

Generation Y's attitude towards organic wine

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

Keywords: Generation Y, young people, knowledge, values, attitude, wine attributes, organic wine appreciation

Introduction

The research examines the influence of the knowledge, pro-environmental values and attitudes of Generation Y on one hand and product attributes on the other in Generation Y's organic wine purchasing behaviour. The project combines and extends two previous projects. This study found that taste overwhelmed all other considerations in respondents' wine preferences. It also elaborates on earlier studies by students on the Hospitality Management programme. 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 was 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 into Generation Y's knowledge, pro-environmental values, attitudes and buying behaviour in relation to the attributes of organic wine. 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 was carried out through four focus groups. The choice of a focus group was made because it gives direct, face-to-face contact with the target group, and accurate and reliable data can be collected. The four focus groups had a minimum of ten and a maximum of 14 respondents each. The respondents were 18 to 29 years old, have some affinity with wine and all live in the same locality. Two focus groups did a blind wine tasting of four wines – two organic and two conventional. The other two groups tasted the same four wines but were influenced by the attributes of the wine: label, bottle shape, name and price. The four wines, all tasted by all respondents, were two sets

both from different regions and grape varieties, and both sets contained 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 gain information on the background motivation of the respondents' wine preferences.

Generation Y

This research on organic wine consumption targets Generation Y as they are the future force of 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 focuses on the group between 18 and 29 years old. This is a diverse group; many are students but a large number are also young professionals at the start of their careers and some have been working for several years already. According to the municipality of Leeuwarden (2014) the total population of Leeuwarden is 95 949 inhabitants. Table 1 shows the target audience for this research. The total number of Generation Y members in this target group is 20 071, which means that Generation Y accounts for 21% 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 of 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 careers and thinking about what and who they want to be in the life that

lies 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 favourite interests, especially for luxury products. Additionally, Generation Y is characterised as strivers for authenticity, thinking about possibilities and caring more about experiences rather than possessions. It is 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 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, which 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 product concerned. Hence it is important to know the level of Generation Y's knowledge of wine and of sustainability, in order to find a suitable approach to them. According to Barber et al. (2008), consumer knowledge can be categorised into two elements. First there is objective knowledge; which is how much a person actually knows about a product. Then there is subjective knowledge, which is how much somebody thinks they know about a product. Barber (2008) measured objective knowledge by 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 perceived their knowledge of wine.

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 winemaking 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 behaviour. 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's interest in (social) media results in them being very accessible for this green promotion. Generation Y is very much empowered by the opportunities of the internet and readily 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 suggests that 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 was investigated. 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 evoke their subjective wine knowledge. The other half did a blind tasting, which focused purely on the intrinsic factors of appearance, bouquet and taste. The respondents tasted two organic wines and two non-organic wines.

Wine purchasing behaviour

In order to gain insight into the thoughts behind Generation Y's wine consumption their purchasing behaviour was reviewed. These participants understand the positive benefits of these wines but this does not result in purchases of these wines. If the intrinsic attributes are disappointing for the consumer, the value awarded to the extrinsic attributes lapses. Stern et al. (1995) put Dunlap's New Ecological Paradigm into a social-psychological context. They carried out research using both the New Ecological Paradigm and a measure of awareness of consequences of environmental problems generally. They found that the two measures are quite indistinguishable when used in a causal model that relates general environmental beliefs both to specific attitude and behaviour that they may influence, and to the forces of social structure and socialisation that may be at the basis of those beliefs. Both measures (the 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 behaviour 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 to be 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 focuses increasingly on sustainability, not only in the field of food and beverages, but concerning the whole people-planet-profit triangle.

Thach & Olsen (2006) interviewed 108 US respondents in the age range 21–28 about their wine drinking behaviour. Two out of three (66%) of the participants indicated that they drank wine, and of these nearly half (48%) preferred red wine. The reasons for drinking wine varied from liking the

taste (31%), pairing it well with food (18%) and the relaxing effect (15%). Of the 34% that did not drink wine, 57% 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 litre more than 2003 and five litres more than in 1993. Of the total amount of wine consumed, 52% is red, 35% is white and 13% is rosé (Productschap Wijn 2013). Based on a presentation of Eilander (2009) commissioned by Productschap Wijn, it appears that the majority (41%) 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 that Dutch consumers pay for a bottle of red wine is €3.35, according to this research. Moreover, women find the price the most important factor for purchasing a wine, where men pay more attention to the origin of the wine. Women also pay more attention to the information on the label and the appearance of the bottle and label than men. 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 that Generation Y are representatives of the modern day green movement. Schaafsma (2014) reveals that 35% of the customers in his restaurant belong to Generation Y. This is a considerable amount, seeing the exclusiveness and high prices of the restaurant. Schaafsma aims to lower thresholds in order to attract this generation to his restaurant. From the personal experience of the researcher, it can be said that environmental 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 of literature written on Generation Y's wine buying behaviour, and virtually nothing can be found on their attitudes to organic wine. 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 moment of a consumer's decision making. This can be linked back to Rasmussen's findings (2001) that consumers with a low level of objective product knowledge (Generation Y) rely more on extrinsic factors such as price or advice from others.

