

Generation Y's attitude towards organic wine

A atitude da Geração Y em relação ao vinho orgânico

La actitud de la Generación Y acerca del vino orgánico

Inkje Hoekstra¹

Conrad Lashley²

Elena Cavagnaro³

Abstract

This research paper focuses on the motives behind Generation Y's wine choice. Data collection is done in the form of reviewing relevant literature, interviewing wine experts and organizing blind and open wine tastings accompanied by questionnaires and focus group discussions. Results confirm that high level of wine knowledge, and biospheric value orientations, influence organic wine appreciation positively. Extrinsic attributes price and grape variety are important in the wine purchasing decision. However when it comes to the repeat purchasing taste is the most important. For future research the advice is to measure the effect of product exposure and organic wine promotion on the longer term on Generation Y's organic wine appreciation.

Keywords: Generation Y. Knowledge. Values. Attitude. Wine Attributes.

Resumo

Esta pesquisa concentra-se nas motivações que levam a Geração Y a optar por um vinho determinado. A coleta de dados foi feita na forma de revisão de literatura, entrevistas realizadas com especialistas em vinho e degustações de vinhos às cegas e abertas, nas quais foram aplicados questionários e realizadas discussões em grupos focais. Os resultados confirmam que o nível elevado de conhecimento sobre o vinho e as crenças em valores biosféricos influenciam positivamente a apreciação de vinhos orgânicos. Atributos extrínsecos como preço e a variedade da uva são importantes na decisão sobre a compra do vinho. No entanto, na ocasião da repetição da compra, o sabor é mais

¹ Email: inkje_hoekstra@hotmail.com.

² Stenden University of Applied Sciences, Netherlands. Email: conrad.lashley@stenden.com.

³ Stenden University of Applied Sciences, Netherlands. Email: elena.cavagnaro@stenden.com.

importante. Para futuras pesquisas, aconselha-se medir o efeito da exposição do produto e da promoção em longo prazo do vinho orgânico sobre a prática de apreciação do vinho orgânico pela Geração Y.

Palavras chave: Geração Y. Conhecimento. Valores. Atitude. Atributos do Vinho.

Resumen

Esta investigación está centrada en las motivaciones que llevan la Generación Y a optar por un vino en particular. La recolección de datos se hizo en forma de revisión de la literatura, entrevistas con expertos en vino y degustaciones a ciegas y abiertas, en las que se aplicaron cuestionarios y fueron conducidas discusiones en grupos focales. Los resultados confirman que el alto nivel de conocimiento sobre el vino y las creencias en valores biosféricos influyen positivamente la valoración de los vinos orgánicos. Atributos extrínsecos como precio y la variedad de la uva son importantes para decidir sobre la compra del vino. Sin embargo, en el momento de la repetición de la compra, el sabor es importante. Para futuras investigaciones, es recomendable medir el efecto de la exposición y la promoción del producto y de la promoción del vino orgánico a largo plazo sobre la práctica de valoración del vino orgánico por la Generación Y.

Palabras clave: Generación Y. Conocimiento. Valores. Actitud. Atributos del Vino.

Introduction

The research examines the influence on knowledge, pro-environmental values and attitudes of Generation Y on one side and product attributes on the other of Generation Y's purchasing behavior of organic wine. The project is mainly combining two previous projects. This study found that taste overwhelmed all other considerations in respondents' preference of wine. Secondly, it will elaborate on earlier studies by student on the program. The focus of this project was on organic wine, and the knowledge and attitudes of Generation Y towards it. The impact of product labeling on consumer preferences were taken into consideration. The outcomes of the project pointed out that taste and price were the most important motivations for preferring a certain wine.

