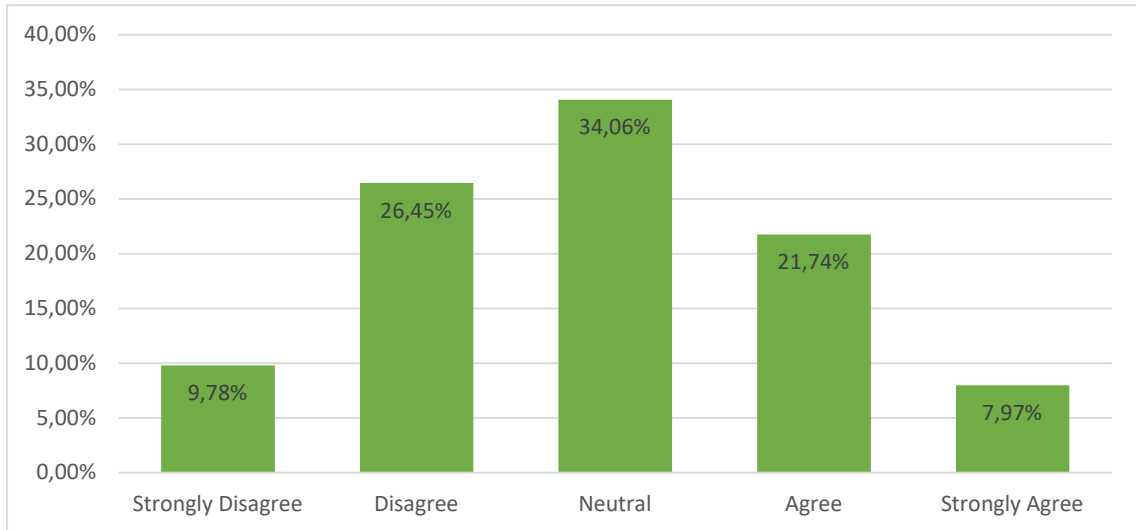
The first observation made regards the closures of the wine bottle. In this case, respondents are offered the statement: "The cork cap indicates better quality in wine". The purpose of this declaration is to understand how the different types of caps can influence the perception of the final product. With this affirmation 15 respondents completely disagree, 39 disagree, 75 consider themselves neutral to the statement, 109 agree and 38 respondents are in total agreement. The general trend, as shown in Graph 14, is to consider the cork cap as a guarantee of high quality of the final product.

Graph 14 - Representation of the agreement in considering the cork closure of the wine bottle as an indicator of high quality



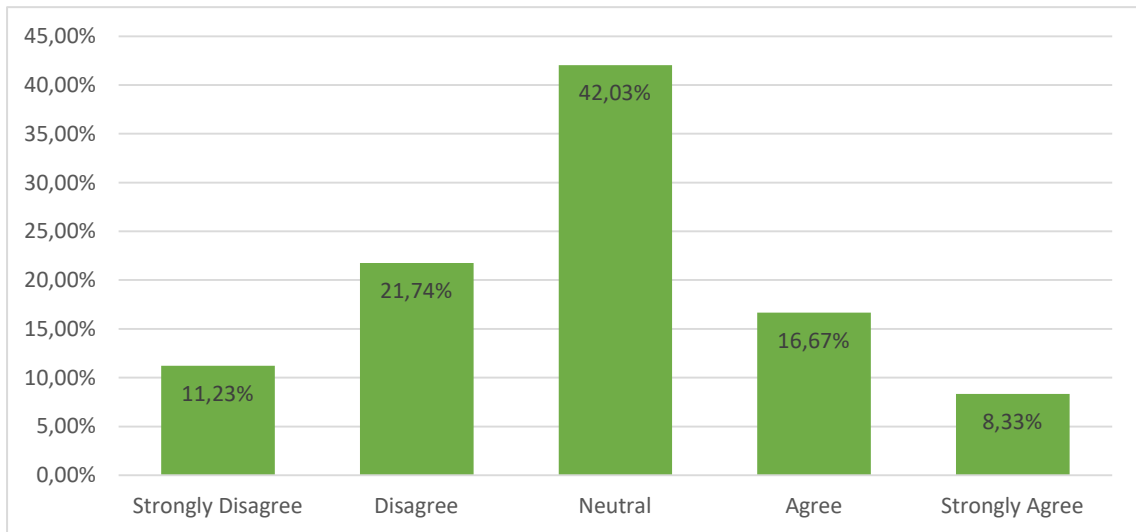
In the same way as the previous statement, respondents were offered a declaration regarding the closure of the wine bottle using the screw cap. Respectively, respondents have to measure their consensus with the phrase "The closure of the wine bottle is an indicator of lower quality", which serves to measure the negative perception that this type of cap can transmit of the product. 27 people strongly disagreed, 73 people disagreed, 94 people considered themselves neutral to the statement, 60 people agreed and finally 22 strongly disagreed with the statement. The tendency for the judgment of the perception of this closure of the wine bottle is not to consider the screw cap as an indicator of low quality: despite the preference for the cork stopper, the screw cap does not convey a negative idea of the product (see Graph 15).

Graph 15 - Representation of the agreement in considering the screw closure of the wine bottle as an indicator of low quality



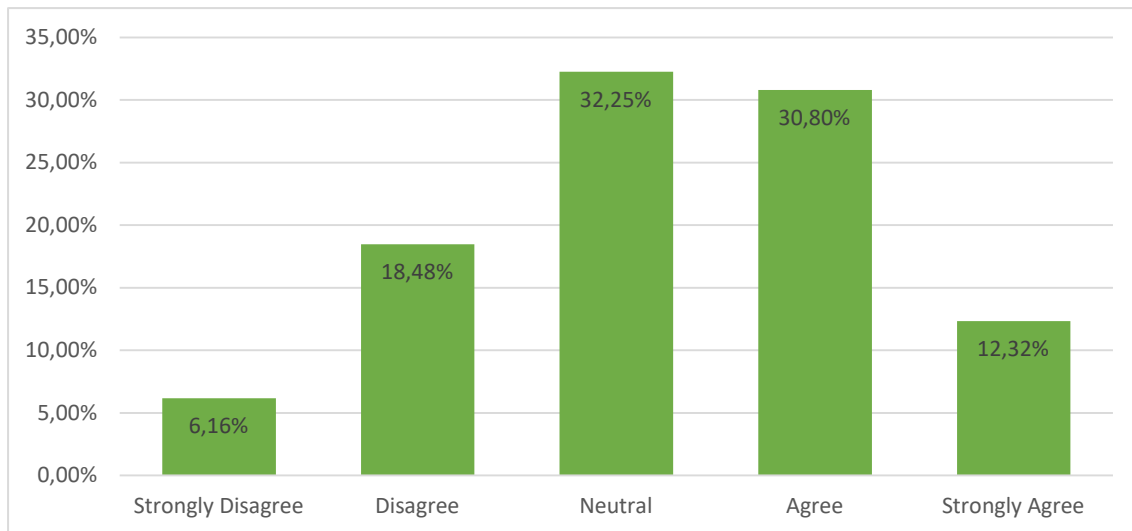
The crown cap is the last evaluated closure and, as in the previous case, the questionnaire tries to understand what kind of feeling this attribute of the packaging transmits to consumers. The proposed declaration was "The crown closure in the wine bottle of an indicator of lower quality" and the results collected were as follows: 31 strongly in agreement, 60 disagreed, 116 neutral, 46 agreed and 23 strongly agreed. As in the previous case, the answers report that the tendency is to be indifferent to the statement or to be in disagreement. The respondents of the questionnaire, therefore, do not judge the crown closure as a low quality product influencer, tendentially not having negative prejudices towards this attribute. Results are represented in Graph 16.

Graph 16 - Representation of the agreement in considering the crown closure of the wine bottle as an indicator of low quality



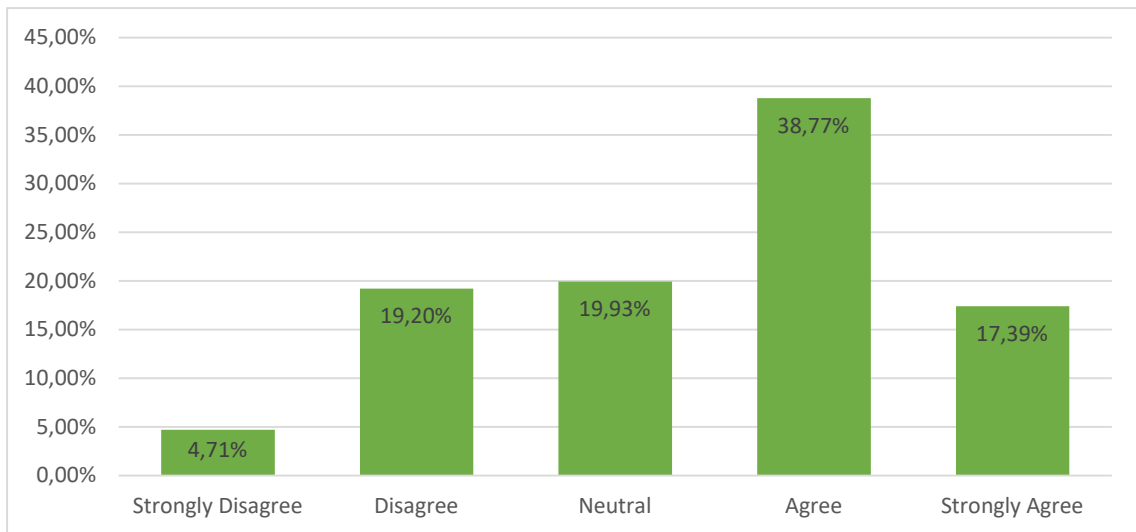
The next study carried out moves to the information contained in the back label of the bottle. The first type of composition that can be found in this element of packaging concerns the taste, aroma and combinations of wine. At what level do respondents agree with the statement that the back label is important for communicating this type of information? The results show that 17 people disagree strongly, 51 disagree, 89 are neutral, 85 agree and 34 respondents strongly agree with the statement. Studying the results, almost 44% of respondents consider the back label of the bottle to be meaningful and valuable if it contains information on the taste characteristics and recommendations for combinations with wine food. It is possible to see this tendency in the Graph 17.