Previous research has been conducted on the influence of extrinsic wine attributes on purchasing behaviour. Sherman and Tuten (2011) underline the popularity of novelty in 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 similar research but with 'green' wines. Reynolds (2013) measured eco-centrism by asking respondents 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 in purchase behaviour when consumers make an actual purchase decision.

De Zwaan (2014) says Generation Y is much influenced by the extrinsic product attributes of wines. Especially witty names, imaginative labels and bottle shapes are attributes with great attraction to them. Moreover, product exposure in popular TV shows, or by celebrities, result in popularity among Generation Y consumers. Schaafsma (2014) mentions that organic wine makers have different ways of presenting wine. Some bring the organic aspect clearly to attention, while 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 organisation 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 associates sustainability and organic with bad quality. Secondly, they might not be interested in all the fuss around the labeling. Thirdly they might aim for the customer to choose their wines based on other factors such as name, varietal or classification (De Zwaan 2014). Brouwer (2007) perceives trust in quality of the product as an important motivation for organic production. Brouwer (2007) goes on to say that a further 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*, which 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 members of Generation Y (18-29 years) from the North of the Netherlands.

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

- What is Generation Y's typical wine buying behaviour?
- 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 of the consumer?
- To what extent does Generation Y appreciate organic wine?

Quantitative research was conducted in the form of questionnaires about the respondents' knowledge, values and attitudes towards wines and the environment before the wine tastings. The tasting sessions themselves were the qualitative research part. Within this last part there were three elements: the tasting itself, filling out a questionnaire about the wine judgment and finally a focus group discussion. This whole process was repeated four times, with two sessions for the treatment groups and another two sessions for the control groups. The control was the groups of respondents who did the blind wine tasting. During the session the wine bottles were covered so the respondents had no idea about the contents of the bottle. The treatment groups were the respondents who did the open wine tasting. These groups were confronted with the extrinsic wine attributes of the four wines tasted, able to read the labels and so on.

The research phase consisted of four tasting sessions in Stenden University's professional wine tasting room. The population for this research was all Generation Y members between 18 and 29 years living in Leeuwarden. To ensure reliable results a considerable number of respondents is needed. The sample of $4 \times \pm 12$ 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. This is referred to as theoretical saturation. For this research, theoretical saturation was 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 (Eisenhardt 1989), the $4 \times \pm 12$ tasting tests should be satisfactory for valid sampling.

Compared to D'Abooy and Van der Heide's research (2012) the sample was doubled for a clearer and more reliable outcome. The sample contained an even division between

males and females, because 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 behaviour. The primary researcher selected the respondents. Generation Y work colleagues, study acquaintances, friends and family were all invited to wine tastings. In addition, e-mails were sent 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 of gathering a sample with an even division between males and females, and students and working representatives.

Organisation of the tasting sessions

Before the participants arrived, the tasting room was prepared. The room has 30 places equipped with chairs, white table surfaces, white light and a sink with water tap. A maximum of 14 places were prepared by putting placemats 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 was 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.

An hour and a half of time was allocated for each tasting session. Once all participants had arrived and taken a seat, they were informed that all their input would be used exclusively for the purpose of the research and would be treated with care. The participants were first asked to fill out Questionnaire 1 and on completion these were collected. Questionnaire 2 was handed out, and the tasting commenced. The researcher and assistant poured the wines A to D into the matching glasses. In the control-conditioned groups, the wine bottles were covered so the respondents could not see the labels. In the treatment conditioned groups the labels were visible, and also projected onto a large screen in the front of the room, so respondents could see the organic cues. The respondents tasted the wines and filled out

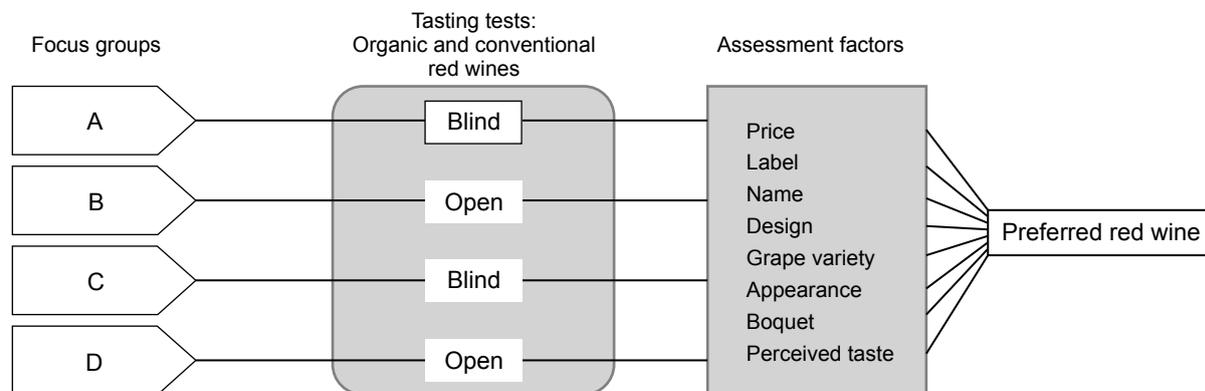


Figure 1: Conceptual model of the qualitative research design.

