

THE FUTURE OF WINES FROM THE NEW WORLD

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Research Plan Proposal

SUSTAINABLE PURCHASING OF WINES FROM THE NEW WORLD : THE CASE OF FRENCH MILLENIALS IN ANGERS

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26/01/2020

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Preface

As part of my studies at the AERES Hogeschool in Dronten, I must write a thesis in line with the International Bachelor of Agribusiness curriculum.

In parallel with this thesis work, I joined the Gustoworld team to do my final year internship. Gustoworld is a wine importing company from all over the world (excluding France) that focuses solely on small and medium-sized environmentally friendly wineries. Once imported, the wines are sold to wine merchants in Belgium or exported to countries bordering Belgium such as Luxembourg, France or Switzerland.

The missions entrusted to me during my internship and the challenges facing the sector today have inspired me a lot to find the subject of this thesis.

This writing is likely to be of interest to companies in the international wine sector because the behaviour of European buyers will inevitably have repercussions within their country, but above all to Belgian importers and wine merchants, who will be directly affected in their sales by changes in consumer behaviour.

I would like to thank my thesis coach Mr Emmanuel Anom for his flexibility and great help but also the Gustoworld team for opening their doors to me and accompanying me during these internship weeks which allowed me to see more closely and understand the issues related to this activity of importing wines from the new world which is at the heart of this research work.

Finally, I thank my mother for her countless reviews, as well as my friend Pauline Guilbaud for her presence and encouragement.

Enjoy your reading,

Célia Retailleau

Liège, October 2019

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Summary

This report was created during an internship in a new world wine importing company. This sector is in slight increase from year to year thanks to the popularization of its wines. However, the millennials are more in search of organic, biodynamic or natural wines. Indeed, a new method of consumption has appeared in recent years and is now undeniable: responsible and sustainable consumption.

The question that prompted the writing of this report is based on the correlation of these two trends: the increase in the consumption of New World wines and responsible consumption, which tends towards local consumption. This report therefore aims to shed light on its knowledge gap and to enable stakeholders to better understand the future of the New World wine market.

This aspect has led to a main question thanks to a literature review: *What are the sustainable purchasing behaviors of wines from the new world by millennials in Angers, France?*

To answer this question, 3 topics will be addressed: sustainable criteria's that influence the purchasing decisions of French millennials for food, the sustainable shopping decisions of millennials for wine purchase and the factors that influence consumer purchasing behavior for wines from the new world.

In order to conduct this research a mixed method methodology have been set. The study was made thru an online survey. After analyzing the collected data, some main findings showed up: first of all, sustainability is a big aspect of the purchasing decisions of millennials but also to identify that environmental aspect is the biggest sustainable criteria that impact their purchase. Secondly, when millennials buy wines, they also pay attention to sustainability and environment aspect but in a less important measure than for food. This is mainly due to a gap of reflection in the impact of alcohol production environmental impact. Finally, actors that influence consumer when they buy wines from the new world in mainly the flavor and organoleptic aspects.

After analyzing all the results, the major recommendation that show up is to adapt the wine production system in a more sustainable way and to ensure good organoleptic aspect. Furthermore, continuing to raise consumer awareness of labels, continuing to make labels independent and raising consumer awareness of sustainability in all its aspects are the main recommendations of this report.

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Chapter 1 : Introduction

1.0 – Introduction

According to the French Griffe law of 14 August 1889, wine is an exclusive product of the fermentation of fresh grapes or fresh grape juice. However, in 2001, the International Organisation of Vine and Wine (OIV) added that its actual alcoholic strength may not be less than 8.5% vol. and more than 15% by volume (OIV, 2001).

Wine was originally mainly cultivated in France and Europe, but in recent years, the wine market has seen the emergence of wines from the new world. The vineyards of the New World are located in the new producing countries, namely Australia, New Zealand, Argentina, Chile, the United States and South Africa (Rastoin, Montaigne and Coelho, 2006). To be more precise, New World wines are wines from any country outside the European Union.

