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The Mediating Role of Involvement and Values on Wine Consumption Frequency in France

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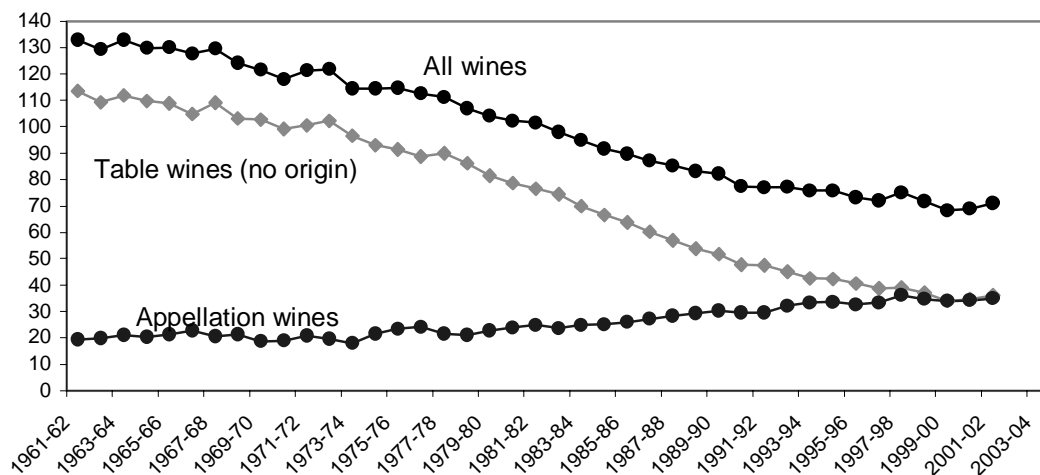
Abstract

The objective of this research is to give an insight into wine consumption frequency in France, a key factor in understanding the decreasing tendency of wine consumption during the last 40 years. A representative sample of 4010 households has been surveyed, and measures of product involvement and personal values have been introduced, with usual measures of consumption and attitudes towards wine. Involvement and values have been considered as mediators of attitudes constructs and drinking behaviours. Cluster analysis reveals that there are two groups of regular users and two groups of occasional drinkers, who differ not only in terms of involvement and values, but also in their perceptions of wine attributes (health, price, taste for wine etc.). The authors concludes with strategic recommendations to wine marketers.

The Mediating Role of Involvement and Values on Wine Consumption Frequency in France

The wine consumption trend in France during the last 40 years suggests a dramatic change in the relationship between the French and wine (fig.1). The curves reveal that the consumption of table wine (i.e. wine with no appellation, sold under brand strategies on the lower end of the market) is decreasing dramatically, whereas “quality wines” (i.e., in the French context, appellation wines) increase their share of the market. However, the overall volumes of wines sold on the French market declines steadily. Because the French wine market is the largest in the world, understanding those factors that influence consumption is paramount for the wine industry.

Figure 1: Changes in individual drinking patterns in France since 1960
(liters/capita)



source : domestic tax administration

All studies carried out since 1980 (Laporte ,ed., 2001; Aigrain et al. 1996) show that consumption frequency is one of the key variables contributing to changing trends in wine consumption in France. From daily consumption at mealtimes, wine drinking has become increasingly occasional, and a significant number of consumers have even given up drinking wine

Successive studies show that a frequent consumer drinks six times more wine than an occasional consumer. The decreasing tendency in wine drinking in France can thus be explained by the continual shift of regular consumption towards occasional consumption.

Until 1995 explanations of these changes focused on factors related to individuals (sex, age, housing, income levels, etc.) and their perception of wine attributes: beneficial or harmful aspects for health, attraction to the taste of the product, price, alleged poor quality of wine etc. The reasons have also been investigated in terms of changes in nutritional needs (since wine has a calorific content, it no longer has a place in a tertiary

economy), inadequate quality of wine, changes in individual eating patterns and new working practices, etc.

Of course, all these factors are relevant to wine consumption. Our paper provides an additional insight into this relationship between wine and the consumer by demonstrating how involvement and individual values have a profound effect upon this relationship.