The purpose of the project is twofold. The most important one is to gain insight in of Generation Y's knowledge, pro-environmental values, attitude and buying

behavior towards organic wine, in relation with wine attributes. A secondary purpose is to create awareness of organic wines among of Generation Y. The new information could be of great value for entrepreneurs in (organic) wine shops, restaurants and organic supermarkets. The research is carried out through four focus groups. The choice for a focus group was made because in this way there is direct, face-to-face contact with target group, and accurate and reliable data can be collected. The four focus groups have minimum ten and maximum 14 respondents each. The respondents were 18-29 years old, have some affinity with wine and live in the local area. Two focus groups will do a blind wine tasting of four wines; two organic and two conventional. The other two groups will taste the same four wines but will be influenced by the attributes of the wine: label, bottle shape, name and price. The four wines, all tasted by all respondents, will be two sets both from another region and grape variety, and both sets contain one organic and one nonorganic wine. Before starting the wine tasting the respondents were asked to fill out a survey to elicit their wine knowledge, pro-environmental values and environmental attitudes. After the tasting sessions a discussion between respondents and researcher was provoked so as to order to gain information on background motivation of the respondents' wine preferences.

Generation Y

This research in favor of organic wine consumption is targeting Generation Y whilst they are the future force of the society. Born between 1980 and 1996 (VAN DEN BERGH, BEHRER, 2013) they are the children of the Baby Boomers and the successors of Generation X. This research is focusing on the group between 18 and 29 years old. This is a diverse group; many are students but a large part are also young professionals at the start of their career and some are working for several years already. According to the municipality of Leeuwarden (2014) the total population of Leeuwarden counts 95.949 inhabitants. In Table 1 the target audience for this research

is shown. The total number of Generation Y members in this target group is 20.071. This means Generation Y accounts for 21 per cent of Leeuwarden's population.

Baby Boomers raised their children giving them many choices, opportunities and possibilities, or in other words; individual empowerment (VAN DEN BERGH, BEHRER, 2013). Generation Y is known for their critical view at the world. For these reasons it is a challenge to market products and services to this generation. People in this age range are in the process of self-exploration, starting up their career and thinking about what and who they want to be in the life that is before them. Generation Y is eager to get information how they want it and when they want it, and social media are their favorite platform for this. Shopping is one of their most favorite interests, and especially for luxury products. Additionally, Generation Y is characterized as strivers for authenticity, thinking in possibilities and caring more about experiences rather than possessions. It is so important to know this group's interests, preferences and motives, because Generation Y is said to be the 'live-in-the-moment' generation that likes to enjoy their life to the fullest without saving a penny. Their spending power is predicted to exceed those of the Baby Boomers within the coming four years. Hence they could be a big sales opportunity that is particularly significant in the current weak economic situation (AQUINO, 2012). The generational characteristics mentioned above are taken into consideration for the application of the concepts mentioned in the problem statement, starting with Knowledge.

Knowledge: wine and sustainability

In order to market a product to the targeted audience, the audience needs awareness and understanding of the concerning product. Hence it is important to know the level of Generation Y's knowledge of wine and of sustainability, in order to adapt to them with a suitable approach. According to Barber et al. (2008), consumer knowledge is categorized in two elements. First there is objective knowledge; which is how much a person actually knows about a product. Secondly there is subjective knowledge; which

is how much a person thinks he, or she, knows about a product. Barber (2008) measured objective knowledge asking ten questions, each with four multiple-choice answers to choose from. The questions gathered declarative knowledge by asking, for example, about wine regions and grape varieties. Subjective knowledge was measured by asking the respondents about how they perceive their knowledge on wine. Generation Y is expected to have higher subjective product knowledge than objective knowledge because in general they have below average objective product knowledge which influences their purchase decisions in such a way that they are highly confident about their purchases.

Rasmussen (2001) stated that consumers with a high level of objective product knowledge of wine tend to rely on intrinsic wine attributes and on the wine making process, whereas consumers with a low level of objective product knowledge rely more on extrinsic factors such as price and advice from others. This shows that consumers' knowledge sources have different influences on their wine purchasing behavior. Nowadays, society's knowledge about sustainable consumption is growing, due to the emerging marketing for environmental awareness, organic production and ecological consumption (BROUWER, 2007). Generation Y interest in (social) media results in them being very well accessible for this green promotion. Generation Y is very much empowered by the opportunities of the internet and searches for information from all kinds of sources at any time (BARBER et al., 2008).