The regulations to produce wine are international. However, wine is classified by its alcoholic characteristics or its sweetness. Its origin is also important for the classification of wines. In the Panorama of Viticulture published in 2006 by the French Minister of it can be read that in France, "a designation is an indication of geographical origin completed by the application of a production specification. This term covers two types of designations: quality wines produced in a specified region (VQPRD) and local wines. VQPRDs cover Appellations of Controlled Origin (AOC) and delimited wines of superior quality (VDQS)" (Ministère Français de l'agriculture et de la pêche, 2006). Local wines generally have less restrictive production conditions than appellation wines.

On the side of the new producing countries, wines are classified by their price and not by their origin. "The New World offers a radically different interpretation grid. It simply corresponds to the prices charged, ranging from so-called basic wines at less than two dollars to more than fifteen dollars for super-premium wines. The last category, Icon, corresponds to wines of extreme quality, among which the notion of terroir is often present." explains Raphael Schirmer in the 2007 Bulletin of the French geography association entitled "Are New World wines a-geographical?" (Schirmer, 2007).

The wines of the New World are also known as single variety wines. This means they contain only one grape variety in their wine where, French wines are mainly blends. The most commonly used grape varieties in the new producing countries are Cabernet Sauvignon, Merlot, Tempranillo, Chardonnay blanc, Syrah, Grenache noir, Sauvignon blanc and finally Pinot noir (OIV, 2019). The winegrowers work with their vines in large quantities and use a lot of mechanical technology such as thermo-pneumatic presses, winemaking equipment or tanks with very large storage capacities (Schirmer, 2004). It is important to notice that the workforce is cheaper in the new producing countries. All of this allows them to produce more and better.

In terms of marketing, wines from the new world stand out much more than wines from the traditional producing countries. Raphael Schirmer's 2004 report "A New Wine Planet" clearly shows the packaging changes facing old-world wines, which are now no longer in the same

market segment as those of the new world. Indeed, companies are seeking to "transform wine into a consumer product, (...). It becomes an attribute of the "modern" man, (...). It is now in good taste to drink exotic wines from the New World, whether Californian, New Zealand or Argentinean. As proof, the fashion for labels representing stylized animals - monkeys, walibis and other roosters for French wines is trending in the United States, even though it is completely foreign to the world of wine. This is a production that we want to trivialize; a new role is therefore given to the market." (Schirmer, 2004).

Moreover, the new producing countries have understood that they are offering an attractive product to the European market and have made viticulture a major production sector. Thus in the ranking of the world's largest vineyards in 2018 : China is in second place with 875,000 hectares, Turkey in fifth place with 448,000 hectares and the United States in sixth place with 439,000 hectares followed closely by Argentina and Chile. In summary, out of the top 10, 6 countries are from the new world (OIV, 2019). These figures reflect the organization of the new wine producing countries similar to Europe: as independent winegrowers, cooperatives but also large agri-food groups, (Chiffolleau, Dreyfus, Ewert, Martin, Touzard and Williams, 2002). In 2018, according to the OIV the world wine production was 292 million hecto liters, an increase of almost 20,000 hecto liters in one year as shown in the Fig 1.

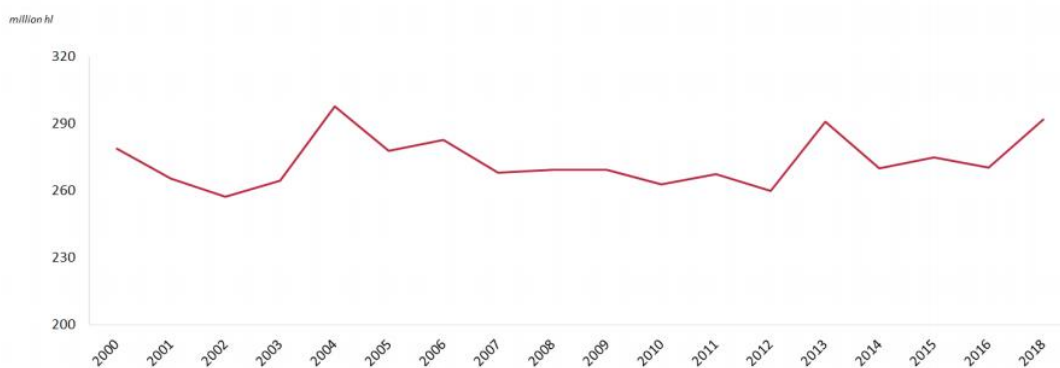


Figure 1 : Evolution of world wine production (OIV, 2019).