Involvement is a variable which has a strong bearing over consumer choice processes, and in particular information channels and awareness of messages about the product (Bloch, 1981, Kroeber-Riehl, 1990). Involvement determines the individual's learning curve (Karl Deimel 1990) and product distribution curve. Thus, for this author, the distribution curve should have an exponential shape in the case of an innovative product with little involvement, whereas the curve should be S-shaped in the case of an involving product category. Research carried out in various areas has shown that involved consumers were more receptive to innovation (Gatignon and Robertson, 1995). Werner Kroeber-Riehl concludes that "the knowledge of the decision-making process, allied with the knowledge of the context of involvement, is an important field for segmentation and sales techniques" (ibid, 1990, p.631).

In the specific area of wine consumption, several studies have shown the importance of involvement in order to understand wine choice and wine consumption. Generally, it appears that wine is an intrinsically involving product for the majority of European or even American consumers (D'Hauteville, 1994, Goldsmith et al., 1998). Aurier (1993) has demonstrated that involved consumers were more likely to be more frequent drinkers of different wines, but also of other alcoholic drinks. Lockshin and al. (2001) have shown in a cross national study that involvement could be a segmentation variable useful to retailing wine in a global market.

At about the same time researchers in cognitive psychology developed an interest in the role of values in consumer choice, based, in particular, on the work of Rockeach (1973). Empirical studies developed the concept of means end chains through experimental protocols which allow the link to be established between the purchase decision of a product or a brand and the end goals of the purchaser (Valette Florence and Roehrich, 1988).

To our knowledge little research has been carried out on the link between values and wine consumption (Hall and Lockshin, 2000, Aurier and D'Hauteville, 1996). Since wine carries strong cultural connotations and is often presented as a social marker (Bartoli et Boulet 1989), we can assume that the values to which an individual subscribes can, to a certain extent, determine his behaviour towards wine.

One aim of this paper is therefore to show that involvement with regards to wine conditions the consumer's perceptions of wine attributes and leads to a new approach to the notions of "regular consumption" and "occasional consumption". Consideration of this variable, together with, in particular, the individual's values and other personal

characteristics such as age, sex, region of living, and socio-economic level of the household, opens new horizons in terms of wine market segmentation.

First of all, we describe the measures used to define consumption frequency, involvement, values, as well as their distribution across the sample. Next, we show relationships between involvement, values and respondents' personal attributes, such as socio-economic status of the household, age or sex on the one hand, as well as the effects of these two variables on the perceptions of wine quality. Finally we construct a typology (cluster analysis) in 5 categories which highlights the significant factors of the wine consumer market in France.

Methods, concepts and measures

The INRA ONIVIN Survey

This survey has been carried every fifth year since 1980 by the interprofessional French office for wine, at the same period of the year, in order to analyse the long term changes in wine consumption within the different social groups in France. In addition to numerous measures of individual and family wine consumption in different social situations, this extensive questionnaire includes also a series of questions on wine purchase and home stocking, general social behaviours, eating habits and questions about knowledge and opinions about wine. The sample (n = 4010) is representative of the French population in order to allow for extrapolations and consumption forecasts. The questionnaire is obtained in face to face sessions of about 40 minutes. The interviewers are professionals. They benefit from an extended briefing and follow a very strictly controlled survey itinerary.

Since 1995, we have been allowed to introduce additional questions which would allow for measurements of involvement and values. Because of the length of the questionnaire and the cost of the survey, it was however necessary to be very parcimonious in the number of items to be added to the questionnaire.

Also, some measures of attitudes were kept from previous surveys because the professionals wanted to compare the data between the surveys. As a result, several scales may not appear optimal as regard to marketing research standards. As an example, many attitudes are measured on a 4 point scale, whereas we chose a 5 points scale to measure involvement. The wording of some others (for instance sensibility to price) is not exactly the one we would have chosen from the marketing literature.

Consumer drinking frequency

In the INRA ONIVINS study, one measure of wine drinking behaviour is the consumption frequency on a scale of five situations, ranging from daily consumption to non-consumption.

