

The impact of packaging and price in determining the perceived value of wine along with the level of consumers' satisfaction

Georgios Triantafyllou¹, Eirini Strataki¹, and Maria Lagou²

¹Hellenic Mediterranean University,

²University of West Attica

Email: triantafyllou@hmu.gr

Abstract

In the present paper the central issue concerns initially the clarification of the main methods that are implied by the Greek enterprises which are activated in the wine section, with the aim of increasing the perceived value of their wine products. Likewise, it constitutes an attempt to determine in what extent the perceived value of wine products is influential with a positive way to the consumers' behavior and if it is conducive to the configuration of consumers' satisfaction level. The method of experiment was preferred for the particular research. A pilot research preceded the main. Experimental project of double measurements with the participation of experimental and control – group was implied. Independent samples t-test in conjunction with Pearson's rho were used for testing the research hypotheses. It was ascertained that packaging and price, when were examined separately and isolated from the other marketing elements, created specific expectations about the wine and- especially the packaging- affected subconsciously the assessment about the quality of wine, even after its tasting.

Keywords: wine packaging, perceived value, satisfaction level, perceived cost

1. Introduction

Innumerable studies have been carried out by universities, research facilities and consumers' institutes, which inquire painstakingly the way in which different target-groups select wine under different occasions and circumstances. These studies have revealed the profound lack of homogeneity among the wine consumers together with the contribution of several demographic and emotional features to the creation and establishment of consumptive trends. Most of them have indicated that quality, price and packaging of beverages in general and of wine especially, have great impact on the consumer's perception regarding the general impression of the product and subsequently, its acceptance (Imram, 1999; Hall and Mitchell, 2008:6). However, it is occurred disagreement among these studies, concerning the degree of influence that each of these factors exerts to the consumers opinion and to their final purchasing decision in terms of wine products.

This variance of conclusions is highly possible to stem from the different level of involvement with wine that it is distinctive feature of the subjects who had participated in studies. Thus, it has to be examined in what extent

the consumers' involvement and the combination of the perceived quality and perceived cost lend value to wine products and how this value is influential to the definition of satisfaction level, in reference to the consumer.

The primary objective of the study is to identify and display the role of "packaging" and "price" in determining consumers' perception in respect of the value of wine, along with the interaction among them. The searching interest is focused on defining how those factors contribute to the assessment of value of wine as well as in what extend they create expectations that incite some consumers and discourage others from purchasing and consumption of different kinds of wine.

The second objective of the research deals with the influence of perceived value in the consumers' satisfaction level and preferences, concerning the wine. In particular, what is examined is the effect of perceived value, from the aspect of "packaging" and "price", in consumers' choices and the satisfaction – or dissatisfaction – that derives from these perceptions.

In order to achieve those objectives, researchers try to figure out in what extent some components of marketing mix are influential to consumers' assessments and preferences, in reference to the wine.

Taking into account the aforementioned, the exploratory questions that arise are the following:

1st: How the factors "price" and "packaging" contribute to the perceived value of wine?

The particular question includes two elements of perceived value: the external features of quality, such as brand, awards, shape and color of the bottle, label etc., which are represented by "packaging", and the perceived cost of product "wine" which is represented by "price". The aim of the question is to identify the role of packaging and price in the formation of consumers' expectations before and during the consumption of wine.

2nd: How the perceived value of wine affects the level of wine consumer' satisfaction?

While the previous question examines how "packaging" and "price" lead to the initial decision of selecting a bottle of wine among others, this one examines if those components are related with the consumers' satisfaction after the purchase and consumption of wine.

The hypotheses that emerge from the searching questions are the following:

H1: The external features of quality which are included in / depicted through the packaging, affect the perceived value of wine

H2: The price of wine determines consumers' perception about the value of wine.

H3: The external features of quality which are included in / depicted through the packaging, affect the wine consumer' satisfaction.

H4: The perceived cost affects the wine consumer's satisfaction.

H5: Wine consumer's satisfaction is affected by the perceived value of wine which stems from packaging and price.