Figure 1 illustrates the evolution of world wine production since 2000. This indicates the variability which is strongly impacted by the weather.

Export is also a major pillar of the new world wine market. Indeed, international wine exports around the world have continued to increase since 2011, as shown in the Fig. 2.

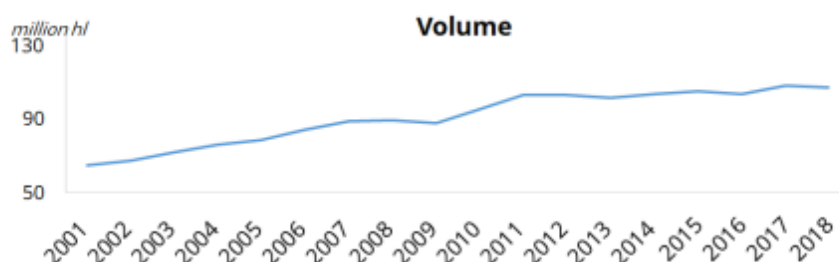


Figure 2 : Evolution of International wine trade (OIV, 2019).

Figure 2 illustrates the international wine trade evolution since 2001. This indicates that the wine trade is in a great evolution since 2001 but highlights the little decrease of 2018.

It is also important to note that foreign wines represent 26% of consumer purchases on the French market and 14% of consumption. A quarter of purchases in all three colours (Fanceagrimer, 2019). But those percentages include the wines from all over the world, not only from the New World. There is no data about consumption of wine from the New World only in France. Market demand is driving merchandise trade around the world. This trade is based on "modern logistics for shipping wine worldwide", says Schirmer in his report "Are the wines of the new world a-geographical?" of 2007 (Schirmer, 2007). This supply chain is constantly improving and requires a constant review of its structure because competition is fierce and the logistics market is constantly increasing (Chandes, Estampe, Berthomier, Courrie, Han and Marquevielle, 2013).

On a global scale of wine consumption, stabilization is observed. Since 2014 it was increasing but it appears that China and England are reducing their wine consumption. Europe is still one of the biggest wine consumers before USA and China because it regroups lots of countries together. In France, the global consumption is about 27 million hecto liters which represent 51 liters per French adult but this number is decreasing a little bit since 2018. This is explained by the little wine consumption of the youngest generations (the millennials) which is very low.

Those generations, in Europe, behave differently from previous ones. Their parents do not systematically drink wines at all meals. They also benefit from an awareness of the risks linked to alcohol due to government health policies and road safety regulations. In this thesis we will focus on a part of these generations called 'the millennials'.

Finally, we observe over several decades that the wines from the new world are invading the European market. Recently, new world wines have gained market shares worrying the 'old world' producers. Moreover, the quality of wines from the New World is constantly increasing, even if this is denied by European producers who declare them as industrial wines because of their more automated production methods than in Europe. Those resentments are probably motivated by the future of sales of New World wines, which remains uncertain. However, they are very popular with new consumers : the millennials.