Graph 17 - Representation of the agreement in considering the back label of wine bottles is important to know the taste, aroma and combinations of wine.



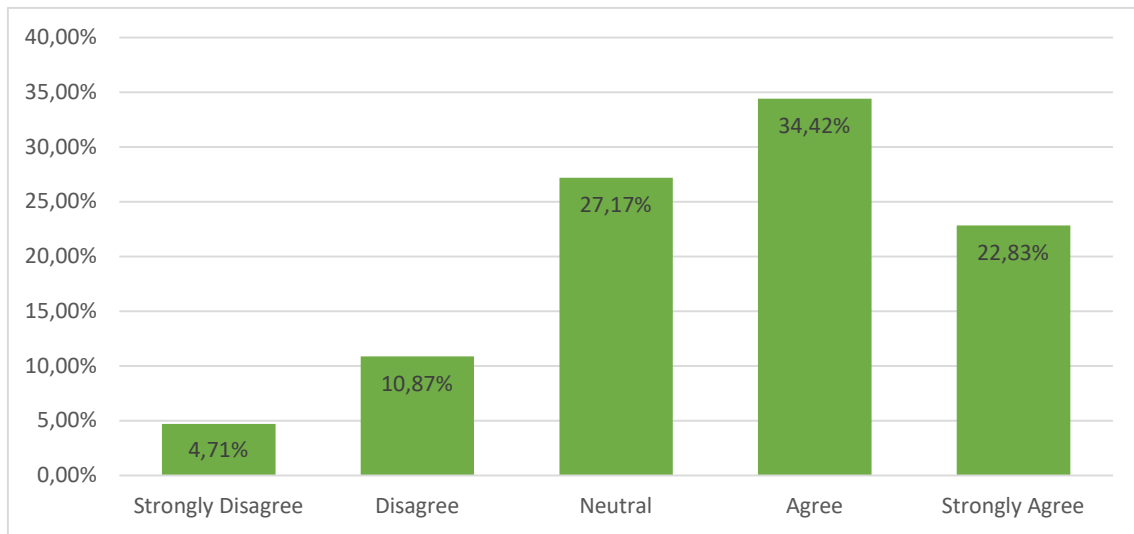
The back label of the wine bottle may contain different types of information. A company can also decide to communicate the type of the grapes used and the history of wine. In the questionnaire, the subsequent statement tries to measure the extent to which respondents perceive this type of important and valuable information in assessing and deciding which bottle of wine to buy among others. The collected results show that 13 respondents strongly disagree, 53 disagree, 55 consider themselves neutral to the statement, 107 agree and 48 strongly agree. Looking at Graph 18, it is immediately evident that more than half of the Millennials consider the indication of the grapes used and of the history of wine an information and an important content of great value.

Graph 18 - Representation of the agreement in considering the back label of wine bottles is important to know the grapes used and the history of wine



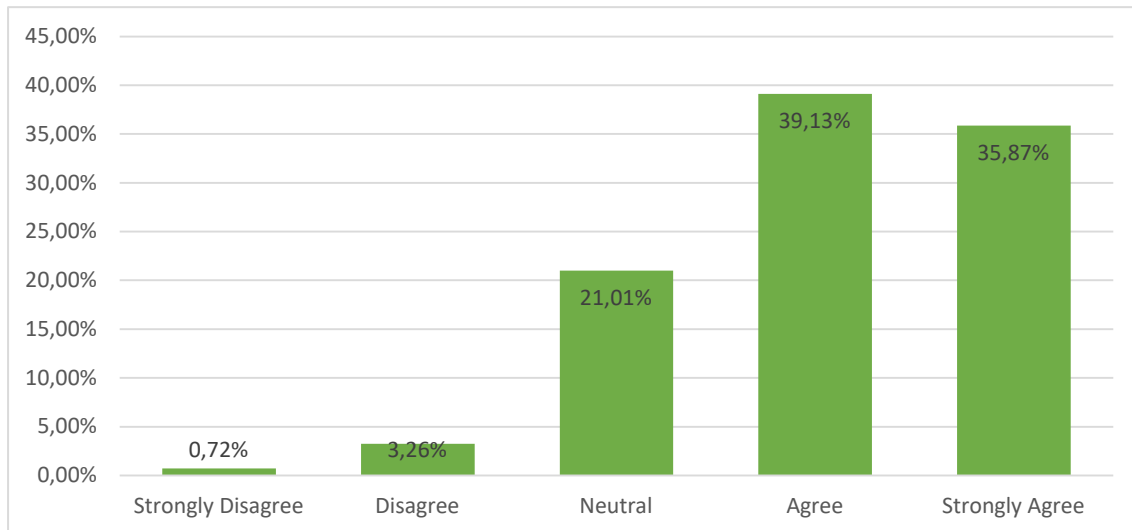
Another type of content included in the back label of a bottle of wine is definitely the alcohol content, nutritional information and recommended doses. Through the statement indicating that this type of content is important for the respondent, it was possible to assess the degree of consent of the millennials. The results indicate that 13 people strongly disagree, 30 disagree, 75 neutral, 95 in agreement and 63 in strong agreement. Also in this case, we see that respondents tend to consider this information important in the purchasing decision process, as shown in Graph 19.

Graph 19 - Representation of the agreement in considering the back label important to know the alcohol content, nutritional information and recommended doses



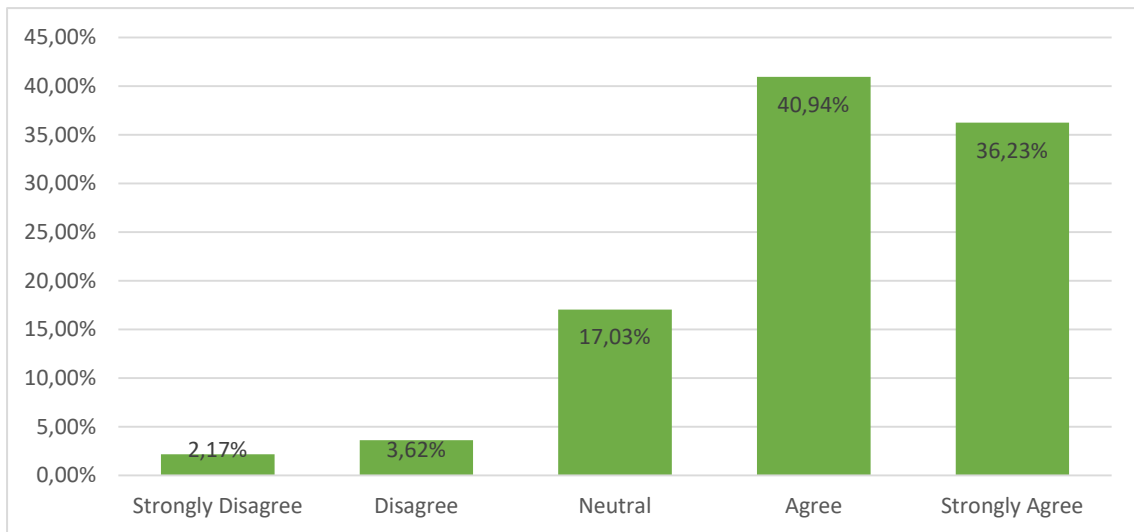
The next attribute analysed from the point of view of the importance attributed by the Millennials concerns the front label. The first proposed statement of this theme says: "The front label is important to know the country of origin and the vintage". This type of content is widespread and is particularly important for the consumer's cognitive process for its purchase choice. But at what level? 2 people consider themselves strongly in disagreement, 9 in disagreement, 58 neutral, 108 in agreement and 99 in strong agreement. The answers immediately suggest that the year of production of the wine and its origin greatly influence the evaluation of the product, as summarized in Graph 20.