The matching of searching questions and hypotheses is depicted in the table below (Table 1st)

Table 1st: Matching of searching questions with hypotheses

Exploratory questions	Research hypotheses
1st: How the factors “price” and “packaging” contribute to the perceived value of wine?	H1, H2
2nd: How the perceived value of wine affects the level of wine consumer’ satisfaction?	H3, H4, H5

The article is composed by four parts. The first part includes the literature review, presenting the theoretical context of the study. The second part presents the variables of the study along with a thorough description of the experimental procedure. The third part contains the results of the research and a discussion upon them. Finally, the fourth part refers to conclusions and proposals for further research.

2. Literature Review

2.1 Definition of Perceived Value

Quality as determinant factor of perceived value of wine: In the case of wine, the factor “quality” has two dimensions, the objective, which is correlated with its internal features, such as the procedure of production, vinification, maturation and the subjective one, which is related to the brand name, the price, the country of origin, the appellation (Hall and Mitchell, 2008: 92). The epigrammatically setting of quality in this notional context raises questions about the appropriate handling of quality as a tool, capable to add value to wine and make it more marketable by the purchasers.

Price as determinant factor of perceived value of wine: The influence of price is of great significance for the determination of perceived value. The purchasing price of a wine is defined after the estimation of combined elements, such as the cost of wine production and preservation, the investment capital, the comparison with competitors’ wine products, the marketing trends, the attributes of different target- groups (Avlonitis *et al.*, 2010: 256 -258). Until recently, it was believed that price was a reliable indicator for the superiority of a wine, so the more expensive a bottle of wine was, the better was thought to be. Though, the spread and the implication of new technological improvements to the wine section in conjunction with commercial partnerships among international enterprises and organizations have led to the reduction of the cost as well as to the abolishment of custom duties, which in turn, causes changes to the pricing policies.

Packaging as determinant factor of perceived value of wine: A wine package is consisted by the bottle, the cork or the cap, the label and the box where the bottle is usually put for its transfer. The selection of a wine bottle among countless others is a pleasant procedure for a highly involved customer as well as for a customer who doesn’t know much about wine. What makes fascinating the selection of a wine bottle is the variety of packaging, which stimulates the senses and the interest of buyers. According to Rocchi and Stefani (2005), the shape and the color of the bottle, the shapes and drawings of label, the name of the wine attract consumer’s attention and affect their final choice.

It is clearly understandable that the interactive bond among quality, price and packaging is so strong, that any change in one of these three parameters affects the others. Perceived value is included into these components,

whereas each of them has its own influence on consumers, defining their behavior towards wine, through the way that potential buyers estimate and interpret the three aspects of value in accordance with their personal criteria and their previous experiences (Gazzaniga, 2000).

2.2 Definition of Consumer's Satisfaction

Consumer's Satisfaction is defined as *"the consumer's fulfillment response. It is a judgment that a product or service feature, or the product or service itself, provided a pleasurable level of consumption – related fulfillment, including levels of under – or over- fulfillment"* (Oliver, 1997:13). In the meaning of satisfaction we find elements that are related to the perceived value along with the emotional context in which the usage of a product or a service takes place (Darpy, 2014:308). In this research it is being an effort to be defined and displayed the effects of perceived value on the consumers' satisfaction as well as the contribution of this satisfaction to the establishment and reinforcement of consumers' behaviors to wine.

3. Materials and Methods

The research was divided in two parts. In the first place, a pilot research was implied, with the aim of testing the efficacy of searching instrument and detecting difficulties or problems that might depict during the approach of participants or the drawing of results. Then, the main research was conducted, enriched with improved changes which have been arisen by the pilot one.

The method of experiment was preferred for the particular research. Before the conduct of the experiment, participants agreed to take part in the research without being informed about its objectives. By this way, researchers ensured that participants' responses and reactions are spontaneous and original.

3.1 The Variables of the Research

The variables that are examined in the particular study are:

X₁: "Wine Packaging", that is to say the external features of perceived quality

X₂: "Price of Wine", which is considered as the perceived cost of wine

The above independent variables consist of the external features of quality in wine products. The combination of these features with the internal features of quality identifies the dependent variable of the study, the "perceived value of wine" (X₃) while the next dependent variable is the "satisfaction level" (X₄) of wine consumers. The use of multiple regression model $y = a + b_1x_1 + b_2x_2$ gave the following equations (Figure 1):

$$(1) \quad X_3 = a + b_1X_1 + b_2X_2$$

$$(2) \quad X_4 = a + b_1X_1 + b_2X_2 + b_3X_3,$$

The particular equations estimate the direct impacts of the variables, whereas their multiplication resulted in the following indirect impacts:

$$(3) \quad X_1 \rightarrow X_4: ae,$$

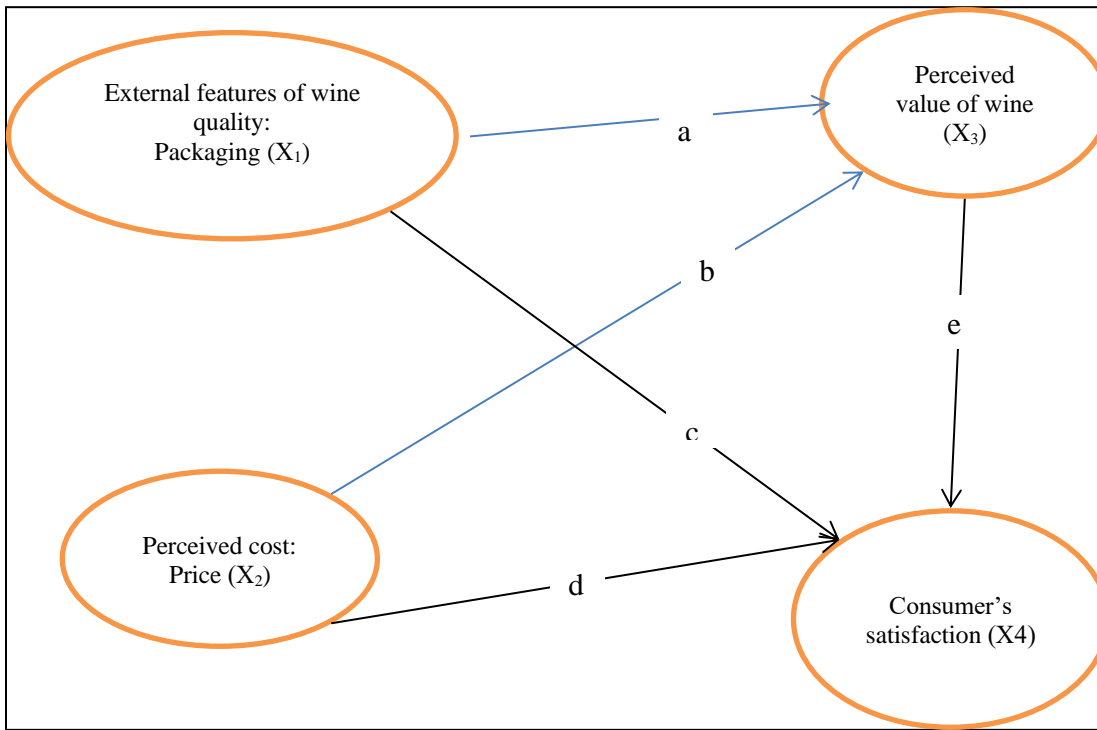
$$(4) \quad X_2 \rightarrow X_4: be,$$

$$(5) \quad X_3 \rightarrow X_4: \text{no indirect impact}$$

The total impacts of variables are presented as below:

(6) $X_1 \rightarrow X_4: ae + c$ (7) $X_2 \rightarrow X_4: be + d$ (8) $X_3 \rightarrow X_4: e$

Figure 1: The variables of the study.



3.2 The Pilot Research

3.2.1 Place and Time

Heraklion, the capital city of the island Crete, is the place where the pilot research was conducted. Heraklion was chosen for the pilot research since it is the fourth major city of Greece which combines both urban and rural features along with great tourist attendance. The pre- experimental project was implied from January 2016 till March 2016.

3.2.2 Data Collection and Analysis

The preliminary experimental project of dual measurement upon one group was conducted in selling wine points such as wineries, wine cellars, restaurants, café, hotels and malls. The features of the group members were not similar so as to be ensured the randomness of the sample (Cohen and Manion, 1997: 229-257). Spearman’s rho and Pearson’s r were used for the statistic control of the results. The differences or the similarities that have been arisen from the completed evaluation forms of the experimental group constitute significant evidences for the influence of the estimated value in the consumers’ perception regarding the satisfaction level. The experimental order is the following one: *G (before) → M → G (after)*, whereas G=Group, M= Modification.