According to De Zwaan (2014) Generation Y's knowledge of wine in general is rather limited. However, as they become more familiar with wine and more experienced with drinking wine as their age increases, their knowledge grows, alongside their enthusiasm for wine. This is supported and complemented by Barber's findings (2010) that involvement with wine as a product will influence the consumer's belief in their knowledge about environmental wine issues. Schaafsma (personal communication, 2014) is of the opinion that Generation Y is quite distanced from organic food and wine, and should be in closer touch with the products and their origin. Schaafsma suggest this is a task of the farmers and producers.

In the research phase of this project the objective knowledge on wine and sustainable consumption of the respondents will be questioned. Respondents with a high level of knowledge on sustainable consumption are expected to have a high appreciation of organic wines. In the tasting tests half of the respondents are confronted with extrinsic wine attributes which evokes their subjective wine knowledge. The other half of the respondents will do a blind tasting which focuses purely on the intrinsic factors appearance, bouquet and taste. The respondents will taste two organic wines and two non-organic wines.

Wine purchasing behavior

In order to gain insight on the thoughts behind Generation Y's wine consumption their purchasing behavior is reviewed. Attitude towards extrinsic product attributes, but does not necessarily result in repeat purchase behavior. If the intrinsic attributes are disappointing for the consumer, the value rewarded to the extrinsic attributes lapses. Stern et al. (1995) put Dunlap's New Ecological Paradigm New Ecological Paradigm into social-psychological context. They carried out research using both the New Ecological Paradigm and a measure of awareness of consequences of environmental problems generally, and found that the two measures are quite indistinguishable when used in a causal model that relates general environmental beliefs both to specific attitude and behavior they may influence and to forces of social structure and socialization that may be at the basis of those beliefs. Both measures (New Ecological Paradigm and awareness of consequences) assess general beliefs about human-environment interactions. Those beliefs may be influenced by consumers' social structure and values, which influence behavior towards specific environmental conditions.

Van den Bergh and Behrer (2013) state that protecting the planet is not a typical Generation Y thing; other generations recycle just as much and buy environmentally-friendly and organic products as frequently as Generation Y. It is a result of the

zeitgeist. However, Hassler (2010) thinks that Generation Y loves companies and brands that make a difference, contribute something good to the earth or bring a powerful message that creates awareness of certain social issues. Generation Y chooses the values they follow and they tend to have strongly argued preferences for those companies to which they give charitable contributions.

Wine is considered as a luxury product of which Generation Y is quite fond. They are willing to spend a part of their income on alcoholic beverages. Generation Y is increasingly confronted by organic products (ZWAAN, 2014), as Stenden University focus increasingly on sustainability. Not only in the field of Food & Beverage, but concerning the whole People - Planet - Profit triangle.

Thach e Olsen (2006) interviewed 108 U.S. respondents in the age range 21-28 about their wine drinking behavior. 66 per cent of the participants indicated to drink wine, of this 48 per cent preferred red wine. The reasons for drinking wine varied from liking the taste (31 per cent), pairing it well with food (18 per cent) and the relaxing effect (15 per cent). Of the 34 per cent that did not drink wine, 57 per cent disliked the taste of wine. The other non-wine drinkers had health reasons for not drinking wine.

In The Netherlands, wine consumption in 2013 was on average 20,5 liters a year (PRODUCTSCHAP WIJN, 2014). This is one liter more than 2003 and five liters more than in 1993. 52 per cent of the total amount of consumed wine is red, 35 per cent is white and 13 per cent is rosé (PRODUCTSCHAP WIJN, 2013). Based on a presentation of Eilander (2009) commissioned by Productschap Wijn, it appears that the majority (41 per cent) of people in the age between 16 and 25 years drank one or more glasses of wine per week in 2009. The average lowest price of a bottle of red wine Dutch consumers pay is according to this research € 3,35. Moreover, females find the price the most important factor for purchasing a wine, where males pay more attention to the origin of the wine. Females also pay more attention to the information on the label and the appearance of the bottle and label than males. Jones (2007) revealed that wine consumption by generations has shifted; Generation Y is now consuming more wine than Generation X.