Graph 20 - Representation of the agreement in considering the front label of wine bottles is important to know the country of origin and the vintage



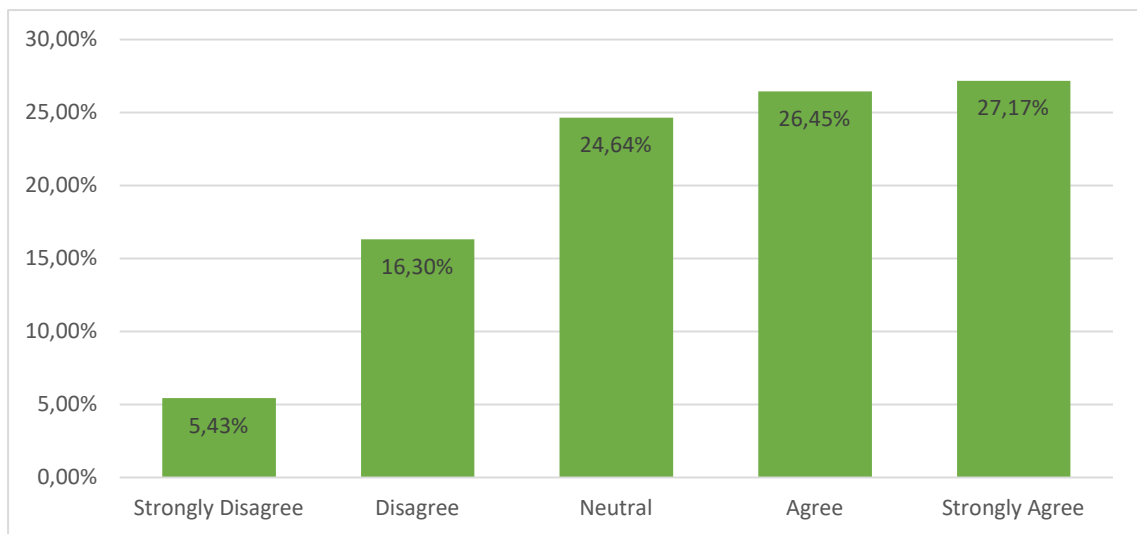
In the analysis of the front label of a bottle of wine, it is possible to understand the name of the producer. The questionnaire, therefore, tries to measure in the degree this information is important for the respondent and how much it influences the choice of one bottle of wine compared to another. With the phrase "The front label is important to the name of the manufacturer" the respondents expressed their consent: 6 strongly disagree, 10 disagree, 47 neutral, 113 agreed and 100 strongly agreed. The tendency for this evaluation is quite unequivocal: almost 78% of respondents consider the knowledge of the producer of the wine bottle an important element during the purchasing decision process (see Graph 21).

Graph 21 - Representation of the agreement in considering the front label of wine bottles is important to know the name of the manufacturer



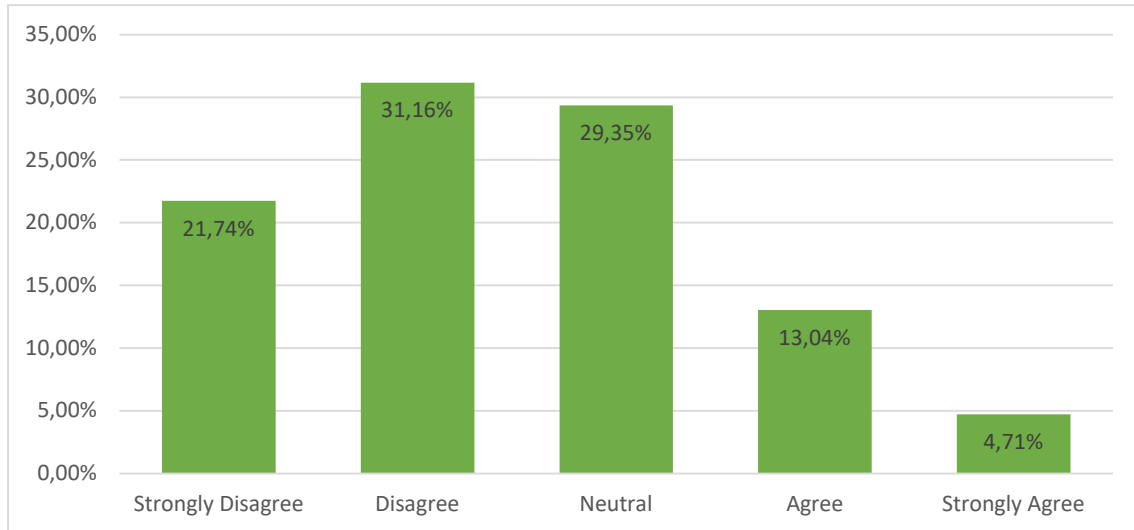
Another aspect concerning the front label is certainly the graphic one: the colour, the logo and the image of the brand. Many wineries have invested heavily in the aesthetic and graphic appearance of the front label, with the aim of attracting attention and engaging the consumer. But what do the respondents think about the questionnaire? Through the statement "The front label is important for the colour, logo and image of the brand", their adherence to the theme was calculated. 15 people declare themselves strongly in disagreement, 45 disagree, 68 neutral, 73 in agreement and 75 in strong agreement. Although the level of approval of the declaration is less clear, the results show that just over half of respondents consider this content to be important and conditioning, as shown in Graph 22.

Graph 22 - Representation of the agreement in considering the front label of wine bottles is important for the colour, logo and image of the brand



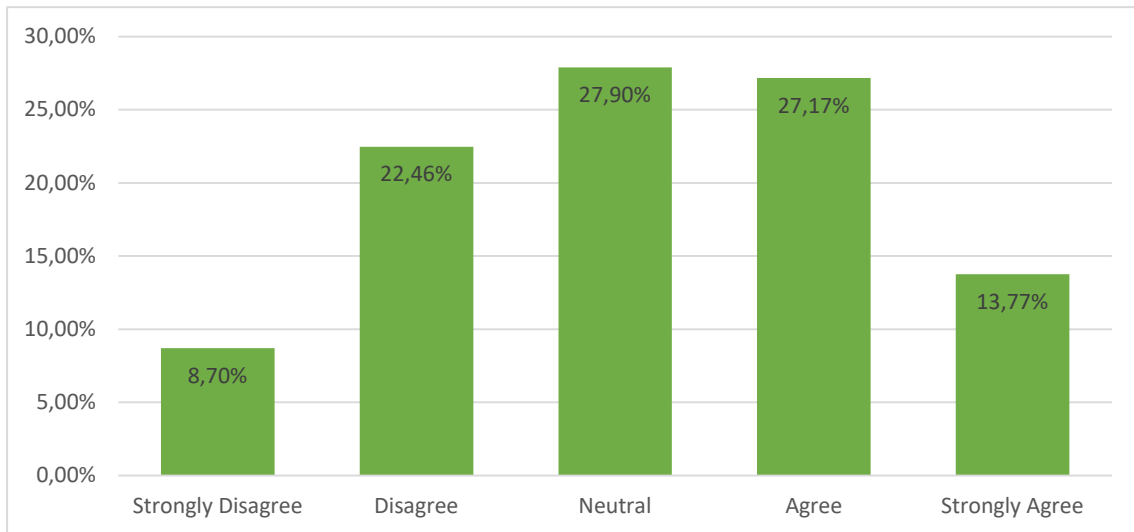
The last attribute that this study takes into consideration is the shape of the bottle: by means of the declaration "The classic shape in the wine bottle guarantees a quality", the questionnaire tries to measure what kind of feeling the consumers perceive from this attribute. The results are: 60 strongly disagree; 86 disagree; 81 neutral; 36 in agreement; 13 in strong agreement. As illustrated in Graph 23, more than half (almost 52%) of consumers do not consider the classic shape of the bottle as a higher quality indicator.

Graph 23 - Representation of the agreement in considering the classic shape in the wine bottle as indicator of quality



As in the previous statement, the questionnaire also investigates the most diverse forms of the wine bottle, which seek to distinguish themselves from the classic ones used and marketed. For this type of study, to the respondent is offered the statement "A special shape of the wine bottle intrigues you and you want to buy it". The degree of agreeing with this statement which has been registered through the answers is: 24 people in total disagreement, 62 disagree, 77 neutral, 75 in agreement and 38 in total disagreement. Thanks to the summary in Graph 24, it is possible to see that there is no single and significant tendency regarding the judgment of the statement. The percentage of people who agree with the sentence is slightly higher than the other possibilities, suggesting that the use of a particular form of the bottle is a strategy with doubtful outcomes.

Graph 24 - Representation of the agreement in considering a special shape of the wine bottle intriguing



The last set of questions in the questionnaire is organized in a choice of images: the respondent finds himself or herself in front of photos depicting the attributes analysed above in all the various forms, with the indication of deciding which of those proposals are their favourite. In this way, the questionnaire tries to calculate the coherence between what emerged previously in the questions which involved the cognitive part of the purchase decision, compared to the preferences selected during a process that involves the sensorial part (in this case the view) of the various packaging elements.