Table 1: Changes in consumption frequencies since 1980
% of the population over 14 years

Say they drink wine :	1980	1985	1990	1995	1998	2000
Everyday	45.1	36.2	25.4	23.6	22.6	19.5
Almost everyday	5.6	5.3	4.8	4.3	4.7	4.3
<i>Total frequent drinkers</i>	<i>50.7</i>	<i>41.5</i>	<i>30.2</i>	<i>27.9</i>	<i>27.3</i>	<i>23.8</i>
Once or twice per week	11.0	11.5	12.1	17.0	18.8	17.5
More seldom	19.1	20.8	24.8	24.2	23.0	25.1
<i>Total occasional drinkers</i>	<i>30.1</i>	<i>32.3</i>	<i>36.9</i>	<i>41.2</i>	<i>41.8</i>	<i>42.6</i>
<i>No consumption</i>	<i>19.2</i>	<i>26.2</i>	<i>32.9</i>	<i>30.9</i>	<i>30.9</i>	<i>33.6</i>

Source: ONIVINS-INRA surveys

The five categories are reclassified into three general behavioural groups: regular consumption (every day or almost), occasional consumption (once or twice per week or less) and non-consumption. Table 1 above shows the percentage of French respondents belonging to each of these groups and the tendency over the last 20 years.

Involvement

In marketing literature involvement is considered to be a measure of a consumer's relationship to a product category. It expresses at the same time the level of interest, the importance and the pleasure attached to its consumption (Belk, 1975, Houston and Rothschild, 1978, Laurent and Kapferer, 1986), but also its symbolic value (Houston and Rothschild, 1978, Laurent and Kapferer, 1986). Most researchers focus on two forms of involvement : durable involvement linked to the product category (interest, pleasure, symbolic value, Laurent and Kapferer, 1986) and a situational involvement, linked to the purchasing context and the perceived risk attached to it (Zaichkowsky, 1985; Kroeber-Riehl, 1990 ; Bloch, 1981). Finally, Valette Florence and Roehrich (1988) suggest that there are links between durable involvement and the individual's core values.

The measure of this latent variable (measurable indirectly) is the subject of a substantial body of empirical literature (Zaichkowsky, 1985, Laurent and Kapferer, 1986, Valette Florence, 1989, Goldsmith and Emmert, 1991, to name but a few). Practice shows that robust results can be obtained with a reduced number of items (Mittal, 1995). As said earlier, the number of questions had to be limited. Previous studies have shown that in the case of wine there is a high degree of correlation between the importance and pleasure elements¹ (D'Hauteville, 1994).

¹ This is not necessarily the case for all products known as "involving". Involvement can arise from the interest or the utility of a purchase without the pleasure involved in consuming or using it being particularly high, as, for example, in the purchase of a vacuum cleaner.

Two items describing involvement (importance and pleasure) are therefore included in the questionnaire in the forms of 5-point Likert scales among a list of general attitudes and opinions about wine, measured by 1 to 4 scales from “agree” to “disagree” (figure 3).

Figure 2 : Scales of attitude towards wine

- You can say that I am interested in wine	(5pts scale)
- I take a particular pleasure from wine	(5pts scale)
- I like the taste of wine	(4pts scale)
- Wine isn't expensive	(4pts scale)
- Wine is good for your health	(4pts scale)
- My doctor has advised me not to drink wine	(4pts scale)
- Drinking wine is passé	(4pts scale)
- I find it difficult to choose a wine	(4pts scale)
- I tend to drink it only on special occasions	(4pts scale)
- Wine quenches your thirst	(4pts scale)
- I cannot imagine a meal without wine	(4pts scale)

Some of these opinions measure perceived attributes of wine (good taste, thirst-quenching, cheap, good for one's health, doctor's advice against drinking wine, a product which is “passé”, difficult to make a choice). Others measure a form of personal relationship with the product: interest in and taking pleasure from wine, preference for other drinks, “a product for special occasions”, “no meals without wine”.

As usually done, a main component analysis has been conducted in order to reveal the main structures of the data set formed by these variables. The extraction process show that three factors may be retained in the analysis (eigenvalues >1), which account for 52 % of the total inertia of the data set (table 2). This extraction table shows the weight of each variable in the definition of the factors. Factor 1 clusters variables such as interest, pleasure, “I like the taste of wine”, in contrast to the variable “I prefer other drinks”. This factor alone contributes more than 30% to the variance highlighted by the analysis. Therefore we have regrouped the three variables (pleasure, taste, interest), which is then our involvement construct (with Cronbach $\alpha = .87$).