Hansen (2011) states that Generation Y is highly aware of the importance of environmental awareness and purchases green food regularly. She states Generation Y are representatives of the modern day green movement. Schaafsma (2014) reveals that 35 per cent of the customers in his restaurant belong to Generation Y. This is a considerable amount, seen the exclusiveness and high prices of the restaurant. Schaafsma aims to lower thresholds in order to attract this Generation to his restaurant. From personal experience of the researcher it can be said that environmentally awareness among Generation Y has emerged quite strongly in the city of Leeuwarden during the past five years. People are interested in healthy and sustainable concepts such as Bagels & Beans (natural ingredients), Coffee Central (fairtrade coffee) and organic supermarket EkoPlaza. Also locally produced products such as vegetables, fruit and bread as sold on the local Friday's market are gaining popularity. Unfortunately there is still a lack in literature written on Generation Y's wine buying behavior, and especially on organic wine barely something can be found. The question is what actually attracts Generation Y to certain products. This is reviewed in the following paragraphs on Wine Attributes.

Wine attributes

Wine is characterised by several attributes. Intrinsic attributes are colour, bouquet, taste and texture. Extrinsic attributes are price, name, label design and bottle shape. Consumer preferences for wine are based on both intrinsic and extrinsic product attributes. Reynolds et al. (2013) revealed that extrinsic wine attributes are stronger than intrinsic attributes when it comes down to the consumer's decision making moment. This can be linked back to Rasmussen's findings (2001) state that consumers with a low level of objective product knowledge (Generation Y) rely more on extrinsic factors such as price and advice from others.

Several researches on the influences of extrinsic wine attributes on purchasing behaviour have been conducted. Sherman and Tuten (2011) underline the popularity of

novelty design and names but found that participants preferred traditional wine labels and names. Price, brand familiarity and grape varietal were most influential for wine choice. Barber (2010) conducted a similar research but with 'green' wines. Reynolds (2013) measured eco-centrism by asking the sample about their attitudes toward environmental issues. Barber (2010) found that these highly eco-centric consumers were a lot more likely to pay more for green wines. However, he added that the intention to purchase does not always result into purchase behaviour when consumers make an actual purchase decision.

De Zwaan (2014) says Generation Y is much influenced by extrinsic product attributes of wines. Especially witty names, label imaginary and bottle shapes are attributes with great attraction to them. Moreover, product exposure in popular TV shows, or by celebrities, result in popularity by Generation Y consumers. Schaafsma (2014) mentions that organic wine makers have different ways of presenting wine. Some bring the organic aspect clearly to the attention, others do not even mention it. Producers sometimes put cues on the label such as 'made from organically grown grapes' or 'no sulfites added'. In this way they try to market the wine to eco-centric consumers. The Demeter label can be found on some wines (Demeter, 2014). This stands for biodynamical produced wines. In The Netherlands, EKO is a well-known label for organic products. This organization ensures the organic authenticity of imported wines (BROUWER, 2007).

Some producers of organic wine choose not to mention the organic aspect on the label. There may be a number of reasons for this. Firstly, they may assume the consumer associate sustainability and organic with bad quality. Secondly, they might not be interested in all the fuss around the labeling. And thirdly they might aim for the customer to choose their wine based on other factors such as name, varietal or classification (DE ZWAAN, 2014). Brouwer (2007) states trust in quality of the product as an important motivation for organic production. Brouwer (2007) goes on to say an a second motivation for organic wine production is that wine can be a '*terroir*' related product. This means one should be able to taste the origin of the wine. Organic

production enhances the liveliness of the *terroir* that results in greater *terroir* experience.