In particular, the participants of the experiment had tasted a wine, served to them from a decanter, approximately 15 minutes after its decantation with the aim of releasing its aromatic compounds, and eventually, they had

expressed their personal judgments for its value. During the wine tasting it was given to them no clue about the specific wine. Then, a second wine tasting followed the first one. The participants tasted a wine, served from its bottle, while a sommelier informed them simultaneously about its qualitative attributes, its price, the vinification procedure etc. After the completion of the second wine tasting, the participants had to express their personal evaluations for the second wine. However, the wine was the same one in both wine tastings, though the participants were ignoring that parameter.

The purpose of the pilot research is to depict the extraneous variables so as to ensure their control or their elimination during the conduct of the main experiment. The extraneous variables that were detected from the pre-experimental research are the followings:

- a) The internal features of quality, such as grapes variety, procedures of vinification, maturity and so on.
- b) Participants' involvement with wine.
- c) The accompanied services of wine tasting, namely the description of the wine by a wine- expert (i.e. a sommelier or a waiter).
- d) The influence of other participants' opinions and appraisals.
- e) The context and the social occasion where the wine tasting takes place.

The pilot research offered valuable information to the researchers for the proper and accurate planning of the main research.

3.3 The Main Research

The main research followed the pilot. Experimental project of double measurements with the participation of experimental and control – group was implied. The members of the two groups were selected with the method of random sampling. The experiment took place in tasting rooms of wine cellars that are located in the four most populous cities of Crete, that is to say Heraklion, Yerapetra, Chania and Rethymno. Tasting rooms in wine cellars were considered as the most appropriate places for carrying out the experiment since the conditions in those rooms are stable and easily controlled by researchers. Moreover, tasting rooms are sufficiently equipped for the conduct of the experiment and their cozy ambience helps the subjects of the research to feel more comfortable.

The participants gave their consent so as to be included in the experimental procedure and consequently completed question forms in situ. The questions were divided in two parts; the questions of the first part referred to demographic features of the subjects, for example age, gender, ethnicity or marital status. The questions of the second part referred to the participants' profile as wine consumers and examine the frequency of wine consumption, the level on involvement etc. According to the differences and the similarities of the answers, participants were separated in two equal groups, the experimental and the control group. Totally, 120 research subjects participated in the experiments. Since the manipulation of variables is difficult in large groups, the experiment was repeated six times in small groups of participants.

The procedure of the experiment was the following: Evaluation forms were distributed to the members of treatment and control groups. The particular forms included questions of appraisal for two different wine tastings. During the first wine tasting, the members of treatment group tasted a low- priced wine which was served from a

simple bottle with poor packaging elements. When the first tasting was completed, participants answered the questions which concerned the wine of that tasting. In the second wine tasting (40 minutes later), the members of treatment group tasted a high- priced wine which was served from an engraved bottle with distinctive packaging features. When the tasting was completed, participants answered the appraisal questions of the forms which were relevant to the second wine tasting. However, members of treatment group did not know that the wine of the first and of the second tasting was the same.

On the other hand, members of control groups knew that the wine was the same in both cases. They had also completed the appraisal questions about the first wine tasting whereas, during the second wine tasting (40 minutes later), the price and the packaging of the wine remained the same. The time span of 40 minutes between the two wine tastings enhanced the aromatics, the smell and the flavor of the wine, which constitute the internal features of quality, one of the extraneous variables of the study. With the second wine tasting in control groups, this variable can be detected and controlled. They were two prerequisites for the validation of the procedure. The first one was the limited and defined services to the participants. The person who served the wine avoided to give descriptions or information about it. The only information that was just mentioned was the price, without extra comments or explanations. The other prerequisite was the secrecy of opinions. The members avoided expressing their opinions publically and they did not reveal their assessments to the other participants. The wine that was chosen for carrying out the experiment is a renowned brand with awards in international competitions.

The depended samples t- test was used in order to compare a) the experimental group' means from both wine tastings, b) the control group' means from both wine tastings. The independent samples t-test was used in order to compare a) the experimental and control group' means from the first wine tasting, b) the experimental and control group' means from the second wine tasting. Pearson's r was used for measuring the correlation among the variables of the experiment whereas their relationship is examined with regression analysis.