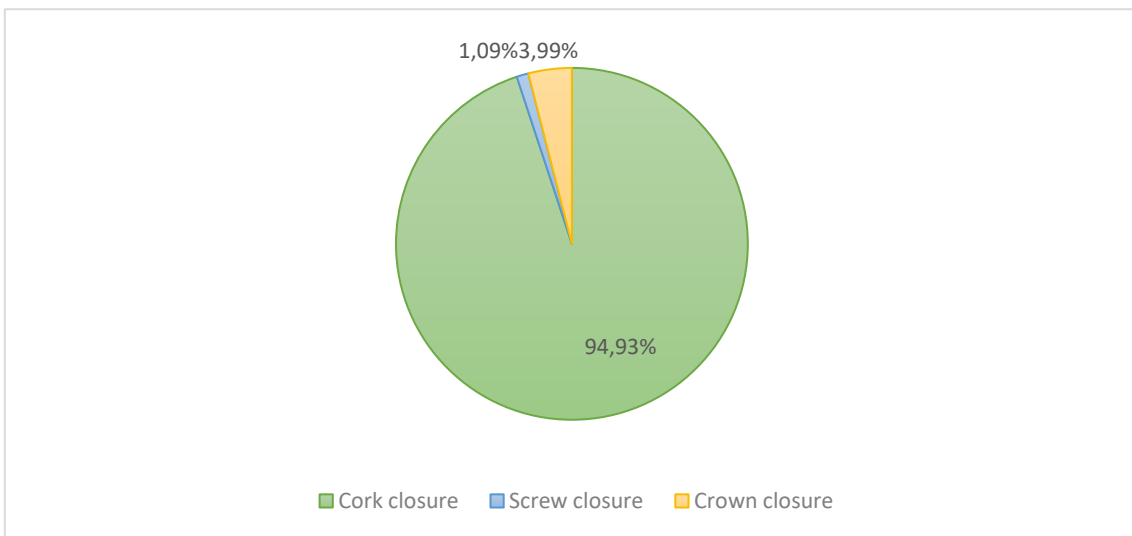
The first images presented to the respondent depict the three different types of closure of the bottle: cork, screw and crown (Fig. 11).

Figure 11 – Images proposed to respondents representing the types of wine bottle's closures



Respondents were asked to select the type of cap they prefer. The results obtained are: 262 people prefer the cork, 11 people screw and 3 people crown. The answers immediately show a very large percentage of preference towards the cork stopper, coherently with what emerged from the previous analyses. Graph 25 represents the distribution of the answers.

Graph 25 – Representation of the wine bottle’s preferences over the closure caps



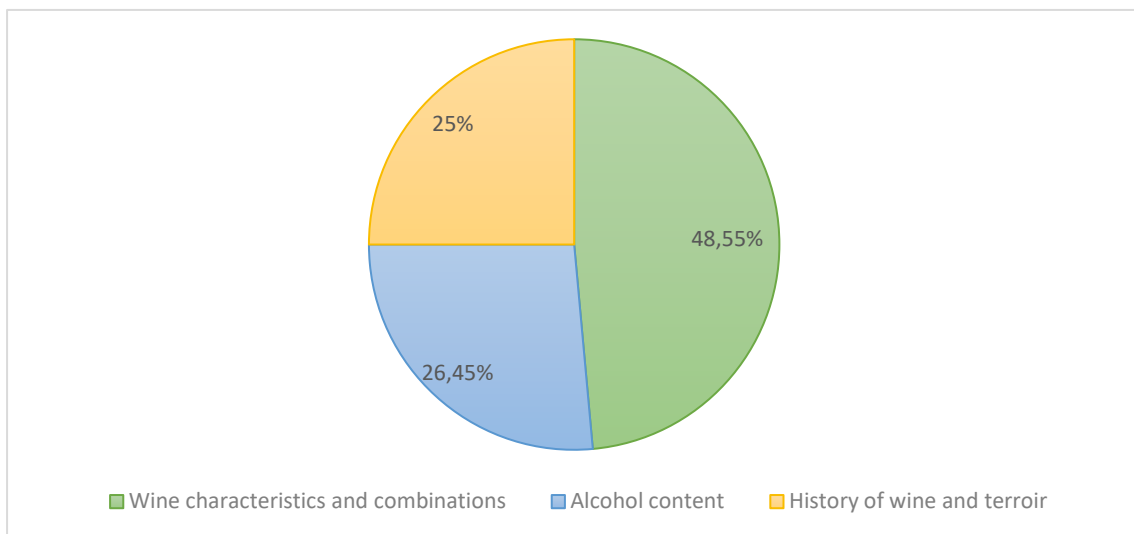
The next question concerns the preference of Millennials with respect to the back label: three types of images containing the three different types of information included in the label are shown to the respondents. The contents, respectively, are: wine characteristics and combinations, alcohol content and history of wine and terroir (Fig. 12).

Figure 12 - Images proposed to respondents representing the types of wine bottle’s back label



As in the previous case, the respondents are asked to select the alternative of the back label they prefer over the others. The results obtained were 134 people with preference towards the labels containing the taste characteristics of the wine and the related suggested pairings, 73 people with preference towards the indication of the alcohol content and 69 people towards the history of wine and terroir. Graph 26 gives an overview of the answers and indicates that the content of the back label that contains the sensorial elements of the wine and recommends the dishes to be combined with it is the most appreciated by the respondents. The other two contents, the alcohol content and the history of the wine, proportionally follow the preferences, dividing the rest of the respondents to parity.

Graph 26 – Representation of the wine bottle’s preferences over the back label’s contents



Continuing with the images test, the questionnaire tries to assess the preferences regarding the elements present in the front label of the wine bottle. In this part of the section, the respondent is asked to choose the image representing the front label of a bottle. As shown in Figure 13, the representations include: a bottle in which the logo and the brand are the most visible elements, with less attention to the typology of wine, a bottle containing the name of the brand and the wine in equal measure and finally a

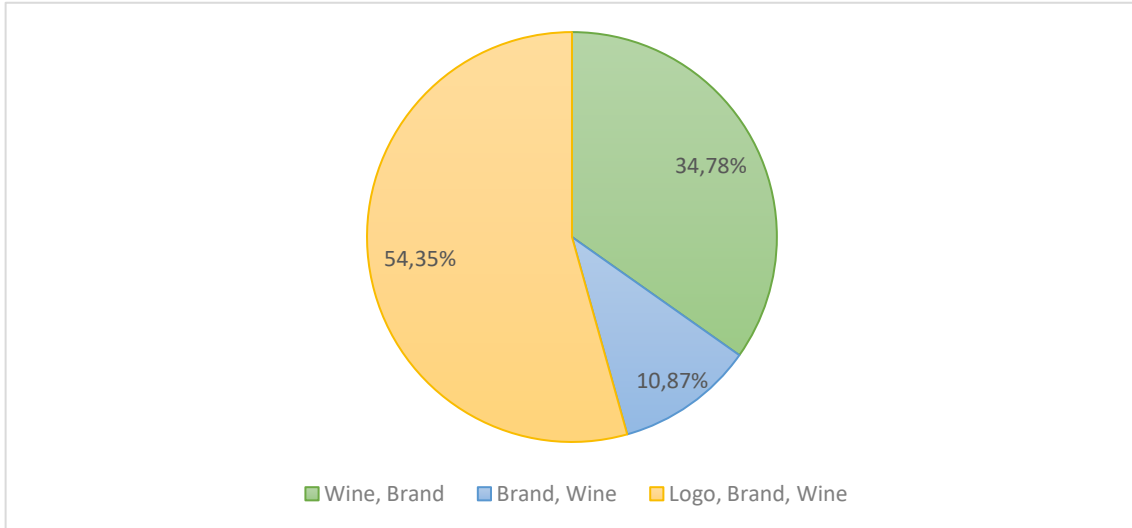
bottle in which the focus is placed above all on the type of wine and, in a lesser way, on the brand.

Figure 13 - Images proposed to respondents representing the types of wine bottle's front label



The results collected show that 150 people prefer the bottle with the label that focuses on the logo, then on the brand and then on the wine. 30 people, on the other hand, have selected the label with the main element the brand and then the wine and finally 96 people prefer a bottle that, first of all, indicates the type of wine. Also, thanks to the Graph 27, it is possible to notice immediately that a large portion of Millennials has selected the most graphically marked label as the most engaging and of value. While the bottle indicating the brand as the main element was voted for little, the label that includes the class and type of wine was appreciated by 35% of respondents.

Graph 27 – Representation of the wine bottle’s preferences over the front label’s contents



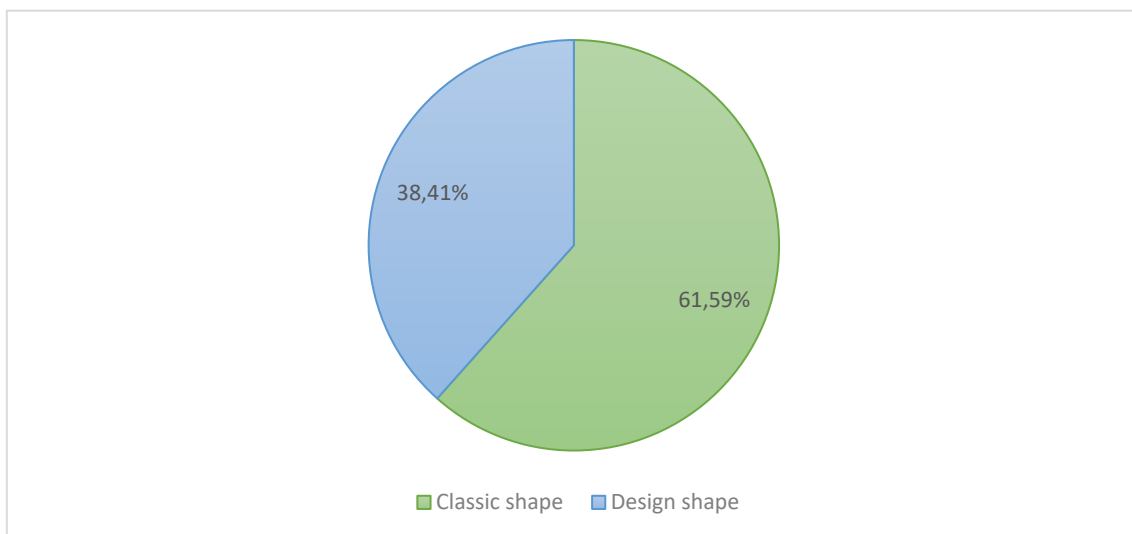
The last element of the packaging of the bottles of wine analysed was that concerning the shape of the bottle. Respondents, as happened in the previous tests, were asked to select the alternative they preferred based on an image depicting two types of shape for the bottle: a classic and a particular one. Figure 14 below shows the two alternatives available for the respondent to choose.