Research approach

This section connects the problem definition with the literature review. The problem statement is:

- Evaluating the impact of knowledge towards organic wines, values and attitude towards the environment and wine attributes (label, grape variety, bottle design, organic cues and price) on the organic and non-organic wine choice of Generation Y members (18-29 years) from the North of The Netherland.

A combination between qualitative- and quantitative research was used. The following research questions were informed by the literature review:

- How about Generation Y's wine buying behavior?
- To what extent does Generation Y have knowledge about organic wine?
- What values does Generation Y have in relation to the environment?
- What is the attitude of Generation Y in relation to the environment?
- What is Generation Y's attitude towards organic wine?
- What is Generation Y's attitude towards the different wine attributes?
- In what way do product attributes influence the product appreciation by the consumer?
- To what extent does Generation Y appreciate organic wine?

Quantitative research is conducted in the form of questionnaires about the respondents' knowledge, values and attitudes towards wines and environment beforehand the wine tasting. The tasting sessions themselves are the qualitative research part. Within this last part there are three elements. The tasting itself, filling out a questionnaire about the wine judgment and finally the focus group discussion. This whole process is repeated four times. Two sessions for the treatment condition and

another two sessions for the control condition. The control condition is the group of respondents who gets the blind wine tasting. During the session the wine bottles are covered up so the respondents have no idea about the content of the bottle. The treatment condition is the group of respondents who gets the open wine tasting. This group gets confronted with the extrinsic wine attributes of the four wines that will be tasted.

The research phase consists of four tasting sessions in Stenden University's professional wine tasting room. The population for this research are all Generation Y members between 18 and 29 years living in Leeuwarden. To make sure to have reliable results a considerable number of respondents is needed. In D'Abooy and Van der Heide's previous project the sample was two times minimum 10 and maximum 14 respondents. The sample of 4 x +/-12 respondents is determined by the general rule in qualitative research, which is that sampling should continue until no new information is received, or when new insights are no longer gained (HUME, 2010). This is referred to as theoretical saturation. For this research, theoretical saturation is deemed to be achieved at minimum 40 and maximum 56 respondents. Moreover, consistent with the suggested valid range of case sampling of more than ten cases (ISENHARDT, 1989); the 4 x +/- 12 tasting tests should be satisfactory for valid sampling.

Compared to D'Abooy and Van der Heide's research (2012) the sample is doubled for a clearer and more reliable outcome. The sample contained an even division between males and females, because of the two genders show differences in attitudes towards the environment, and different wine preferences. Moreover there should be an equal division between students and non-students, because of the differences in spending behavior. The primary researcher selected respondents. Generation Y work colleagues, study acquaintances, friends and family were all invited to wine tastings. In addition, e-mails will be send out to acquaintances and an announcement was posted on Facebook. The advantage of this research method was the direct face-to-face contact with Generation Y over choices and preferences of wines. Moreover the difference in appreciation between organic and non-organic wines can be directly retrieved.

Disadvantages are the difficulty to gather a sample with an even division between males and females, and students and working representatives.

Organization of the tasting sessions

Before the participants arrive, the tasting room was prepared. The room has 30 places equipped with chair, white table surface, white light and a sink with water tap. A maximum 14 places were prepared by putting a placemat with four circles on the table with the letters A, B, C and D in the circles. Four clean tasting glasses were placed on the circles. A clean plastic cup is placed next to the placemat. The first questionnaire was placed, upside down, on the table. Plates with slices of white bread were placed between each two places.