1.1 – The millennial consumer

The millennial is the nick name of the generation Y which represents the population born between 1980 and 2000. Their priority is the quest for fulfilment and personal fulfilment (Fournier, 2012). In addition, "Generation Y is more oriented towards hedonic success and status and less towards social values." Write Mueller, Remaud and Chabin in their article "How strong and generalisable is the generation Y effect?" published in 2011 (Mueller, Remaud, Chabin, 2011). The millennials are also called native digital, meaning that they are born in the digital age and it is intuitive for them. These new digital tools have strongly influenced and changed the way they consume and buy. Its changes require producers, here winegrowers, to adapt to its new distribution channels such as social networks and mobile commerce applications (Pelet and Lecat, 2014). As much as their way of consuming wine, their

consumption of wine has also changed: "Y gens are occasional drinkers and (...) is more likely to consume white and 'rosé' rather than red and is most promiscuous in its alcoholic beverage consumption", (Muelle, Renaud and Chabin, 2011). The millennials mark a break with previous generations because wine consumption is considered exceptional and not daily as before. This is explained by the complexity of the misunderstood French wine offer of the younger generation who want a simplified offer: young consumers are more attracted to strong alcohols, (Lorey and Albouy, 2015). As for the wines of the new world, they are highly appreciated by the millennia that consume them "far from any code and any representation, without any reference to a gastronomy or a landscape. The aperitif becomes the essential moment of their tasting, in a relaxed and rather playful way" (Schirmer, 2004). This is also due to the misunderstanding of the wine world, which seems closed and elitist in the eyes of this young generation, which finds, in the wines of the new producing countries, a key out (Lorey and Albouy, 2015). But this is subjective because the study of de Magistris, Groot, Gracia, and Albisu : "Do Millennial generation's wine preferences of the "New World" differ from the "Old World"? A pilot study" publish in 2011 by the International Journal of Wine Business Research explain very well that the factors of purchase depends from one country to another within the millennials, (de Magistris, Groot, Gracia, and Albisu, 2011).

1.2 - Sustainable purchasing behaviours

In recent years, sustainable consumption has become very popular (Pomarici, Amato, Vecchio, 2016). This can also be seen in the world of wine: After the great demand for organic wine, the trend of natural wines has exploded in recent months. By definition, organic wines are made from grapes grown in accordance with principles of organic farming, which excludes the use of artificial chemical fertilizer, pesticides, ... But the regulation differs from country to country. In accordance, a natural wine is a wine to which no inputs are added during its vinification, even organic one, unlike traditional wines. This trend reflects current general demand of sustainable products in order to participate in the protection of the planet. This demand is itself strongly correlated with current ecological issues such as global warming, soil impoverishment or even territorial drying (Schirmer, 2007). All of which pushes consumers to turn to more expensive but also environmentally friendly products such as organic or reasoned farming (Vecchio, 2013). Sustainable awareness is one of the new decision-making factors for today's consumers. By definition, sustainable consumption is a way of consuming that takes into account the criteria of sustainable development, i.e. consumption that is both environmentally friendly, beneficial to the economy (especially local), good for health, but also positive for society (Verain, Bartels, Dagevos, Sijtsema, and Onwezen, 2012). More concretely, in the wine sector, consumers prefer brands producing eco-friendly or ethical wines and are willing to put more money into these types of products (Pomarici, Amato, and Vecchio, 2016) even if this does not always lead to a purchase act (Barber, 2010). This paragraph was inspired by an interesting article related to this area of study is the one of Bollani, Bonadonna, and Peira : "The Millennials' Concept of Sustainability in the Food Sector" published in 2019. This article shown millennial believes about sustainable food consumption like "labelling and certification systems as a means of communication to convey information on production types and hope that innovation processes will reduce environmental impact", (Bollani, Bonadonna, and Peira,

2019). The relation between millennial and sustainable food consumption is an important point about today's consumption.

1.3 – Consumer purchasing behavior

The act of buying is driven by a set of factors and needs, whether or not the consumer is aware of them. In 1940, the psychologist Abraham Maslow published the Maslow pyramid shown in Fig 3.



Figure 3 : Pyramid of Maslow (1940).