Questionnaire 2 without communicating with each other. As soon as everybody had finished, the respondents were invited to take a seat in a circle of chairs at 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 eye, which is an easier way to communicate in an open way. A discussion about the wines was conducted by the researcher, and this 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 showed a greater appreciation for white wines than for red wines, whereas in the control condition there was no difference in this regard. Both groups (A+B and C+D) indicated a mean of drinking on average 1 to 3 glasses of wine per week. The control groups had a slightly higher tendency to buy organic wine than the treatment groups, which means groups C and D tend to buy an organic wine slightly more often than groups A and B. Respondents indicated that they drink wine mostly in the evening with friends, with a meal (especially with pasta), on a terrace in sunny weather, with their parents, at Christmas time or 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 & Olsen's findings in 2006.

In the focus group discussions, it appeared that the majority of the sample buy wine only from supermarkets, although a few respondents buy from a wine specialist or an organic supermarket. This was for several reasons, the convenience of the supermarket being the most important. Price plays a secondary role in their wine shopping behaviour. Lastly, high exposure to promotions causes Generation Y members to choose well-known supermarkets such as Jumbo, Albert Heijn and Lidl. In accordance with Reynolds et al.'s (2013) findings about repeat purchase behaviour, the respondents argued in the focus group discussions that repeat purchasing behaviour only occurs if 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 wine. The literature shows the average minimum price paid for a bottle of wine by Dutch consumers is €3.35. However, in this study of the Generation Y sample, the average spending on a bottle of wine was the same for the control condition and the treatment condition: approximately €5.00 per bottle. However, how much is spent on a bottle of wine depends on the occasion. When a wine is chosen to accompany a dinner, Generation Y tends to spend more than on a wine meant for drinking with friends during a movie or at a birthday party, for example. In the focus group discussions, 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 winemaking 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 find what the relation is between Generation Y's level of objective wine knowledge and organic wine appreciation. The average score for objective wine knowledge ($M = 5.6$ on the 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 was subjected to a *t*-test which resulted 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 greater interest in 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 was rather low. Responses 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 was not known at all. The aspect of the organic grape growing process was known by 83% of the respondents. Many of the respondents were not aware of the availability of organic wines at the supermarkets; these are not clearly presented and neither promoted as being organic wines. Moreover, respondents indicated that not much was known about the advantages of buying organic wine. On the contrary, organic fruits and vegetables are known for being pure, healthy and produced in an environmentally friendly way, which responds to the conscience of the consumer. Creating more awareness of the advantages of organic production should enhance consumers' 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.

Value orientations also influence Generation Y's organic wine appreciation. One of the aims of the research was to understand the relation between Generation Y's level of biospheric value orientation and organic wine appreciation. The total sample was divided into two groups by taking the average ($M = 3.7$ on a scale of 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 was subjected to a *t*-test which showed that 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 & Steg (2007) say that 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 indicated that they sometimes buy organic products because they like to feel they are contributing to sustainability.

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 the findings of Hansen (2001) stating that Generation Y is highly aware of the environment, purchases green food regularly and thereby are representatives of the modern-day green movement.

Generation Y's pro-environmental attitudes relating to organic wine appreciation had the following outcomes. The total sample was divided into two groups by taking the average ($M = 3.4$ on a scale of 1 to 5). The group below the average had low ecological attitudes and the group above the average had high ecological attitudes. The average organic wine appreciation of these two groups was subjected to a t -test which showed that there was 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 (2013) study 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 six months 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 the open wine tastings. These groups had a remarkably 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 behaviour. Promotions, 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 promotional stands in the supermarket with free organic wine samples. When considering intrinsic wine attributes, these respondents confirmed that taste is still the decisive factor when it comes to repeat purchasing behaviour. 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 them 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 revealed that for all four of the 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 a scale of 1 to 5) scored 1.4 points higher than the taste ($M = 2.7$ on a scale of 1 to 5). This may be due to the fact that wine C was a quite distinct Rioja, which is generally not easily appreciated by everyone.

Conclusions

Compared to previous research in this field, not many remarkable findings were made 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 would lead 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 addressing them in popular television shows. Moreover, much more energy should be put into promotion for organic wine. Generation Y is particularly sensitive to promoted products, but 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 be beneficial to expose people to facts about the demise of the environment in the long term and the benefits of sustainable consumption for every human being in 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.'s (2013) findings, which showed that intrinsic wine attributes still trump extrinsic factors such as label, price, organic cues and grape variety. Hence, the advice 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 emphasised when promoting a wine. The rationale behind organic wine should be elaborated and put into context with pro-environmental behaviour, which is still an emerging movement in present day society, and could therefore easily be emphasised.

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