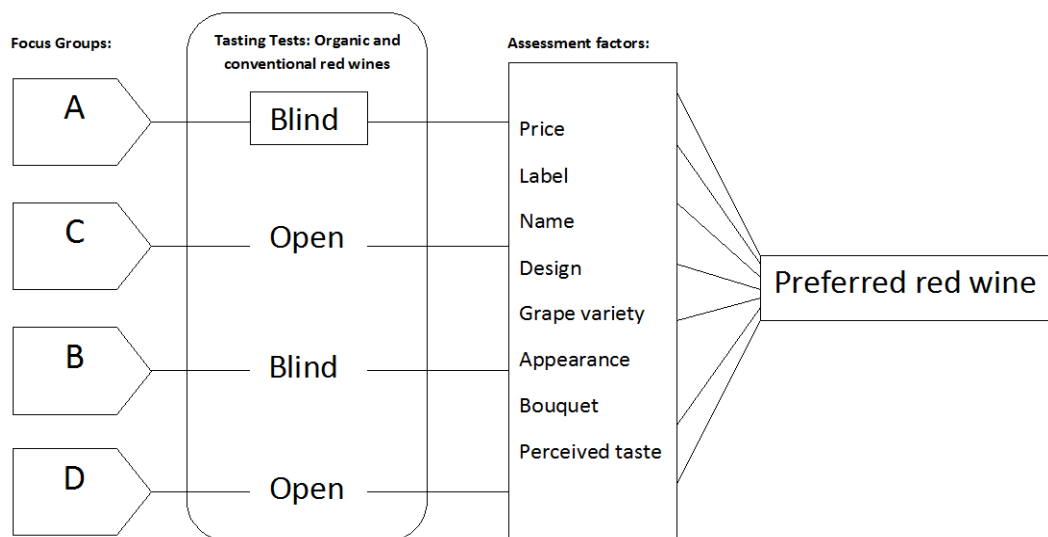


Figure 1: Conceptual model of the qualitative research design.

An hour and a half of time is allocated for each tasting session. Once all participants had arrived and taken a seat, they were informed that all their input will be used exclusively for the purpose of the research and would be treated with care The

participants were first be asked to fill out Questionnaire 1 and on completion was collected in. Questionnaire 2 was handed out, and the tasting commenced. The researcher and assistant poured the wines A to D in the matching glasses. In the control-conditioned groups, the wines were covered up so the respondents could not see the labels. In the treatment conditioned groups the labels were visible, also on a large screen in front of the room, so respondents could see the organic cues. The respondents taste the wines and fill out questionnaire 2, without communicating with each other. As soon as everybody finished, the respondents were invited to take a seat in a circle of chairs in the back of the room. This type of setting is needed for the discussion. In this setting participants are able to look each other in the eyes which is an easier way to communicate in an open way. A discussion about the wines was conducted by the researcher. The discussion was recorded. After about ten minutes the respondents were thanked for their time and cooperation and the tasting session ended.

Findings

The respondents in the treatment condition show a greater appreciation for white wines than for red wines, whereas in the control condition there is no difference in this regard. Both groups (A+B and C+D) show a mean of drinking on average 1 to 3 glasses of wine per week. The control condition had a slightly higher tendency to buy organic wine, mean than the treatment condition, which means group C and D tend to buy an organic wine slightly more often than group A and B. Respondents indicate to drink wine mostly in the evening with friends, with a meal (especially with pasta), on a terrace in sunny weather, with the parents, during Christmas and in a restaurant. In these cases choosing wine instead of another beverage is because of the atmosphere, the pairing with food, the taste, the relaxing effect or the elegant look it gives. This is in accordance with Thach and Olsen's findings in 2006.

In the focus group discussions it appeared that the majority of the sample buy wine only in the supermarket. Yet a few respondents buy from a wine specialist or an

organic supermarket. This has several reasons, of which the convenience of the supermarket is the most important one. Price plays a second role in the wine shopping behavior. Lastly, high exposure to promotion causes Generation Y members to choose for well-known supermarkets such as Jumbo, Albert Heijn and Lidl. In accordance with Reynolds et al. (2013)'s findings about repeat purchase behavior, the respondents argue in the focus group discussions that repeat purchasing behavior only occurs when the taste of the wine is satisfactory.