According to Maslow, a person's motivations result from the dissatisfaction of some of their needs. Maslow's work classifies human needs in order of importance into 5 levels. This classification corresponds to the order in which they appear to the individual; the satisfaction of the needs of one level generating the needs of the next level. To satisfy their needs, consumers buy. This is a good example of factors influencing the act of purchasing. However, many other factors come into play before a purchase, as explained by the Research Service (5 Common Factors Influencing Consumer Behavior, 2018). First, the purchasing power of a person is a very important aspect for the consumer, followed by personal preferences (taste, colour, shape, etc.), then the current economic conditions and of course marketing (advertising, packaging, distribution, etc.). Its factors impact the market. Indeed, since its factors trigger the consumer's act of buying, if the latter's environment is not favorable he will not buy. It is therefore important to take into account the consumer's purchasing decision factors in order to better understand his expectations and to be able to adapt his strategy accordingly. In this research, we focus on the sustainable product purchasing factors of millennials.

1.4 – Rationale for research

Riccardo Veccio in his work called “Determinants of willingness to pay for sustainable wines” which was published in 2013 by the University of Naples, Italy, explain very well how the methodology of such a research should be done, (Riccardo, 2013). His study has been a great help to help determine the methodology of this research as they were focusing on sustainable purchasing behavior about wine for a specific population of consumer.

Carrying out research on the previous themes allow to highlight several unknown areas on these different themes. The first area is the criteria and factors that influence millennial purchases about food. The second area is their vision of the wines from the new world. This knowledge gap brings out reflection that aim to answer it. It leads to the main research question:

What are the sustainable purchasing behaviors of wines from the new world by millennial?

To answer this main question, some sub-questions will need to be answered and will help on the development of it:

- What sustainable criteria influences the purchasing decisions of French millennials for food?
- What sustainable shopping decisions do millennials make when purchasing wines from the NW?
- What are the factors that influence consumer purchasing behavior of wines from the NW?

In order to answer the main and the sub questions a research will be made. A research about millennial is too broad to handle so this one will focus on France. As in France there is 17 millions of millennial it is still too broad to study the global population of French millennials. This problem can be solved by limiting the study to a geographic subset. The research will focus on the city of Angers in Maine-et-Loire, France. This city is also representative of the global population of France therefore it's often chosen to conduct studies. It is a medium-sized city, with rural and urban population, working for businesses in agriculture, industries and services. This city was also chosen as it is where ESA university is situated. As the University is known for its degrees in wine, the population of student and millennials will be helpful in this research.

The research objective is to help importing companies to better apprehend the evolution of the market of wines from the new world but also marketers to adapt their strategy to the expectation of millennials. This research will also be helpful for the supply chain and the stakeholders of the wine industry in Angers, France as the city is known for its studies on wine. Subsequently, the results of this research can provide a basis for studying the purchasing behavior of the millennial wine consumer in other regions of France.

As this research will focus on French millennials the limitation of this study is non – millennials people and non-French millennial. To limit it, only French millennials from Angers will be interviewed.

This leads to the final main research question :

What are the sustainable purchasing behaviors of wines from the new world by millennial in Angers, France?

Chapter 2 : Methodology

2.0 – Research methodology

This chapter explains the approach and methodology that was used to answer the sub-questions of this research.

The factors that influence millennial purchases about food and their vision of the wines from the new world were relatively unknown and were the research objective for this thesis.

This work was inspired by the research of Riccardo Vecchio called “Determinants of willingness to pay for sustainable wines” which was published in 2013 by the University of Naples, Italia. (Riccardo, 2013).

This led to the main research question of this research:

What are the sustainable purchasing behaviors of wines from the new world by millennials in Angers, France ?

By answering the main question, the following sub-questions were formulated:

- What sustainable criteria influences the purchasing decisions of French millennials for food?
- What sustainable shopping decisions do millennials make when purchasing wines ?
- What are the factors that influence consumer purchasing behavior of wines from the NW?

The research has involved a mixed method methodology. As Steven R. Terrell explained in his report called “Mixed-Methods Research Methodologies” published in 2012 : “Mixed-Method studies have emerged from the paradigm wars between qualitative and quantitative research approaches to become a widely used mode of inquiry (Terrell, 2012). It allowed to collect qualitative and quantitative data from the same survey”. The mixed method was chosen for this research as it aims to collect qualitative and quantitative data. The data were collected from the same respondent to reduce bias, hence one questionnaire instead of a double survey was used. This questionnaire had taken place online and was structured to answer the 3 sub-questions.