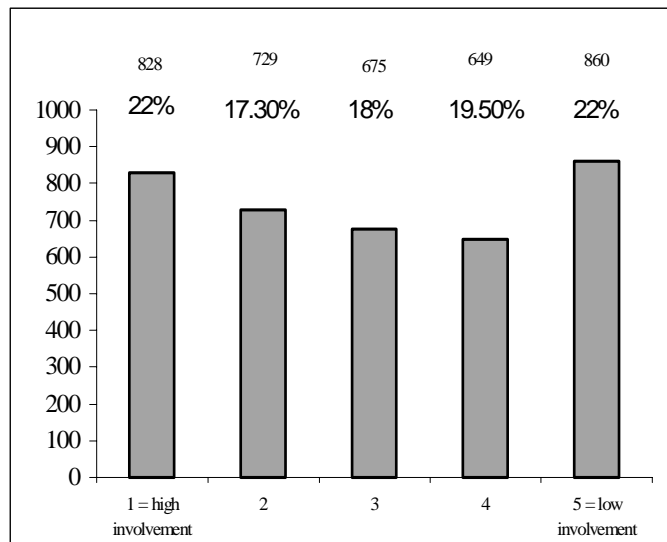
It will be noted that although the opinion “no meal without wine” is closely correlated with the involvement elements, yet it is somewhat distinct from them. If we include this variable in the involvement construct, the Cronbach α falls down to .71.

**Table 2 : ACP on attitudinal variables :
Matrix of elements**

	Factor 1	Factor 2	Factor 3
<i>Eigenvalue</i>	3.709	1.494	1.060
<i>Share of total variance</i>	30.85%	12.45%	8.91%
Interest	0.831	0.150	-0.113
Pleasure	0.814	0.117	-0.109
Taste	0.839	0.135	- 0.153
price(cheap)	- 0.241	-0.601	- 0.146
Prefer other drinks	- 0.732	0.179	0.173
Good for health	0.472	- 0.670	- 0.431
Harmful to health	0.111	- 0.140	0.813
Passé	- 0.288	- 0.850	0.578
Thirst-quenching	0.395	0.44	0.12
Risk (difficult choice)	- 0.205	0.428	- 0.134
Only on special occasions	0.211	0.695	- 0.622
No meal without wine	0.647	- 0.33	0.272

Figure 3 shows the distribution of French respondents with regards to this involvement variable, between scale 1 “very involved” and scale 5 “uninvolved”. It can be noted that the “U” distribution of this variable corresponds to the one observed in other research measuring involvement with regards to wine in different countries in Europe : France, UK and Germany (d’Hauteville, 1994b).

Figure 3: Distribution of respondents according to their degree of involvement with regards to wine



Values

The use of the value concept in marketing draws on Rokeach's studies in cognitive psychology (1973). Values can be conceived as the objectives pursued by individuals, which allow them to construct a coherent representation of the world.

An individual's values system is represented as a hierarchical structure in relation to central elements, which determine his behaviour (Vinson et al., 1977). For Schwartz and Bilsky (1993) the choice of these core values is the result of a cognitive process about which individuals are aware. They are therefore able to express correctly their hierarchy of values, thus allowing a direct questioning of the respondents themselves.

The difficulty resides in choosing relevant indicators. Even the shortest measures advocated in the literature, in particular Kahle's (1986) list of values, represents a substantial corpus. The INRA ONIVINS study in 1995 contained for the first time a battery of questions drawn from Kahle's list of values. Aurier and d'Hauteville (1996), however, did not provide any evidence of a direct explanation of consumption frequency in relation to any of the factors in this list of values. The authors attribute this lack of results partly to the fact that the scales used (10 points scores) were not discriminating sufficiently between the values. Because of the space and cost constraint in the 2000 survey, the measures were modified and the values concept was presented through a ranking method rather than a scoring method, and had to be reduced to a number of 4 items.

Using Schwartz and Bilsky's (1993) experimental results as a basis, we retained four attributes which appear to remain constant in the different environments where they have been measured, while encompassing a wide spectrum of motivations and objectives. The results obtained in the 1995 survey (Aurier and d'Hauteville, 1996), had confirmed the existence and relevance of these four core values.

Each respondent had therefore to choose one single value (the one he/she considered to be the most important for him/her) allowing each one to be classified according to four value groups.