Prior to this study, price was considered as one of the most important factors for Generation Y when buying a wine. Literature shows the average minimum price paid for a bottle of wine by Dutch consumers is € 3,35. However, in this research the Generation Y sample the average spending on a bottle of wine is the same for the control condition and the treatment condition; approximately € 5,00 per bottle. However, it depends on the occasion how much is spend on a bottle of wine. On a wine pairing a dinner Generation Y tends to spend more than on a wine meant to drink with friends during a movie or during a birthday party, for example. In the focus group discussion some respondents indicated they are familiar with the organic house wine of the Albert Heijn supermarket, which costs only € 4,00. This is considered as a reasonable price for wine, and especially for an organic wine. These amounts are in accordance with the findings in the literature.

Rasmussen (2001) states that people with a high level of objective wine knowledge tend to rely on intrinsic wine attributes and on the wine making process, whereas consumers with a low level of objective product knowledge rely more on extrinsic factors such as price and advice from others. Therefore it is interesting to know what the relation is between Generation Y's level of objective wine knowledge and organic wine appreciation. The average score of objective wine knowledge ($M = 5,6$ on scale 1 to 10) divides the sample into two groups; low objective wine knowledge (score $< 5,6$) and high objective wine knowledge (score $> 5,6$). The average organic wine appreciation of these two groups is subjected to a t-test which results in a significant difference in organic wine appreciation between the group with low objective wine knowledge and the group with high objective wine knowledge ($t=0,01$, $p>0,05$). This

difference might be explained as follows. A high level of objective wine knowledge may be the result of higher interest for wine, high esteem for the product itself and its origin and thereby higher appreciation for organic products, produced in a sustainable and responsible way.

Wine knowledge in this sample is rather low. Response to the open question about the definition of organic wine suggested that, Generation Y's knowledge about organic wine is even lower. The aspect about the certification process is not known at all. The aspect of the organic grape growing process is known by 83 per cent of the respondents. Many of the respondents are not aware of the availability of organic wines in the supermarkets; these are not clearly presented and neither promoted for being organic wines. Moreover, respondents indicate that not much is known about the advantages of buying organic wine. On the contrary, organic fruits and vegetables are known for being pure, healthy and environmentally friendly produced, which responds to the conscience of the consumer. Creating more awareness of the advantages of organic production should enhance consumer's organic wine knowledge. This can be done by promotion campaigns. In order to reach Generation Y, it would be a good idea to let a celebrity like Jamie Oliver for instance, promote organic wine. Exposure in popular TV shows could work as well.

Values orientation also influence Generation Y's organic wine appreciation. One of the aims of the research it is to understand the relation between Generation Y's level of biospheric value orientation and organic wine appreciation. The total sample is divided into two groups by taking the average ($M = 3,7$ on scale -1 to 7). The group below the average has low biospheric value orientations and the group above the average has high biospheric value orientations. The average organic wine appreciation of these two groups is subjected to a t-test which shows there is a significant difference in organic wine appreciation between the group with low biospheric value orientations and the group with high biospheric value orientations ($t=0,04$, $p>0,05$). This is in contrary to Reynolds et al.'s findings, which did not indicate a significant difference in organic wine preferences between participants based on high or low biospheric value orientations. The significant difference can be assigned to what it actually means to

have high biospheric value orientations. As explained in the literature review, De Groot and Steg (2007) say biospheric value oriented people will, or will not, behave pro-environmentally based on the perceived costs and benefits for the ecosystem and biosphere as a whole; they have compliance with protecting the environment and feel unity with nature. This explanation is reflected in the focus group discussion, where respondents indicate to buy sometimes organic products for their own satisfactory feeling caused by sustainable behavior.

Overall, the respondents have mid-ecological attitudes. The overall mean score for the NEP was 51 on a scale ranging from 15 being the lowest to 75 being the highest possible score. With a median of 45, it can be concluded that 51 is above the average, and therefore the respondents are fairly environmentally concerned. This positive outcome is in line with findings of Hansen (2001) stating that Generation Y is highly aware of the environment, purchases green food regularly and thereby are the representatives of the modern day green movement.