4. Results And Discussion

4.1 Results From Pilot Research

The results of pilot research are mentioned below.

Consumers of low involvement: The younger consumers of this category were proved to be more sensitive and enthusiastic to the impact of added value after the presentation of a wine and the explanation of its qualitative characteristics. It was observed great relevance between the variables of perceived value and of consumer's satisfaction. Nevertheless, the older consumers (45+) were more skeptical concerning the detailed depiction of wine. Their opinions about the value of wine had barely changed from the influence of packaging, of label, of price or from the heraldries of quality, whereas the satisfaction level remained stable

Consumers of medium involvement: In this group, the results were the opposite comparing to the group of low involvement. Most of the younger consumers (18-35 years old), regardless of their gender, are barely affected by the external cues of quality. Even in the case that their perception about the estimated value of wine had changed, their satisfaction degree and their attitudes towards wine hadn't been altered. In general, they insist on their personal appreciation and they are not affected by external factors

On the contrary, it is observed a broad turnaround in more mature- aged groups about the perceived value and the consumer's satisfaction to boot. The projection of the factors which add value to wine (high price, packaging, international awards) increases remarkably their confidence and their preference to it. In particular, even in case

of persons who weren't satisfied by the first tasting of a wine, after the modification of variables, their opinions had dramatically changed to a more positive assessment of wine features and consequently of satisfaction level.

Consumers of high involvement: Consumers of this category, regardless of their gender or their age, they have great confidence in their personal evaluation about wine, so their aspects were not affected by the external features of quality; however, the tiniest change in the internal features of quality is immediately detected. They credit value to wine according to their sensory standards of quality. Their satisfaction from wine tasting derives from these standards. Whenever they chose a bottle of wine that they haven't tasted before, they select based on the three factors of perceived value (quality, price and packaging). Yet, after the first tasting, they are going to choose it again only if it corresponds to internal qualitative features

4.2 Results From Main Research

Concerning experimental group, paired samples t-test showed that the difference of means between the two tastings (M= -11.45, sd=1.1) were statistically significant with regard to the “packaging” (t=10.57, df=59, p-value <0.05), and the “perceived cost” (M=-10.4, sd=7.55). The differences in means of “Perceived value” and “consumer’s satisfaction” were also significantly important. It was also noticed statistically important significance in the difference between the means of internal quality (Table 2nd). As for the control group, differences between the means of each variable were not statistically significant (Table 3rd). The most important clue from the compared means of this group is that it clarifies the impact of “the internal features of quality”, which is the extraneous variable of the experiment (t= 2.2, df= 59, p-value<0.05).

It derives from the results that there were statistically significant differences between the two wine tastings of the treatment group. On the contrary, for the same wine tastings, there was not any important difference in the compared means of control group

Table 2nd: Compared means of experimental group- 1st and 2nd wine tasting

Paired Samples Test									
1 st wine tasting – 2 nd wine tasting		Paired Differences			95% Confidence Interval of the Difference		t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error	Lower	Upper			
Pair 1	Packaging	- 11,450	8,386	1,083	9,284	13,616	10,577	59	,000
Pair 2	Internal features of quality	-10,417	7,552	,975	8,466	12,367	10,685	59	,000
Pair 3	Price	-9,500	6,993	,903	7,694	11,306	10,523	59	,000
Pair 4	Perceived value	-10,833	7,656	,988	8,856	12,811	10,960	59	,000
Pair 5	Satisfaction due to perceived quality	-10,750	7,180	,927	8,895	12,605	11,598	59	,000
Pair 6	Satisfaction due to perceived cost	10,000	6,037	,779	8,441	11,559	12,832	59	,000
Pair 7	Overall satisfaction	9,917	6,858	,885	8,145	11,688	11,201	59	,000

Table 3rd: Compared means of control group- 1st and 2nd wine tasting

		Paired Samples Test							
		Paired Differences					t	df	Sig. (2-tailed)
1 st Wine tasting-	2 nd wine tasting	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	Packaging	-,050	,387	,050	-,150	,050	-1,000	59	,321
Pair 2	Internal features of quality	-,667	2,341	,302	,062	1,271	2,206	59	,031
Pair 3	Price	-,053	,346	,103	-,142	,120	-1,032	59	,287
Pair 4	Perceived value	-,250	1,099	,142	-,534	,034	-1,762	59	,083
Pair 5	Satisfaction due to perceived quality	-,250	1,099	,142	-,534	,034	-1,762	59	,083
Pair 6	Satisfaction due to perceived cost	-,250	1,434	,185	-,620	,120	-1,351	59	,182
Pair 7	Overall satisfaction	-,333	1,810	,234	-,801	,134	-1,426	59	,159