2.1 – Research design

In order to create a questionnaire, some information's were needed like the population size studied, the sample size, and others ... In 2016 in France there are 17 million millennials and 49 353 in Angers (Population d'Angers, 2019). Within this 49 000, the number of consumers of wines from the new world is relatively unknown. It is important to select a sample size that is representative of the distribution of millennial consumers in Angers. Subsequently the results from this samples study should generally reflect the purchasing pattern of millennials in Angers. For the purposes of this research a sample size of one hundred respondents was selected because it is often present and select as a representative scale of population. Under 100 respondents, the results obtain would not have been representative and over 100 answer,

the result would not have change significantly. The minimum number of respondents to validate this study were calculated as 80 at a 95% confidence interval and a 5% margin of error. (surveymonkey sample size calculator). This research was validated as the reliability of this research was of 95% if there were 80 respondents. This questionnaire was made on google survey and was distributed via the contact portal of the ESA Angers and linkedIn. Pre-selection criteria were to live in Angers and should have been born between 1980 and 2000. The respondent was only millennials as the study was focused on them. Furthermore, it was open to all wine consumer, not only wines from the new world.

2.2 – Procedure for French millennials questionnaire

According to the research design, an online questionnaire was made and send to French millennial of Angers. The sub-questions were the guideline of the questionnaire, so each sub-question was led to parts of the questionnaire.

First of all, some questions were asked at the beginning to describe the characteristics of the respondent, it was refer to question 1 to 5 :

- 1) Are you a male/female ?
- 2) Do you live in the Urban/rural part of Angers, France ?
- 3) How old are you ?
- 4) What is your actual situation ?
 - Student
 - Unemployed
 - CDD (French abbreviation corresponding to : Fixed-term working contract)
 - CDI (French abbreviation corresponding to : Permanent working contract)
- 5) In which sector do you study/work ?
 - Primary (agriculture)
 - Secondary (industry)
 - Tertiary (administration)

This was lead to the first part of the questionnaire : the general question about food purchasing decisions.

2.2.1 What sustainable criteria influences the purchasing decisions of french millenials for food ?

As the respondent won't necessarily know, sustainability was defined to help them really understand the questions: "Sustainability means ensuring human rights and well-being without depleting or diminishing the capacity of the earth's ecosystems to support life, or at the expense of others well-being. The 3 pillars of sustainability are social, economic and environment. Social aspect is taking care of the human being behind the production. (child labour, fairtrade, food security, working conditions). Economic aspect is fair distribution of revenues, corporate social responsibility and the efficient use of natural resources. Environmental aspect is considering the effect of activities on natural resources, environment

and air quality. (climate change, land use, water and air pollution)". This sub-question was answered by the question 6 to 9 of the questionnaire:

6) Is sustainability an important aspect for you when purchasing food ? Yes/No

7) If "yes": How strong (from 1 to 10) ?

8) What are you paying attention to ?

(Each category will be represented: social / economic / environmental, some example will be put under each category and respondents will tick those who they are paying attention to.)

9) If no, why ?

10) Do you know any sustainable labels on food products ?

11) If "yes", which ones ?

12) Is your act of purchase impacted by sustainable labels?

This was lead to the second part of the questionnaire: the sustainable shopping decisions for wines.

2.2.2 [What sustainable shopping decisions do millennials make when purchasing wines?](#)

After understanding what were the sustainable criteria that influence purchasing decisions for food, the questions were focused on sustainable shopping decisions for wines. To better apprehend the shopping decisions, the first things needed was to understand the consumption habits of wines. Afterward, the question was turned to look after sustainability within the purchase. This was answered by question 10 to 14 of the questionnaire:

13) How often do you consume wine?

- ☐ Everyday
- ☐ Several times a week
- ☐ Once a week
- ☐ Once every 2 weeks
- ☐ Once a month
- ☐ Never

14) Where do you consume wine:

- ☐ at the restaurant
- ☐ bar
- ☐ home
- ☐ when invited by friends or relative
- ☐ others:

15) Do you apply the same sustainable purchasing decision to wines as for food ?
Yes/No

16) If “No”, can you list some reasons why ?