Generation Y's pro-environmental attitudes relating to organic wine appreciation results in the following outcomes. The total sample is divided into two groups by taking the average ($M = 3,4$ on scale 1 to 5). The group below the average has low ecological attitudes and the group above the average has high ecological attitudes. The average organic wine appreciation of these two groups is subjected to a t-test which shows there is no significant difference in organic wine appreciation between the group with low ecological attitudes and the group with high ecological attitudes ($t=0,22$, $p>0,05$). Reynolds et al.'s study (2013) resulted in the same observations. Despite consumers' growing interest in sustainable and organic products, wine choice is still not subjected to this interest. Looking at the facts that the Generation Y sample hardly ever buys an organic wine (on average once in a half year to never) and would not easily make the effort to buy an organic wine intentionally, it can be concluded that Generation Y has a rather negative attitude towards organic wine. This negative attitude emerged in the results of organic wine appreciation of the groups that did open wine tastings. These groups had a remarkable lower appreciation (however not significant) for the organic

wines than the groups with blind wine tastings. This can be explained by the negative image people still have of organic products, as explained by Brouwer (2007).

Extrinsic wine attributes, the price and grape variety, are most important to Generation Y, according to this research's sample. Also in the focus group discussions, grape variety and price were most often mentioned as decisive factors when buying a wine. Moreover the respondents mentioned several times that promotion is an important factor that stimulates their buying behavior. Promotion, or special offers, on organic wine are actually never seen. Besides that, the organic wines do not stand out in the supermarket shelves, and are simple unnoted. A solution could be creating a 'green' wine shelf or having promotion stands in the supermarket with free organic wine samples. When considering intrinsic wine attributes, these respondents confirm that taste is still the decisive factor when it comes to repeat purchasing behavior. This is in line with Reynolds et al.'s findings (2013). However, environmentally conscious people indicated in the focus group discussion that they do care for organic products and actually buy organic, or fair-trade products just because it gives a satisfactory feeling. It makes them feel like a benefactor to do something good for the earth and its resources. The average scores for the four wines reveal that for all of the four wines the appearance got the highest score, compared to the bouquet and the taste. Most notably is the average scores of group A+B for wine C, where the appearance ($M = 4,1$ on scale 1 to 5) scored 1,4 point higher than the taste ($M = 2,7$ on scale 1 to 5). This can be due to the fact that wine C is a quite distinct Rioja, which is generally not easily appreciated by everyone.

Conclusions

Compared to previous research in this field, not many remarkable findings have been uncovered by this research. However, some interesting facts have been established which could be taken into consideration in order to stimulate Generation Y's organic wine consumption. Firstly, it appears that a high level of wine knowledge leads to a

greater appreciation of organic wine. Hence, Generation Y should be educated more intensively about wine in general which leads to a higher knowledge level and more interest in organic wine. This can be reached by product exposure combined with wine facts by celebrities appealing to Generation Y, and in popular television shows addressing Generation Y. Moreover, much more energy should be put into promotion for organic wine. Generation Y indicates to be sensitive for promoted products, and organic wine is a product that is not even noticed by this generation in the supermarkets. Social media could also offer a solid platform for promotion of green consumption. A second observation is the positive relation between people with a high level of biospheric value orientations and their appreciation of organic wine. Even though a person's values are hard to influence, it could work beneficial to expose people to facts about the demise of the environment on the long term and the benefits of sustainable consumption for every human being on the long term. This could influence their awareness and might even have an effect on their value orientations.

With regard to wine attributes, this research's findings are in line with Reynolds et al. (2013)'s findings, which share that intrinsic wine attributes still trump extrinsic factors such as label, price, organic cues and grape variety. Hence, the advise for wine traders and importers is to provide much more information about organic wine, communicated to Generation Y with use of marketing via social media and television. Generation Y has nothing specific against the intrinsic attributes of organic wine. Extrinsic factors should therefore be more emphasized when promoting a wine. The rationale behind organic wine should be elaborated and put into context with pro-environmental behavior, which is still an emerging movement in nowadays society, and could there for easily be emphasized.

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