Figure 14 - Images proposed to respondents representing the types of wine bottle’s shape



The answers collected indicate that 170 people prefer a classic bottle, while 106 have selected the design bottle as their favourite. Although wine is a product whose values are linked to history and tradition, thanks to the results obtained it is possible to see that there is no clear preference for the classic bottle: a percentage of almost 40% would choose a bottle with a shape different from those of the other proposals. Despite this, the classic bottle seems to remain the favourite of the interviewed Millennials (see Graph 28).

Graph 28 – Representation of the wine bottle’s preferences over the shape



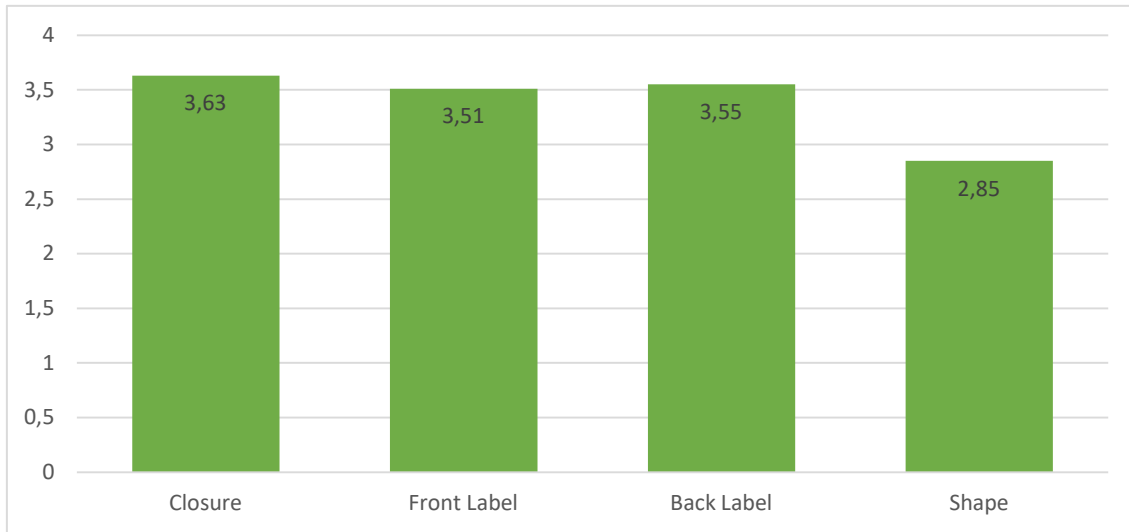
At this point, it is important to summarize the different results obtained for a greater understanding of what was found through the questionnaire. The summary can be designated by calculating the average of the points obtained in the questions submitted to Likert-scale. As already mentioned before, several statements were proposed to respondents, which varied from positive to negative with reference to the attribute of the packaging in question. Respondents' task was to select the degree of disagreement/agreement via a 5-point scale, in which 1 means strongly disagree, 2 disagree, 3 neutral, 4 in agreement and 5 in strong agreement. The summary of the evaluations is performed by calculating the average of the points awarded for each attribute's importance and each item proposed during the questionnaire.

Table 4 – Calculation of the average weight of the wine bottle’s attributes

Closure	3,63
Front Label	3,51
Back Label	3,55
Shape	2,85

As shown in Table 4 above, the average was calculated based on the answers obtained in the questionnaire. More precisely, the items taken in the review were those in which respondents were asked how much they agreed on the importance of the certain attributes present in the wine bottle. Looking at the results, it is possible to observe that the greater average was obtained in the question concerning the type of closure, subsequently followed by the information contained in the back label, then in the information contained in the front panel and, finally, the shape of the bottle. These results suggest that the attribute that most influences the consumer's purchase decision, who face with a shelf full of different wine proposals, is the type of closure that characterizes the bottle. After this evaluation, in which the previously analysed preferences may occur, the potential consumer takes into consideration the contents of the retro label and, subsequently, the front label. The shape of the bottle, on the other hand, appears to be an attribute with less weight in the decision to purchase the bottle of wine. A graphical representation of the phenomenon studied is available in the Graph 29 below.

Graph 29 – Representation of average weight of the wine bottle's attributes



Following the analysis performed, which takes into account the answers and results for each question proposed in the research questionnaire, a survey was conducted through a bivariate study. The purpose of this kind of analysis is to highlight possible correlations between random variables. Respectively, the study will try to compare the different variants taken into consideration during the writing of the questionnaire, then collected for the analysis of the study. The bivariate analysis is divided according to some of the different types of packaging components, which are the back label, the front label and the shape will be compared with different variables in order to establish significant and interesting connections for this study.

The first comparison concerns the attribute of the back label: as previously seen, the content most valued by consumers in the back label of the wine bottle includes the characteristics of the wine and its combinations with food (with a percentage of 48%). The interesting question to ask is: what, specifically, is the age group that is most sensitive to this type of information? In order to answer this question, people who have selected "Wine characteristics and combinations" as the preferred type of content for the back label have been taken into consideration and, then, the different age groups of which they are part have been analysed.

Table 5 – Relationship between age groups and their preferences in back label contents

What kind of back label do you prefer?	
Age groups	Wine characteristics and combinations as preferred content (in %)
18 - 25	74,63 %
26 - 30	14,92 %
31 - 35	10,45 %

The results obtained are included in Table 5 above. It is possible to note that the age group with the most preference for information on the characteristics of wine and pairings is the one represented from 18 to 25 years. Almost 75% of preferences are obtained from the youngest section of the Millennials: this could be a sign of how the generation, in particular the newer part, considers the more practical and concrete contents valuable for the purchase decision of the product. This result may suggest that historical, boundary and not very tangible contents are simply considered a distraction.

Remaining in the theme of wine bottle labels, the subsequent analyzes were performed by studying the front label of the packaging. As noted in the previous analysis of the results, the front label is considered an important influencer during the purchasing decision process and the label containing the logo in greater dimensions, then the brand and then the type of wine have been selected as the favorite label of most respondents. By comparing this label preference (ie the most graphically addressed) it could be interesting to understand in more detail who the people who have selected this kind of attribute are. First of all, it has been studied how the gender is distributed among the respondents who selected this type of front label.

Table 6 - Relationship between gender and their preferences in front label contents

What are the most important attributes on the front label in order?	
Gender	Logo, brand and wine (in %)
Women	35,33%
Men	64,67%

Observing the Table 6, it can be seen that the largest percentage of respondents who selected the logo and the brand as the preferred content for the front label belongs to the male gender. In fact, only 35% of females have selected this type of attribute. The result obtained is very curious: according to the literature, in fact, women are considered more attracted by the graphics, while the male gender is characterized by a text-based style. These differences were conditioned by the roles that both genders possessed and by the different types of communication they used. The result obtained from the questionnaire, on the other hand, may suggest that this trend is changing and that the male gender is increasingly marked by graphic communication.

A further study carried out, always concerning the analysis of the front label of the wine bottle and its preferences, concerns the age distribution among the respondents. Similarly to how performed for the previous bivariate analyzes, the preferred type of front label was taken into consideration (Logo, brand and wine) with the dispersion of the age groups that selected it.

Table 7 - Relationship between age groups and their preferences in front label contents

What are the most important attributes on the front label in order?	
Age groups	Logo, brand and wine (in %)
18 - 25	70,67 %
26 - 30	16,66 %
31 - 35	12,67 %

Thanks to the Table 7 above it is possible to see that the age group which voted the most graphically structured front label as a favorite corresponds to the last slice of people belonging to the Millennials generation. In fact, children aged 18 to 25 have been more influenced by the label in which the logo occupies most of the available space, followed by the indication of the brand and then by the type of wine. The result obtained is consistent with the literature previously studied: the Generation Y is considered the most graphically based, preferring images and symbols to texts. This confirmation was also demonstrated by the study of univariate analyses, which validated the idea that the Millennials prefer the more graphic label. Furthermore, the outcome of this study is interesting in that it suggests that within the generation the level of appreciation and conditioning by the graphic content varies greatly according to age: the tail of the generation, as it came out of the answers, is more marked by more positively evaluating packaging containing graphics.