A **socially integrative** value which is revealed by choosing the response: "in life, the most important thing is to get on well with others";

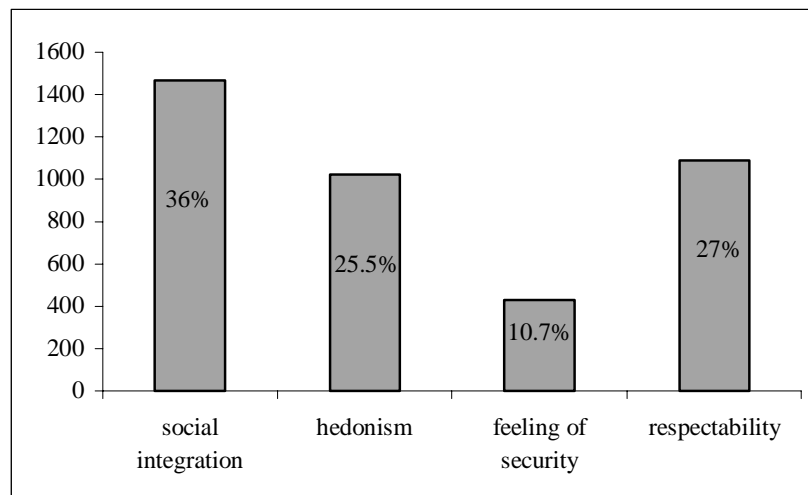
A **hedonistic** value: "making the most of life and living it to the full";

A **security** value: "feeling secure";

A value of dignity and **respectability**: "respecting oneself".

Of course, every individual can consider all of these values to be important, as shown in the previous survey (Aurier and d'Hauteville, 1996) However, the respondents are asked in this case to express a preference, and therefore to give their response in order of preference. Hence their response can be considered to represent their predominant feeling (figure 4).

Figure 4: Distribution of respondents according to key values



Socio-economic status of household

Previous INRA-ONIVINS studies (1980, 1985, 1990 and 1995) had shown that the socio-economic status of a household was a significant variable in wine consumption behaviour. We reused the synthesised measure developed by Laporte et al. (2001) based on income levels, professional activity and educational achievement of the head of the household. Using these measures five categories of households can be defined, from the most modest to the most well-off.

Involvement, values and socio-economic status of household as explanatory factors of wine consumption frequency.

Involvement and consumption frequency

As we can see in Table 3, regular drinkers are to a great extent “involved” consumers. There is, however, a group of regular consumers, who claim to be little involved or uninvolved (18% : 13% + 4 + a few uninvolved).

**Table 3: Frequency of consumption and involvement
(%, rounded figures)**

<i>Freq of consum</i>	1 Involved	2	3	4	5 uninvolved	Total
Frequent drinkers	54	28	13	4	<1	100
Occasional drinkers	19	26	27	19	8	100
Non-consumers	2	4	9	25	60	100

We can furthermore state that occasional consumers are also “involved” but to a lesser extent. Indeed we find 27% of these occasional consumers who claim to be less involved (19% + 8%). We can assume that these less involved consumers ascribe their consumption to a social setting, for example a meal with guests, during which wine is an appropriate or obligatory drink, whereas they would personally prefer to drink something else.

More surprisingly, it can be noted that 6% of non-consumers claim to be involved. Clearly this category is in the minority, yet should not be ignored, if it is extrapolated to the population as a whole. Furthermore, questions should be asked concerning the reasons for these respondents’ non-consumption, as they like wine and are interested in it.

Involvement and socio-economic status of the household

Table 4 (below) shows that the involvement level is closely correlated to household socio-economic status.

**Table 4: Involvement and socio-economic status of household
(%, rounded figures)**

	1 Least well-off	2	3	4	5 Most well-off	Ave. All status
1 hig involv	16	21	21	24	31	22
2	16	18	18	20	29	19
3	16	17	16	21	19	18
4	18	18	20	17	11	17
5 low involv	34	27	26	18	11	23
Total	100	100	100	100	100	100

If we take the opposite ends of the socio-economic scale, we move from 32% involved or very involved at the lowest end (16% + 16%) to 60% at the highest end (31% + 29%). In contrast, we find 52% (18% + 34%) of non-involved among the less well-off and only 22% (11% + 11%) among the most well-off.

Involvement and personal characteristics of respondents

Further analysis of the survey data shows a significant correlation between involvement and personal variables such as age (the younger are less involved) sex (women are less involved) region of residence : respondents from provincial area, non wine producing, are less involved (Laporte and al., 2001).