17) Are you aware of sustainable label on wines?

18 If “Yes”, which ones can you list ?

19) Same as for the food, can sustainable labels on wines promote or stop your act of purchase ? Why ?

This was lead to the third and last part of the questionnaire: the factors that influence purchasing wine from the new world.

2.2.3 What are the factors that influence consumer purchasing behaviors of wines from the New World ?

The sustainable purchasing decisions for wine were highlighted and it gives the opportunity to focus afterward on wines from the new world. More precisely, on the factors that influence consumer purchasing behaviors of wines from the new world.

“Wines from the new world are all the wines produced out of the EU. For example : Chili, Argentina, New Zealand, Australia but not Spain, Portugal, Italia or Germany.”

This sub-question will be answered by questions 15 to 19 of the questionnaire:

20) Do you consume wine from the new world ?

21) If yes, how often ?

- ☐ Everyday
- ☐ Several times a week
- ☐ Once a week
- ☐ Once every 2 weeks
- ☐ Once a month
- ☐ Never

If no, and end of the questionnaire.

22) What do you think of the environmental impact of wines from the new world ?

23) If the product as a sustainable label on it (carbon offsetting for the winery and/or transport, biological, biodynamic, ...) does it impact your purchase ?

24) If yes, how strong from 1 to 10 ?

15) Do you have anything to add or mentioned regarding the previous questions?

This was lead to the end of the questionnaire.

The full questionnaire is situated in the annexes as “Annexes 1 – Questionnaire.”

2.3 Data analyses

The characteristics of the responding population was analyzed to determine its correlation or gaps with the Angers population. Counts and averages was performed for all criteria using the excel functions. A multi-criteria analysis was performed with the excel function pivot table and curve graphs was produced. Qualitative responses was also be entered in the table.

The data will be analyzed according to the following steps:

1. Data gathering; datas from the online questionnaire.
2. Data assessment; all data were verified and cleaned.
3. Organise data; all data were organised based on the given answers.
4. Data analyses; in Excel, the quantitative data was transformed into pivot tables and graphs.

As limitation two other aspects was not addressed, the behavior of non-millennial and non-French millennial consumers and the impact of these developments on producers. The questionnaire was only sent to French millennial from Angers.

Chapter 3 : Results

This chapter will review the collected data by a mixed method methodology which was conducted in an online survey. These results provide answers to the research sub-questions that help to answer the main question : What are the sustainable purchasing behaviors of wines from the new world by millennials in Angers, France? For coherence, the results will be reported by sub-question, in the order as constructed in the questionnaire. The first part will focus on the first sub-question: "What sustainable criteria influences the purchasing decisions of French millennials for food?" and will only relate about the question 6 to 13 which are specific to food. The second part will focus on the second sub-question: "What sustainable shopping decisions do millennials make when purchasing wines?" and will only relate about the question 14 to 21 which are specific about wine. The third and last part will focus on the third sub-question: "What are the factors that influence consumer purchasing behavior of wines from the New World?" and will only relate about the question 22 to 26 which are specific about wine from the New World.

At the end of the survey, 96 responses were provided, which was in line with the expectation of the researcher. Within these 96 answers, 6 were taken out as the respondent were not millennial. The questionnaire was online for 25 days and filled in by 89 millennials from Angers. This indicate that the study is valid as the minimum respondents statistically determined at a 95% confidence interval and 5% error margin was 80. The margin of error and the reliability of this study is respected. For the purposes of this research with a focus on millennial consumers, the analysis of results was performed using the 89 responses.

It is important to note that the survey was conducted in French as it was turn toward French millennials and conducted in a French town. For this reason, the result in annexes will be in French. In the next paragraphs the graphs and tables will be translated in English to ensure the best understanding of the results.