The next attribute analysed concerns the shape of the wine bottle. Summarizing the previous researches, through the questionnaire it was discovered that the bottle characterized by the classical form is the favorite among the respondents. In addition, it was interesting to note that there is no big difference in distribution: in fact, almost 62%

of respondents prefer the classic form and 38% a particular form. Furthermore, as seen above, the attribute of the shape in wine packaging was considered as one of the factors that least influence during the purchase decision: in the questionnaire question that tried to measure the level of conditioning that the shape gives, 111 people claimed not to be affected. At this point, it has become interesting to analyse the characteristics of people who have selected, instead, the shape as a strong influencer of the purchase decision. The respondents who strongly agreed with the statement "The packaging of the bottles is important because of the shape of the bottle influences your decision" in relation to the type of bottle they prefer have been analysed. The results are included in Table 8.

Table 8 - Relationship between respondents who are strongly affected by shape and their preferences in the shape

The packaging of the bottles is important for you because the shape of the bottle influences your purchase decision.	
Strongly agree (in %)	
Classic shape	42,10%
Design shape	57,90%

The results obtained suggest that more than half of respondents (almost 60%) who identify themselves strongly influenced by shape prefer the classical shape rather than of design for a bottle of wine. This result suggests that people who tend to give value and importance to the shape of the wine bottle during the buying process are inclined to appreciate shapes other than the usual ones, which attract attention and intrigue them.

Still remaining in the theme and in the study of the shape of the bottle, a further curious result was analyzed through a bivariate analysis. The number of people who selected the particular, non-classical type as the preferred shape of the wine bottle was taken into

consideration. After collecting this data, the distribution of genres along the preference was analyzed.

Table 9 - Relationship between respondents' preference in shape of wine bottle and genders

Gender	What kind of bottle shape do you prefer?	
	Classic shape (in %)	Design shape (in %)
Women	52,21 %	47,79 %
Men	68,10 %	31,90 %

Looking at Table 9, it is possible to study the response percentages for the preferences of the shapes of the bottle of wine correlated with the division of respondents' genders. Looking at the distribution of responses based on gender, it is immediately clear how the female gender is characterized by a more homogeneous distribution of preference: the female gender participants of the questionnaire are divided almost halfway between the two preferences. The largest group, therefore, who prefers the design form is composed of women. This result can be considered in line with previous studies, which indicate that the female gender is more attracted to forms and images. On the contrary, the studies suggest that men are more prone by using a cognitive approach with what surrounds them: a theory that seems to be confirmed by the fact that male participants prefer classical and known shapes over new ones.

The last analysis performed on the results of the questionnaire always concerns the shape of the wine bottle. As for the other attributes of the packaging, the distribution of preferences between bottle with classic and particular shape and between the distribution of age groups of Millennials are taken into consideration. Through the bivariate analysis, the results have been collected and summarized in Table 10 below.

Table 10 - Relationship between preferences in shape of wine bottle and age groups

Age groups	What kind of bottle shape do you prefer?	
	Classic shape (in %)	Design shape (in %)
18 - 25	58,50 %	41,50 %
26 - 30	68 %	32 %
31 - 35	73,08 %	26,92 %

The results of the table suggest curious conclusions: shifting attention to the age dimension, it is possible to see how each group in the Millennials has very different preferences. The percentage of people in favour of the particular bottle shape in the cohort between 18 and 25 is the highest among all. This result suggests that the younger group of Millennials tends to prefer new, innovative and different attributes for the wine products, rather than traditional ones. On the contrary the oldest group, the one composed of people from 30 to 35 years, remains very tied to the traditional packaging of wine, preferring with a 73% bottle with classic shape. These results may suggest very different packaging design strategies: it is very important for an entrepreneur to consider the group of people who he or she wants to conquer, and designing the packaging accordingly is the key of success. A product which will be aimed at young people aged between 18 and 25 can hardly be the same as one targeted at 35-year-olds. To obtain efficient and effective packaging, analysing the preferences of your potential consumers is the key to being able to work properly.

CONCLUSIONS

The study carried out through an online questionnaire and proposed to the Millennials residing in the various provinces of the Veneto region has led to curious results, some consistent with the studies previously performed while others in contrast with the assumptions made in the previous researches. At this point in the analysis, it is therefore important to draw conclusions and have an overview of what emerged during this study.

In designing the creation of a product, numerous researches must be performed in order to ensure the success of the company. As mentioned in the previous chapter, segmentation is a factor of fundamental importance and analysing consumption habits and preferences of the chosen portion of the market is important. In this study the Millennials were considered, whose characteristics were first valued and subsequently tested using a questionnaire.

A first significant result in the study is represented by the occasions in which a member of Generation Y consumes wine: as expressed in the studies and research presented above, Millennial drinks less wine than past generations, and consumes it on social occasions (Gallenti, 2019). During the questionnaire this trend was tested through the question that asked to select the circumstance in which the respondent was more usual to consume a bottle of wine. According to the research described, the vast majority of respondents claim to consume the product in company, to celebrate or have fun with friends. This result is a great indicator for the wineries: knowing the occasion in which their product is consumed, the design of the strategies can be perfectly adapted to meet every need of the potential consumer, guaranteeing them values and utility.

Analysing the Millennials, it has been asserted that these are not easily influenced by more traditional media (Valentine and Powers, 2013). Being grown in a context in continuous technological evolution, Generation Y tends to pay more attention to new communication tools and, therefore, to be influenced by different media than the previous generation. As the studies confirm, packaging proves to be a strong

conditioning tool for the final purchase of the product: this acquires even more value in the wine sector, in which the product cannot be tested before the final purchase.

Thus, the growth of the Millennials came about through constant exposure to advertising, media and commercial information that shaped their perceptions and their buying process. The researches discussed in this study confirmed that the generation is, in fact, very receptive to marketing (Donnelly and Scall, 2016). The questionnaire tried to evaluate and test this trend, asking respondents to assign to each attribute the level of importance and influence during the process of buying a bottle of wine. The results clearly demonstrate that the proposed attributes (the closure, the back and front labels and the shape of the bottle) have a great influence. It is possible to see, in fact, that in the questions in which it is asked to confirm the relevance of the individual attributes during their own evaluations of the alternatives, the great majority of respondents replied that they considered themselves in agreement or strongly agreement with them.

Continuing with the investigation of the characteristics of the Millennials, from the research carried out emerged that the generation is defined "achievement-focused" (Farrell, Lindsay and Andrew, 2014). This term implies that the people included in this age cohort prove to be directed towards the maintenance of their goals and certain objectives, thus establishing ways of thinking and behaviour which are focused on achieving the desired result. For companies, this clue is very important because this trend means that to win over a potential consumer who is part of the Millennials, the indications, the attributes and everything related to the product must be easy, fast and summarized in order to give the person the perception that by purchasing a product instead of another he or she can achieve the own goals and the fully meet of the needs. The survey presented to the participants tried to prove and verify this characteristic among the Millennials of the Veneto area. The questions related to the evaluation of this trend were those which tried to define the preferred type of label of the wine bottle: to the respondents were presented labels containing historical information about the wine and the producer and labels considered more direct and synthetic, in which the main information about the product was much easier to reach.

Although all types of content were selected as important and valuable during the purchasing decision, the majority of participants responded by indicating as preferred

labels those in which the information presented gave great guidance on the content and on the characteristics of the final product. In particular, the most appreciated type of back label was the one containing the organoleptic characteristics of the wine and the suggestions for pairing with different types of meals. This preference suggests that a packaging that guides the understanding of the final product in a transparent, fast and synthetic way is considered more significant and positive in the perception of the company and the final product, as it is consistent with the characteristic of the Millennials as achievement-focused consumers. Another significant result in this set of questions concerns the age of the respondents: in fact, the biggest supporters of retro labels containing wine details and food pairings seem to be the youngest of the cohort. People aged 18 to 25 years old prove to be even more goal-focused than the older Millennials. This indication can help companies to design different strategies based on a specific segment within the generation: from the results emerged, it seems that the more Millennials are young, the more they value information meaningful to understand the final product, avoiding the risks of buying too impulsive.

As mentioned in the previous chapters, Generation Y proves to be very careful and influenced by creative labels (Qenani-Petrela, 2007). The studies carried out, in fact, show that the Millennials prefer products characterized by innovative packaging. These analyses are consistent with what was mentioned before, that is their predisposition to evaluate media different from the traditional ones for conditioning during the purchase. After confirming that packaging is a fundamental factor also in the wine sector, strongly influencing the consumer during the purchasing decision phase, further studies were carried out regarding the specific preferences of the labels. The research, as discussed above, has shown that the Millennials mostly appreciate figures, shapes and graphics rather than textual content (Gallenti, 2019).

Also in this case, the questionnaire tried to verify this feature across respondents. Through a series of questions regarding the front label, the participants expressed their preferences based on the proposed contents. The suggested front labels depicted different themes: a label in which the attention was focused on the typology of the wine, another intent to point out the name of the company and finally a label in which the brand logo was clearly visible, above other information. Consistent with the studies

carried out regarding the Millennials, the label that was most voted as a favourite was the one in which the attention was mainly attracted to the logo, represented by a graphic. Obviously, this result suggests that companies should consider the visual and aesthetic side of the product packaging a lot, as it is more likely to be chosen by a potential Millennial consumer. And if graphic contents are inserted in the care of the product, the possibility of being noticed is greatly increased.