Values and consumption frequency

Table 5 highlights the relationships between values held by respondents and wine consumption frequency. We note an over-representation of regular consumers in the group which cherishes the values “to get on well with people” (integration), if we consider that 43 % of the frequent consumers belong to this group of value, compared to 36% for the total population. An over-representation of occasional consumers can also be observed in the “hedonist” group, as well as an over-representation of non-consumers among the “security-oriented”. On the other hand, the group preferring the values “respect for oneself” only show minimal differences in terms of consumption frequency.

It should be noted that, due to the large number of respondents, the Chi2 tests indicate that the differences of percentage shown in tables 4 to 7 are statistically significant.

Table 5: Key values and consumption frequency
(%, rounded figures)

	Freq. consumers	Occas. consumers	Non-consumers	Total
Integration	43	34	35	36
Hedonism	22	30	22	25
Security	10	8	14	10
Respectability	25	28	28	27
Total	100	100	100	100

Values and involvement with regards to wine

Table 6 introduces the association between values and involvement with regards to wine, explaining the relationship between values and consumption frequency. It can be noted that involvement is stronger in groups sharing integration and hedonistic values, if we compare the percentage of the involved in these two groups of value to the average group percentage. On the other hand, the uninvolved are over-represented in the “security-oriented” group.

Table 6: Key values and involvement with regards to wine
(%, rounded figures)

<i>Preferred values:</i>	1 Very involved	2	3	4	5 Uninvolved	Group average
Integration	40	37	35	36	37	37
Hedonism	28	29	27	23	21	26
Security	8	9	10	12	14	11
Respectability	25	25	28	29	28	27
Total	100	100	100	100	100	100

Value and socio-economic status of household

Table 7 highlights a relationship between shared values and socio-economic status. Hedonism is often shared in well-off households, while security-oriented values can be found more frequently in more modest households.

**Table 7 : Key values according to socio-economic status of household
(%, rounded figures)**

<i>Preferred values :</i>	1 Least well-off	2	3	4	5 Most well-off	Group average
Integration	40	38	36	36	33	37
Hedonism	12	20	27	31	37	25
Security	17	15	9	7	4	11
Respectability	31	27	28	30	26	27
Total	100	100	100	100	100	100

Values and other personal characteristics of respondents

Further analysis of the INRA ONIVINS survey data show a significant relation with age, sex and region of residence (Laporte and al., 2001). For instance, residents in the eastern part of France tend to be more hedonistic, and people in the Paris area or in the south east tend to choose more often the self respect value.

Synthesis: a consumer typology combining wine consumption frequency, attitudes, values and respondent characteristics

The afore-mentioned analyses suggest that wine consumption frequency is linked to an individual's lifestyle (defined here as a combination of individuals' habitual behaviour, opinions and objectives). In order to identify consumer groups which can be defined by mixed variables retained from the analyses, we have chosen the cluster method, which allows us to segment all of the respondents into both homogenous sub-totals according to shared characteristics, while at the same time being as distinct as possible from other sub-totals. The statistical details of this analysis and variable allocation in each grouping can be found in the annex. Figure 5 presents a synthesis of this analysis.

Five groups of individuals have therefore been identified, all of similar size. The number of groups is not the result of a statistical procedure but of a choice made by the analyst. Indeed, given the number of respondents, a greater number of groups could be expected, but at the risk of increasing the complexity and clarity of the typology we have obtained. Each one can be described by consumption frequency, shared values, attitudes and perceptions, and individual attributes such as age, sex, socio-economic status or mixing within different social milieus.

Figure 5: a typology of wine consumers in France

	Figure 1 Group 1 Occasional involved hedonists	Group 2 Non-consumers	Group 3 Daily die-hard drinkers	Group 4 Uninvolved occasional drinkers	Group 5 Occasional drinkers for tradition
<i>Numbers in groups (base 100 : total 3339)</i>	696 (20,8 %)	835 (25 %)	556 (16,6 %)	663 (19,8 %)	619 (18,5 %)
Consum freq	+	---	+++	-	
Involvement	+++	---	+++	-	
Taste of wine	+++	---	+++	+	++
Thirst-quenching			+		
Health (good for)	++	--	+++		+
Prefers other drinks		+++	---	+++	++
Wine is cheap	--		+		
Special occasions	++			+++	+++
No meal without wine		---	+++	---	---
Socio-economic status	+++	--	--	+++	--
Sociability degree	++	-		++	-
Sex	men	women	men	women	
Age	36-55	<25	>45	<45	>56
Predominant values	hedonism	security respectability	insertion	integration hedonism	security respectability

NB: The + and – highlights the weight and strength of the variable allocated to each group. The absence of a sign indicates a neutral or median positioning.

