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**Thesis title:** Marketing Bag-in-Tube Wine to the United States Wine Consumer

**Jury members:**

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**Abstract**

**Topic position and objectives:**

Because little research focuses on the benefits and marketability of alternative wine packaging, this study concentrated on the bag-in-tube wine packaging, which has a high potential to satisfy the tangible and intangible roles of packaging. The purpose of this research was to conduct an exploratory study on the feasibility of bag-in-tube packaging to gain mainstream market acceptance and to ascertain the best methods in which to market bag-in-tube wine for successful adoption by U.S. wine consumers.

**Methods :**

To determine a marketing strategy for bag-in-tube wine, consumers were surveyed about their perceptions of and likelihood of purchasing bag-in-tube wine. Consumers' socio-demographic attributes, wine-related behaviors and psychographic characteristics were analyzed with respect to their opinions about the appreciated benefits, the preferred modes of product recommendation, the preferred wine styles contained and the consumption situations for which BIT wine is best suited. Collected data was used to define a target market for bag-in-tube wine. Because successful adoption of packaging innovations requires acceptance by both industry and consumers, wine retailers also were interviewed to gain insight into the wine industry's perspective regarding bag-in-tube packaging.

**Results :**

For the consumer portion, education level, income, the number of bottles of wine purchased per month, the average price paid per bottle of wine and the sentiment that drinking wine was enjoyable were significant factors affecting consumers' perceptions of and intent to purchase bag-in-tube wine. A target market was identified based on willingness-to-pay premium prices for bag-in-tube wine. Targeted consumers were already educated on the package's benefits, preferred it to contain dry wines and regarded it as aesthetically pleasing and as containing high-quality wine. The retailer interviews showed that the U.S. wine industry was not invested in packaging innovation, believing glass to be the most acceptable wine packaging.

**Main conclusions:**

Satisfying the intangible and tangible functions of effective packaging for a segment of the U.S. wine market, bag-in-tube wine should be marketed to these consumers for informal occasions with recommendations from wine professionals and family members. To achieve mainstream market adoption however, the wine industry must overcome its conventional thinking with respect to wine packaging.

**Keywords:** Bag-in-tube, marketing, wine packaging, U.S. market, packaging innovation

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