

## Family Communication and Responsible Wine Consumption: A Comparison between France and New-Zealand

**Sarah Dodds**

*Massey University, New Zealand*  
(S.Dodds@massey.ac.nz)

**Alexandra Hess**

*Massey University, New Zealand*  
(A.Hess@massey.ac.nz)

**Garnier Claire**

*Kedge BS, France*  
(claire.garnier03@kedgebs.com)

**David A. Jaud**

*Kedge BS, France*  
(david.jaud02@kedgebs.com)

**Olivier Gergaud**

*Kedge BS, France*  
(olivier.gergaud@kedgebs.com)

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### *Abstract*

*◦Purpose – Excessive alcohol drinking is a critical public health issue in our societies, especially among youth. In France, a survey shows that 44% of 17 year-old adolescents excessively drunk in the month before being surveyed, and 8.4% of those underage adolescents regularly consumed alcohol ([www.drogues.gouv.fr/lessentiel-jeunes-lalcool](http://www.drogues.gouv.fr/lessentiel-jeunes-lalcool)). Another survey conducted in New Zealand reveals a similar trend with 13% of adolescents aged 15-17 consuming alcohol excessively in the past year (NZ Health Survey 2017/2018). These preoccupying statistics is a strong call for action among academics, practitioners and policy makers to understand excessive drinking behaviour and look at preventative programs. One possible way to prevent it among youth may be to understand and improve parents-teenagers communication about alcohol/wine consumption (Yap et al., 2017). Family communication and responsible drinking play key roles in preventing excessive drinking (Kelly et al., 2012), yet little is known about how family communication, behaviours around wine consumption and wine knowledge, can impact on drinking behaviour, particularly among youth.*

*The purpose of our research is to understand families' drinking patterns, parental communication strategies, and identify the most effective content/messages that parents could employ to educate their teenagers on responsible drinking. An extensive literature review was conducted for this research that has identified some key areas for exploration. Firstly, there is conflicting evidence about the most appropriate messaging. On the one hand, there is some evidence that parents are best to emphasise on the negative effects of excessive drinking. For example, Duhachek et al. (2012), in their research on responsible drinking, found that the fit between guilt (shame) as negative emotions and gain (loss) advert framing was more persuasive in preventing binge drinking. Further, to be effective, parental rules need to be perceived as clear by their teenagers (Mares et al., 2012). On the other hand, there is evidence that moderate wine consumption has health benefits (Artero et al., 2015; Droste et al., 2013). Parents could therefore educate their adolescents about wine as a positive learning experience that stimulates curiosity and engagement (e.g., "apprenticeship" to acquire human capital, Gergaud et al., 2012) in wine appreciation. The role of the parents would be to transmit wine-related knowledge (terroir, varietals, wine history; Viot, 2012) and promote moderate consumption. Secondly, an examination of parents' drinking behaviours and patterns is also essential to understand. The education effectiveness may also depend on parents' own consumption patterns. Children learn from their social/cultural environment and model their parents ("social learning theory"; Bandura, 1986; 2002). Hence, parents who drink responsibly may be more credible to their teenagers. The parents' credibility may also depend on their past drinking behaviour. For example, drinking initiation and rites of passage may represent important steps to become an adult and not change across generations. Finally, the process of self-regulation would be worthwhile to examine in our context (Bagozzi, 1992; Bandura, 2001; Dismore et al., 2008), e.g. whether and when (un-)conscious self-regulation is activated and triggers responsible drinking. This is likely to depend on when this educational process has started in the childhood.*

*◦Design/methodology/approach – To examine the most effective strategies for families to promote responsible wine consumption a longitudinal mixed-methods approach will be implemented (van der Vorst et al., 2010). Data collection will occur in both France and New Zealand using the same mixed-method approach. These two wine nations both have issues with excessive alcohol consumption; however, we expect the patterns of drinking to vary due to their different social/cultural representations of wine (Mouret et al., 2013). We are also interested in exploring the drinking motivations ("why are they drinking?") of each country to determine similarities and differences. To the best of knowledge, no study has focused on comparing France and New Zealand. We will first conduct a qualitative study to identify the main themes around family communication and alcohol/wine consumption. Semi-structured interviews with approximately 60 families (30 from each country) will be conducted with both parent(s) and teenager(s) together. A variety of families and family structures (e.g. single parent households) will be recruited to ensure a reasonable cross-section. Additionally, members of the families will complete an individual questionnaire to measure their wine knowledge. Second, based on the results of the qualitative study, we will set up relevant measurements and conduct online longitudinal experiments among a random sample of parents and their teenagers. At baseline, participants complete the same questionnaire, and then they are randomly assigned to different conditions. Namely, parents receive monthly emails based on the manipulated types of content/information (Newsletter format). Twelve months after, participants complete another*

*questionnaire and we will measure the difference between conditions. The aim is to identify what the most effective types of communication are to promote responsible consumption.*

*◦Practical implications – Our findings will have important implications for social marketers and policy makers; in addition, these are relevant to organisations and managers involved in the wine business industry to prevent excessive drinking.*

Key words: -

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