1. Group 1 of “**hedonistic and involved occasional consumers**” is made up of individuals who drink wine more frequently than other groups, with the exception of group 3. These consumers can be characterised by the pleasure and the interest they have in wine (in contrast to groups 4 and 5, for example), and their belief that wine is good for one’s health. For consumers in this group wine is a rather expensive product, particularly suited for social situations, in contrast to group 3, for whom wine is a drink, whose status remains more mundane, linked to mealtimes (no meal without wine). This group 1 is essentially populated by well-off and socially open households, principally consisting of men and age ranges within the active population. This group cultivates rather hedonistic values, for which wine consumption can be an important element.
2. Group 2, the “**non-consumers**”, consists of those who do not like wine. It is the only group which wholly rejects the notion that wine is good for one’s health. A high proportion of women and young people can be found here, often from middle-income or modest households, less socially open and preferring values of security and respectability. Clearly wine has no role to play in their drinking habits.
3. Group 3 belongs to the die-hards who believe that “there is **no meal without wine**”. Their involvement is as strong as in group 1, but it is undoubtedly linked

- to the fact that wine represents a basic element in their daily eating habits (and an important one). Daily consumption can explain the fact that wine is considered to be a thirst-quenching drink. In this group there is a general consensus that wine is an inexpensive product, even though rather modest households are represented in this group. Furthermore wine is not an element of household sociability. Consumers in this group are likely to be men over 45 years old, preferring integrative values.
4. Group 4 is made up of the “**uninvolved occasional consumers**”. These are often usually young women, uninvolved by the product, who claim to like the taste of wine, while stating in the majority of cases that they prefer other drinks. In contrast to group 1 their opinion regarding the link between wine and health is neutral. However, in social terms, this group is similar to group 1: sociable, more well-off categories, integrative and hedonistic values. For this group wine is associated with having a good time and socialising, without holding any intrinsic interest in itself.
 5. Group 5 consists of consumers designated as “occasional **drinkers by tradition**”. As in group 4 these uninvolved consumers attach little importance to the product. More frequently than in group 4 they claim to like the taste of wine but 80% of them state that they prefer other drinks. They do not express an unfavourable opinion with regards to wine and health. In contrast to group 4 which is to a great extent populated by women, group 5 consists of older men, from rather modest households, less socially open, yet concerned with respectability. For this reason we can assume that these consumers have traditionally been brought up within a wine culture (for example, the older members of group 3), and continue to consume it on certain occasions without being particularly interested in wine culture *per se*.

Conclusion

Data from the INRA ONIVINS 2000 survey has enabled us to correlate respondents' consumption frequency, their values, their involvement in wine, their opinions on wine attributes and their socio-economic status. Incorporating involvement and values enriches the analysis of wine market segmentation which is more often than not based solely upon individuals' attributes.

The data analysis shows that involvement with regards to wine and the respondents' values are indeed fundamental factors in the consumer typology in France. In very general terms it can be stated that if we drink wine, it is due to the fact that we are involved in this type of product. On the other hand, the quarter of the French population who is not involved in wine, either do not drink it, or hardly drink it at all.

It should be noted that less than half of the respondents (44.6%) show a strong involvement to wine. If we consider that involvement is a key to wine consumption, this

may be considered as a low figure in a country where wine used to be until recently a symbol of the “french way of life”.

The analysis of the relationship between involvement and socio-economic variables suggests that wine generates no involvement for social categories which have always traditionally consumed (blue-collar workers, craftsmen), for whom wine drinking is part and parcel of their mealtimes. The most involved categories are the ones which consume in a more elitist and occasional manner. Hedonistic values seem indeed to be more developed with the wealthier respondents.

On the other hand, we observed that over 18% of the French frequent drinkers belong to the ‘non involved’ group. This confirms previous results (Goldsmith and d’Hauteville, 1998) showing the importance of distinguishing heavy consumption and involvement. Heavy consumption can indeed derive from mere habituation. Because drinking habits are no longer developed in usual eating situations (family, university, army...), this type of consumption is therefore bound to disappear.

Our results reveals two consumption patterns. On the one hand, “involved” consumption, which can also often be occasional, is more related to social occasions and is elitist, as well as quantitatively reduced, and concerns people looking exclusively for premium wines, while on the other hand, “uninvolved consumption” is more utilitarian in nature and linked to mealtimes and usual drinking situations.