Based on the responses of these participants, who therefore represent the uniform sample of previous studies, the different characteristics of the sample were studied. The first significant result for this study emerged from the comparison of the people who most appreciate the graphics and their gender: according to the answers recorded, the gender that most likes the labels containing the brand logo is the male one. This result is interesting: as previously mentioned, past studies have stated that women are the kind that most values shapes and images as contents, while in the proposed questionnaire it was men who preferred graphic content. Also the correspondence with age has been evaluated: through the graphs shown in the previous chapter, it is possible to notice that it is the younger ones who prefer graphic representations to textual contents. In fact, the youngest cohort who participated in the questionnaire has a large portion of the preferences for this type of content. These characteristics, namely gender and age, may suggest important indications in the preparation of sales strategies and product design and all its attributes. Consumers between the ages of 18 and 25 of the male gender show to be the ones most likely to appreciate and choose wine bottles that include labels with graphics, images or shapes. These signals, which must be studied and taken into consideration by companies in the pre-sales phase of the product, could be the key to success in defeating competitors.

Numerous studies on the Generation Y have given importance to their tendency to prefer innovative packaging. The questionnaire tried to estimate the actual accuracy of these characteristics by analysing the preferences regarding the shape of the bottle. Respondents were asked to indicate whether the preferred form was the classic one (for example, the Bordeaux, Alsatian, Burgundy, etc) or innovative bottles, it was possible to evaluate the tendency of respondents to reflect the results of the research. Through the choice of images, the participants had the opportunity to select the bottle they

preferred most and that most encouraged them to purchase. The results were then collected and showed that the favourite form of the Millennial respondents is the classical one, going against the studies performed in the past.

Subsequently, the characteristics of the people who selected the particular design as the most appreciated form were analysed. As before, gender was considered for the study. By comparison, the results showed that the female gender was the one with the highest percentage of preference towards innovative bottles. This result is in line with the facts demonstrated in past studies: as mentioned before, past research has shown that women tend to appreciate shapes and images more than men. The result of the comparison suggests, contrary to the previous case, that the past studies are consistent with that expressed by the participants of the questionnaire.

Following the study of the researchers and their arguments regarding the preference of the Millennials towards innovative packaging, the survey investigated the participants' tendencies regarding the closure of the bottle. After being evaluated as the biggest influencer for the purchase of wine, a set of questions tried to evaluate which type of cork is the most appreciated by Generation Y. Thanks to a series of questions in which it is evaluated the perception that each type of cap proposed (cork, screw and crown), it was possible to create an idea of the tendency of the participants in the questionnaire. As in the previous case, the answers of the questionnaire were in contrast with the studies performed in the past: in fact, almost all the people preferred the cork stopper (considered the most traditional and most used) as a type of closure. Although the other two types of closure do not lead to negative perceptions of the final product, a large portion of respondents selected the cork stopper as the major indicator of good quality of the wine.

At this point, considering another aspect of Millennial studies is crucial. In fact, numerous sociological researches have indicated that Generation Y is characterized by strong values of patronage and loyalty. These aspects can coincide strongly with the results analysed so far: despite preferences regarding packaging that are aimed at innovation and novelty, there are numerous traditional attributes that are preferred over more creative ones.

An analysis of the attitudes and characteristics of the respondents who have chosen different bottle closures' methods from that of cork could be interesting, offering companies indications on the distinctive elements of consumers who value innovation rather than tradition. Due to the limit of this research and the small number of participants in the questionnaire, it is difficult to give reliable indications on the phenomenon. New researches in the field of Millennials and their preferences regarding wine packaging attributes are necessary in order to give wineries, which want to conquer this difficult segment, a guideline of how to work and how design effectively their strategies.

The preferences regarding the type of closure and the shape of the bottle are, however, two examples of how the Millennials, despite being surrounded by continuous innovations, changes and conditioning, prefer certain attributes linked to the history and tradition of their own country and culture. These preferences prove how the most difficult generation to measure and evaluate, which has grown and is aimed at continuous evolution and the future, has ethical and cultural values linked to the past.

BIBLIOGRAPHY

- Abramson, P. R., & Inglehart, R. (1987). Generational replacement and the future of post-materialist values. *The Journal of Politics*, 49(1), 231-241.
- Aronoff, J., Barclay, A. M., & Stevenson, L. A. (1988). The recognition of threatening facial stimuli. *Journal of personality and social psychology*, 54(4), 647.
- Azzi, A., Battini, D., Persona, A., & Sgarbossa, F. (2012). Packaging design: general framework and research agenda. *Packaging Technology and Science*, 25(8), 435-456.
- B. Valentine, D., & L. Powers, T. (2013). Generation Y values and lifestyle segments. *Journal of consumer marketing*, 30(7), 597-606.
- Barber, N., Almanza, B. A., & Donovan, J. R. (2006). Motivational factors of gender, income and age on selecting a bottle of wine. *International Journal of wine marketing*, 18(3), 218-232.
- Barber, N., Dodd, T., & Ghiselli, R. (2008). Capturing the younger wine consumer. *Journal of wine research*, 19(2), 123-141.
- Bareham, J. (1995). *Consumer behaviour in the food industry: a European perspective*. Oxford: Butterworth-Heinemann.
- Becker, L., van Rompay, T. J., Schifferstein, H. N., & Galetzka, M. (2011). Tough package, strong taste: The influence of packaging design on taste impressions and product evaluations. *Food Quality and Preference*, 22(1), 17-23.
- Berlyne, D. E. (1976). Psychological aesthetics. *International Journal of Psychology*, 11(1), 43-55.
- Bhaduri, G., & Ha-Brookshire, J. E. (2011). Do transparent business practices pay? Exploration of transparency and consumer purchase intention. *Clothing and Textiles Research Journal*, 29(2), 135-149.

- Bolton, R. N., Parasuraman, A., Hoefnagels, A., Migchels, N., Kabadayi, S., Gruber, T., ... & Solnet, D. (2013). Understanding Generation Y and their use of social media: a review and research agenda. *Journal of service management*, 24(3), 245-267.
- Borden, N. H. (1964). The concept of the marketing mix. *Journal of advertising research*, 4(2), 2-7.
- Brassington, F., & Pettitt, S. (2003). *Principles of marketing*. England. United Kingdom–Dunfermline: Better World Books.
- Cedrola, E., Blythe, J., & Battaglia, L. (2013). *Fondamenti di Marketing*.
- Connolly, A., & Davison, L. (1996). How does design affect decision at point of sale?. *Journal of Brand Management*, 4(2), 100-107.
- Connor, H., Shaw, S., & Fairhurst, D. (2008). *Engaging a new generation of graduates. Education+ training*.
- Culliton, J. W. (1948). *management of marketing costs*.
- Dalli, D., & Romani, S. (2003). *il comportamento del consumatore* (pp. 1-544). Franco Angeli.
- Day, G. S. (1994). The capabilities of market-driven organizations. *Journal of marketing*, 58(4), 37-52.
- Deliza, R., & MacFie, H. (2001). Product packaging and branding. In *Food, people and society* (pp. 55-72). Springer, Berlin, Heidelberg.
- Deng, X., & Kahn, B. E. (2009). Is your product on the right side? The “location effect” on perceived product heaviness and package evaluation. *Journal of Marketing Research*, 46(6), 725-738.
- Dodd, T. H., Laverie, D. A., Wilcox, J. F., & Duhan, D. F. (2005). Differential effects of experience, subjective knowledge, and objective knowledge on sources of

information used in consumer wine purchasing. *Journal of Hospitality & Tourism Research*, 29(1), 3-19.

Donnelly, C., & Scaff, R. (2016). Who are the Millennial shoppers? And what do they really want?. *Accenture Outlook*, 2, 1-7.

Eisner, S. P. (2005). Managing generation Y. *SAM Advanced Management Journal*, 70(4), 4.

Engel, J. F., & Roger, D. (1977). Blackwell, and Paul W. Miniard (1993), *Consumer Behavior*. Fort Worth, TX: Dryden Press. Herr, Paul M., Frank R. Kardes, and John Kim Word-of-Mouth and Product-Attribute Information on Persua-sion: An Accessibility-Diagnosticity Perspective," *Journal of Consumer Research*, 17(4), 454-62.

Euromonitor. (1992). *European Travel and Tourism Marketing Directory*. Euromonitor.

Eyerman, R., & Turner, B. S. (1998). Outline of a theory of generations. *European Journal of Social Theory*, 1(1), 91-106.

Farrell, L., & Hurt, A. C. (2014). Training the Millennial Generation: Implications for Organizational Climate. *E Journal of Organizational Learning & Leadership*, 12(1).

Fieldhouse, D. K. (1986). The multinational: A critique of a concept. *Multinational enterprise in historical perspective*, 9-29.

Fromm, J., & Garton, C. (2013). *Marketing to millennials: Reach the largest and most influential generation of consumers ever*. Amacom.

Gallenti, G., Troiano, S., Marangon, F., Bogoni, P., Campisi, B., & Cosmina, M. (2019). Environmentally sustainable versus aesthetic values motivating millennials' preferences for wine purchasing: evidence from an experimental analysis in Italy. *Agricultural and Food Economics*, 7(1), 12.