The comparisons of experimental and control group depicted important differences. The independent samples t-test showed the followings:

First wine tasting: there were not observed significant differences in the means of the two groups (Table 4th)

Second wine tasting: the researchers changed the variables of “packaging” and “price”. The following results occurred

Packaging (table 5th): The experimental group’s mean (M= 21.2, S.D. =5.99) is significantly higher (t=11.017, df=118, p=0) than the control group’s mean (M=12.85, S.D. =5.15).

Price (table 5th): The experimental group’s mean (M= 23.17, S.D. =4.6) is significantly higher (t=10.8, df=118, p=0) than the control group’s mean (M=13.25, S.D. =5,43)

It worth mentioning that, without any interference from the researchers, the experimental group’ mean was significantly higher in the second wine tasting (M=22.42, S.D. =4,99), concerning the evaluation of internal quality since the control group’ mean did not change significantly (M=12.92, S.D. =5.23).

Perceived value: The experimental group’s mean (M= 24.67, S.D. =4.95) is significantly higher (t=10.95, df=118, p=0,00) than the control group’s mean (M=13.83, S.D. =5.85).

Consumers’ satisfaction: Researchers examined the particular variable in relation with the variable of perceived quality, of perceived cost and of perceived value. In the case of consumers’ satisfaction due to perceived value, the experimental group’s mean (M=24.33, S.D. =4.8) is significantly higher (t=13.26, df=117.53, p=0,00) compared to control group’ mean (M=13.00, S.D. =4.53). In the case of consumers’ satisfaction due to perceived cost, the experimental group’s mean (M=24.17, S.D.= 4.62) is higher (t=12.64, df= 116, p=0,00) compared to the control’s group mean (M=14.17, S.D.= 4.03). Regarding the consumers’ satisfaction which derives from

perceived value, the differences between the experimental group’ mean (M= 24.5, S.D.= 4.75) and the control group’ mean (M=14.00, S.D.= 4.3) is statistically significant (t=12,7, df=117, p=0,000).

Table 4th: Independent samples t- test for the homoscedasticity of experimental and control group- 1st wine tasting

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
1 st Wine tasting	Equal variances assumed	,108	,743	-,054	118	,957	-,050	,932	-1,895	1,795
	Equal variances not assumed			-,054	117,929	,957	-,050	,932	-1,895	1,795
Internal features of quality	Equal variances assumed	,070	,791	-,258	118	,797	-,250	,970	-2,171	1,671
	Equal variances not assumed			-,258	117,916	,797	-,250	,970	-2,171	1,671
Price	Equal variances assumed	,014	,905	,423	118	,673	,417	,985	-1,534	2,367
	Equal variances not assumed			,423	117,977	,673	,417	,985	-1,534	2,367

Table 5th: Descriptive statistics of experimental and control group- 2nd wine tasting

Variables	Group	N	Mean	Std. Deviation	Std. Error Mean
Packaging	Experimental	60	24,10	5,999	,774
	Control	60	12,85	5,155	,665
Internal features of quality	Experimental	60	22,42	4,999	,645
	Control	60	12,92	5,231	,675
Price	Experimental	60	23,17	4,600	,594
	Control	60	13,25	5,433	,701
Perceived value	Experimental	60	24,67	4,946	,639
	Control	60	13,83	5,849	,755
Consumers' satisfaction and perceived quality	Experimental	60	24,33	4,825	,623
	Control	60	13,00	4,529	,585
Consumers' satisfaction and perceived cost	Experimental	60	24,17	4,618	,596
	Control	60	14,17	4,030	,520
Consumers' satisfaction and perceived value	Experimental	60	24,50	4,757	,614
	Control	60	14,00	4,298	,555

Pearson's rho along with regression analysis were used for testing the relations among variables. The correlations that were examined in the particular study are:

A) The correlation between packaging and perceived value. The correlation of external features of quality, which are referred as "packaging", with the "perceived value" of wine is of moderate strength with positive direction ($r=0.456$, $p=0,000$). The proportion of packaging in perceived value is 20% ($R^2 = 0,2$)

B) The correlation between price and perceived value. The correlation of perceived cost, which is referred as "price", with the "perceived value" of wine is of strong strength with positive direction ($r=0.64$, $p=0,000$) whereas the proportion of price in perceived value is 38%, according to regression analysis.