In our view it is this latter substantial market segment which is in the greatest danger. Consumption can only be increased by developing involvement with wine in all situations even in the more simple ones, ie, to enhance the image of everyday wine in order to give it importance, pleasure and significance. Considering only the more elitist, involved population, French wine marketers will continue to lose volumes.

The question then becomes : how can we develop wine involvement among the French who are 55.4% moderately involved or uninvolved in the product ? This research does not provide clear answers to this question.

We have noted however that a very large percentage of respondents (70%) prefer other drinks to wine, and the fact that 34% of them state that they do not like the taste of wine at all. Indeed the pleasure of buying and consuming wine are essential elements in involvement. Therefore a development of taste acquisition is probably one way to develop involvement. It is not sure that the wine industry has done all efforts in this direction, for instance in adapting product to new market segments (women, youngsters, people with lower revenues ...), or in training consumers to sensory evaluation of wine. Most of the wine marketers struggle to content a small (although growing) segment of hedonistic and wealthy consumers with premium and super premium products, ignoring a potential future mass market who might be waiting for more simple and affordable pleasures.

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Annex : Table of factor allocations to each group

		Group 1	Group 2	Group 3	Group 4	Group 5	Total
		Involved hedonistic occasionals	Non- consumers	Die-hards	Uninvolved occasionals	Occasionals by tradition	
Variables :	Factors :	696 (20,8 %)	835 (25 %)	556 (16,6 %)	663 (19,8 %)	619 (18,5 %)	3339 (100%)
Freq. of consu	Frequent	33.6	0.8	81.7	6.2	18.4	25.4
	Occas	62.1	21.8	17.8	70.8	64.6	46.8
	Non consu.	4.3	77.4	0.5	23.1	17	27.9
Involvement	Strong	94.5	0.0	97.1	11.2	35.7	44.6
	Medium	5.5	0.8	2.7	47.2	43.9	18.9
	Weak	0.0	99.2	.02	41.5	20.4	36.5
Likes the taste	+	98.6	2.6	98.2	64.3	85.8	65.6
	-	1.4	97.4	1.8	35.7	14.2	34.4
Thirst- quenching	+	10.2	4.4	32.6	3.9	9.7	11.2
	-	89.8	95.6	67.4	96.1	90.3	88.8
Health (good for)	+	86.2	37.5	94.4	61.3	77.4	69.0
	-	13.8	62.5	5.6	38.7	22.6	31
Prefers other drinks	+	49.7	97.2	21.6	91.8	81.6	70.8
	-	50.3	2.8	78.4	8.2	18.4	29.2
Cheap wine	+	17.2	27.5	36.3	23.4	27.6	26.1
	-	82.8	72.5	63.7	76.6	72.4	73.9
Special occasions	+	75.6	44.3	49.5	85.1	83.0	66.6
	-	24.4	55.7	50.5	14.9	17.0	33.4
No meal without wine	+	26.3	1.7	87.4	2.5	8.7	22.6
	-	73.7	98.3	12.6	97.5	91.3	77.4
Socio-econ status	Well-off	30.5	3.0	1.3	19.6	ns	11.0
	Fairly well-off	53.6	22.0	14.2	59.2	1.6	30.6
	Average	15.1	24.0	23.0	19.4	17.9	20.0
	Rather modest	0.9	37.7	48.6	1.7	61.4	29.4
	Modest	Ns	13.3	12.9	Ns	19.1	9.0
Sociability of household	Strong	83.6	51.5	63.7	79.6	41.5	63.7
	Medium	8.8	17.4	13.7	8.8	16.0	13.1
	Weak	7.6	31.1	22.7	11.5	42.5	23.2
Sex	Men	56.2	28.9	75.4	41.1	47.0	48.0
	Women	43.8	71.1	24.6	58.9	53.0	52.0
Age		36-55	<25	>45	<45	>56	
Dominant values	Integration	30.6	31.3	46.0	46.9	29.1	36.1
	Hedonism	35.3	21.9	21.9	32.5	19.7	26.3
	Security	5.6	14.5	10.4	4.7	15.0	10.2
	Respectability	28.4	32.3	21.6	15.8	36.2	27.3

NB: The « + » sign is the sum of positive variable modes, the sign «-» is the sum of negative variable modes.