- Galletto, L., Malorgio, G., Pomarici, E. & Rossetto, L. (2017). *Il Marketing del Vino: capire-decidere-agire*. EdiSES
- Gandolfo, A., & Romani, S. (1998). Il comportamento del consumatore nella prospettiva di marketing: contenuti e categorie concettuali. *Finanza Marketing e Produzione*, 1, 115-167.
- Giovannini, S., Xu, Y., & Thomas, J. (2015). Luxury fashion consumption and Generation Y consumers: Self, brand consciousness, and consumption motivations. *Journal of Fashion Marketing and Management*, 19(1), 22-40.
- Glass, A. (2007). Understanding generational differences for competitive success. *Industrial and commercial training*, 39(2), 98-103.
- Goi, C. L. (2009). A review of marketing mix: 4Ps or more?. *International journal of marketing studies*, 1(1), 2.
- Gorn, G. J., Chattopadhyay, A., Yi, T., & Dahl, D. W. (1997). Effects of color as an executional cue in advertising: They're in the shade. *Management science*, 43(10), 1387-1400.
- Hagtvedt, H., & Patrick, V. M. (2014). Consumer response to overstyling: Balancing aesthetics and functionality in product design. *Psychology & Marketing*, 31(7), 518-525.
- Huang, L., & Lu, J. (2015). Eat with your eyes: Package color influences the expectation of food taste and healthiness moderated by external eating. *Marketing Management*, 25(2), 71-87.
- James, W. P. T. (1983). National Advisory Committee on Nutrition Education. *Proposals for Nutritional guidelines for Health Education in Britain*.
- Kamenidou, I. C., Mamalis, S. A., & Pavlidis, S. (2019). Segmenting the Generation Z Cohort University Students Based on Sustainable Food Consumption Behavior: A Preliminary Study. *Sustainability*, 11(3), 837.

- Keefe, L. M. (2004). What is the meaning of 'marketing'. *Marketing News*, 38(15), 17-18.
- Keller, K. L., & Lehmann, D. R. (2006). Brands and branding: Research findings and future priorities. *Marketing science*, 25(6), 740-759.
- Kennedy, L. (2001). The Up & Coming Generation. *Retail Merchandiser*, 41(8), 66-66.
- Kimbrough, A. M., Guadagno, R. E., Muscanell, N. L., & Dill, J. (2013). Gender differences in mediated communication: Women connect more than do men. *Computers in Human Behavior*, 29(3), 896-900.
- Knöferle, K., & Spence, C. (2012). Crossmodal correspondences between sounds and tastes. *Psychonomic bulletin & review*, 1-15.
- Kollat, D. T., Blackwell, R. D., & Engel, J. F. (1972). The current status of consumer behavior research: Developments during the 1968-1972 period. *ACR Special Volumes*.
- Kotler, P., & Pfoertsch, W. (2006). *B2B brand management*. Springer Science & Business Media.
- Krishna, A., Cian, L., & Aydinoglu, N. Z. (2017). Sensory aspects of package design. *Journal of Retailing*, 93(1), 43-54.
- Laufer, R. S., & Bengtson, V. L. (1974). Generations, Aging, and Social Stratification: on the Development of Generational Units 1. *Journal of Social Issues*, 30(3), 181-205.
- Lee Taylor, S., & Cosenza, R. M. (2002). Profiling later aged female teens: mall shopping behavior and clothing choice. *Journal of consumer marketing*, 19(5), 393-408.
- Levitt, T. (1960). *Marketing myopia* (pp. 45-56). Boston.
- Maddison, A. (1991). *Dynamic forces in capitalist development: A long-run comparative view* (Vol. 2). Oxford: Oxford University Press.

- Mannheim, K. (1950). *Man and society in an age of reconstruction* (E. Shils, Trans.).
- McCarthy, E. J., & Perreault, W. D. (1960). *Basic marketing: A management approach*. Homewood,: Richard D.
- Meredith, G. E., Schewe, C. D., & Karlovich, J. (2002). *Defining markets, defining moments: America's 7 generational cohorts, their shared experiences, and why businesses should care*. Wiley.
- Milosavljevic, M., Navalpakkam, V., Koch, C., & Rangel, A. (2012). Relative visual saliency differences induce sizable bias in consumer choice. *Journal of Consumer Psychology*, 22(1), 67-74.
- Mintel. (2014). *Global packaging trends*
- Mischo, C., & Rheinberg, F. (1995). Erziehungsziele von Lehrern und individuelle Bezugsnormen der Leistungsbewertung. *Zeitschrift für pädagogische Psychologie*, 9(3), 139-151.
- Mojduszka, E. M., & Caswell, J. A. (2000). A test of nutritional quality signaling in food markets prior to implementation of mandatory labeling. *American Journal of Agricultural Economics*, 82(2), 298-309.
- Nancarrow, C., Tiu Wright, L., & Brace, I. (1998). Gaining competitive advantage from packaging and labelling in marketing communications. *British Food Journal*, 100(2), 110-118.
- Ng, E. S., Schweitzer, L., & Lyons, S. T. (2010). New generation, great expectations: A field study of the millennial generation. *Journal of business and psychology*, 25(2), 281-292.
- Noble, S. M., & Schewe, C. D. (2003). Cohort segmentation: An exploration of its validity. *Journal of Business Research*, 56(12), 979-987.
- O'Connor, S., Shih, W., & Allen, M. (2007). *Working with Generation-D: adopting and adapting to cultural learning and change*. Library Management.

- Olsen, J. E., Thach And, L., & Nowak, L. (2007). Wine for my generation: exploring how US wine consumers are socialized to wine. *Journal of Wine Research*, 18(1), 1-18.
- Osei, B. A., & Abenyin, A. N. (2016). Applying the Engell–Kollat–Blackwell model in understanding international tourists’ use of social media for travel decision to Ghana. *Information Technology & Tourism*, 16(3), 265-284.
- Qenani-Petrela, E., Wolf, M., & Zuckerman, B. (2007). Generational differences in wine consumption. *Journal of Food Distribution Research*, 38(856-2016-57902), 119-127.
- Raghubir, P., & Greenleaf, E. A. (2006). Ratios in proportion: what should the shape of the package be?. *Journal of Marketing*, 70(2), 95-107.
- Rettie, R., & Brewer, C. (2000). The verbal and visual components of package design. *Journal of product & brand management*, 9(1), 56-70.
- Rice, R. E. (1993). Media appropriateness: Using social presence theory to compare traditional and new organizational media. *Human communication research*, 19(4), 451-484.
- Robbins, S. P., & Judge, T. (2012). *Essentials of organizational behavior*.
- Rogler, L. H. (2002). Historical generations and psychology: The case of the Great Depression and World War II. *American psychologist*, 57(12), 1013.
- Rundh, B. (2009). Packaging design: creating competitive advantage with product packaging. *British Food Journal*, 111(9), 988-1002.
- Rundh, B. (2016). The role of packaging within marketing and value creation. *British Food Journal*, 118(10), 2491-2511.
- Schewe, C., & Carlson, B. (2003). Age matters: Segmenting Swedish markets by generational cohorts. *Lund Institute of Economic Research Working Paper Series*, 3.

- Simms, C., & Trott, P. (2010). Packaging development: A conceptual framework for identifying new product opportunities. *Marketing Theory*, 10(4), 397-415.
- Spence, C., Okajima, K., Cheok, A. D., Petit, O., & Michel, C. (2016). Eating with our eyes: From visual hunger to digital satiation. *Brain and cognition*, 110, 53-63.
- Strauss, W., & Howe, N. (1991). *Generations: The history of America's future, 1584 to 2069*. William Morrow & Co.
- Sullivan, P., & Heitmeyer, J. (2008). Looking at Gen Y shopping preferences and intentions: exploring the role of experience and apparel involvement. *International Journal of Consumer Studies*, 32(3), 285-295.
- Towler, G., & Shepherd, R. (1991). Modification of Fishbein and Ajzen's theory of reasoned action to predict chip consumption. *Food Quality and Preference*, 3(1), 37-45.
- Tsui, B., 2001. Generation next. *Advertising Age* 72 (3), 14–15.
- Twenge, J. M., Campbell, S. M., Hoffman, B. J., & Lance, C. E. (2010). Generational differences in work values: Leisure and extrinsic values increasing, social and intrinsic values decreasing. *Journal of management*, 36(5), 1117-1142.
- Underwood, R. L., Klein, N. M., & Burke, R. R. (2001). Packaging communication: attentional effects of product imagery. *Journal of product & brand management*, 10(7), 403-422.
- Urbany, J. E., Dickson, P. R., & Kalapurakal, R. (1996). Price search in the retail grocery market. *Journal of Marketing*, 60(2), 91-104.
- WANG, Y., & ZHANG, L. (2006). Study on the Effect of Different Packaging Methods on the Storage of Rice [J]. *Packaging Engineering*, 5.
- Wolf, M. M., Higgins, L. M., Wolf, M. J., & Qenani, E. (2018). Do generations matter for wine segmentation?. *Journal of wine research*, 29(3), 177-189.

SITOGRAPHY

ec.europa.eu/Eurostat

www.istat.it

www.neuromarketingdiary.com

<https://www.nielsen.com>

www.weforum.org