C) The correlation between packaging and consumers' satisfaction. The correlation of "packaging" with the "consumers' satisfaction" is of moderate strength with positive direction ($r= 0.45$) whereas $R^2=0.19$.

D) The correlation between price and consumers' satisfaction. The correlation of "perceived cost" with the "consumers' satisfaction" is of strong strength with positive direction ($r=0,625$) and $R^2= 0.380$ ($p=0,000$).

E) The correlation between perceived value and satisfaction. The correlation of "perceived value" with the "consumers' satisfaction" is defined as of strong strength with positive direction ($r=0.95$, $p=0,000$). Moreover, the proportion of perceived value in consumers' satisfaction is 90% ($R^2= 0.9$ and $p=0.000 < 0.001$)

From the results of the experiment derived that the relation of packaging with the perceived value and the consumers' satisfaction is positive and of moderate significance, since the relation of price with those two variables is stronger. Researchers also observed that packaging affected the notions of the experimental group about the organoleptic properties of wine, thus, after the second wine tasting they evaluated in a more positive way the quality of the wine that they had tasted. It was noticed then that, even if the direct influence of packaging in perceived value and in consumers' satisfaction is moderate, its indirect influence through the formation of perceived quality is much stronger. Finally, the hypotheses of the study were confirmed through the comparison and analysis of experiment results.

5. Conclusions and Proposals for Further Research

The main and most significant conclusion of the study is that the whole is more than the sum of its parts. So, even if the relations of perceived cost or of packaging with the satisfaction are of some valuable importance, their combination multiplies their impact, either the positive or the negative.

It was ascertained that packaging and price, when were examined separately and isolated from the other marketing elements, created specific expectations about the wine and- especially the packaging- affected subconsciously the assessment about the quality of wine, even after its tasting.

Further studies could be recommended with the aim of:

- Examining the impact of packaging in relation with consumers' involvement with wine.
- Comparing the effectiveness of employees who promote the wine with the effectiveness of packaging in purchase decision and in the assessment after the wine tasting.
- Examining the loyalty of wine consumers since it is not taken for granted that the satisfied customer is loyal too.

REFERENCES

- Avlonitis GI, Lymperopoulos K, Tzanavaras B (2010). *New Marketing Strategies*. Athens, Rosili. pp. 86-97, 256-258.
- Cohen L, Manion L (1997). *Ethics of Social of Educational and Social Science. Methodology of educational research*. Athens, Expression. pp.122-257.
- Darpy D (2012). *Comportements du consommateur*. Paris, Dunod. pp. 306-315.
- Gazzaniga M (1998). *The mind's past*. California, University of California Press.
- Hall CM, Mitchell R (2008). *Introduction: A practical approach to wine marketing. Wine Marketing*. Oxford, Elsevier. pp.6-30.
- Imram N (1999). *The role of visual cues in consumer perception and acceptance of a food product. Nutrition and Food Science* 99 (5):224 – 230.
- Lymperopoulos K (2004). *Satisfaction Level, Value of Company and Value for the Client. Purchasing loyalty of bank clients*. Athens, Interbooks. pp. 91-96.
- Nasiakou M, Chantzi A, Fatourou-Charitou M (1999). *Attitudes. Social and Clinic Psychology (B)*. Athens, Gutenberg. pp. 41-57.
- Oliver, Richard L. (1997), *Satisfaction: A Behavioural Perspective on the Consumer*, New York: McGraw Hill.

Penn, C., (2014), “Constellation Segmentation Study: Motivations and Behaviors of today’s Wine Consumers”, *Wine Business Monthly*, Vol. XXI, No.8, pp. 68-71.

Rocchi, B., Stefani, G. (2005). Consumers’ perception of wine packaging: a case study. *International Journal of Wine Marketing*, Vol.18, No1, pp. 33-44.