3.1 – Population analysis

The result of the questionnaire has been analyzed and the following basic result have appeared:

More women have answered the questionnaire as 60% of the population were women. Within the all population, 17 people were 21 years old and 19 were 22 years old. Those two ages were the most answered as shown in the fig. 4, but the average age is 25 years old.

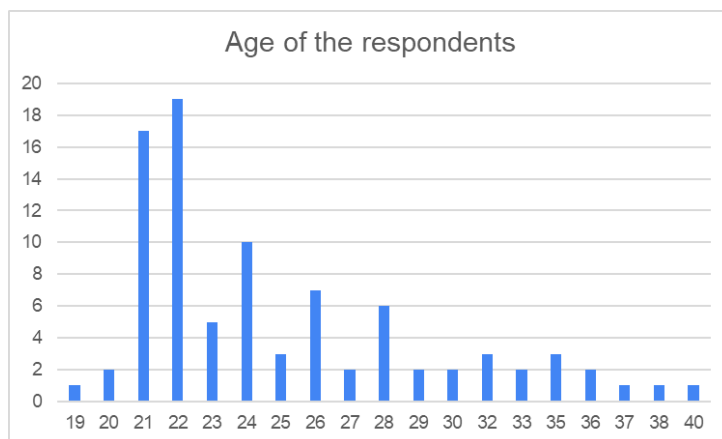


Figure 4 : Age of the respondent population.

Figure 4 illustrate the range of age present in the population. This indicate the most common age of the respondents.

About the place of living, 79% of the population live in the town but 21% live on the edge. The edge means the crown of the city. This place of living offers more space within the habitations and most of the time people shop in the near shopping centers which is decentralized from the city center. In term of work, 44% are students, 43% are in long term working contract, 9% are in fixed term working contract and finally only 4% are unemployed. This shown that most of the millennials are either student or in a long working term contract. The population is at 65% constitute by student and workers in the tertiary sector (services). Long after came the primary sector (agriculture/viticulture) with 25% of the population and finally the secondary sector (industry) with 11%. Afterward, if the basic data's are cross, it highlight some interesting facts as shown in Tab 1.

Lines name	Number of people
Primary (Agriculture/Viticulture)	22
On the edge	10
In town	12
Secondary (Industry)	10
On the edge	1
In town	9
Tertiary (Service)	57
On the edge	8
In town	49
(vide)	
(vide)	
Total	89

Table 1 : Pivot table of the place of living and the working sector.

Table 1 illustrate the place of living regarding the working sector. This indicate that within all the sectors most people live in the city and not on the edge. Even those who work on agriculture or viticulture

3.1 – Results of sustainable purchasing decisions about food.

The results of this section are obtained from analyzing the responses to questions 6 to 13 in the survey questionnaire and provides answers to the first sub-question : What sustainable criteria influences the purchasing decisions of French millennials for food?

For 93% of the population, sustainability is an important aspect when purchasing food. Within this 93%, the results show that sustainability is more important for women than men. In fact, 88% of the men say yes when 98% of the women answer the same way. When it comes to the importance of sustainability according to the origin of the people, 100% of the people leaving in on the edge have answer that sustainability is important for them. On the other hand, people who leave in town are only at 91%. This show that people who live on the edge of cities are lightly more concern about sustainability than those who live in the city. About the sustainability according to the working sector of the respondent, the Tab. 2 show the primary sector is 100% aware of sustainability in their food habits. The secondary sector is 90% aware and the tertiary sector is 91% aware.

Étiquettes de lignes	Is sustainability important for you during your food purchase ?	Is sustainability important for you during your food purchase ? 2
Primary		
☐ (Agriculture/Viticulture)	22	25%
Yes	22	100%
Secondary (Industry)	10	11%
Yes	9	90%
No	1	10%
Tertiary (Services)	57	64%
Yes	52	91%
No	5	9%
Total général	89	100%

Table 2 : Pivot table of sustainable importance regarding working sector.

Table 2 illustrate sustainability importance in food consumption regarding the working sector of the consumers. This indicate that the working sector lightly impact the sustainable decisions.

Unexpectedly, the Tab. 3 shown that employability doesn't impact on sustainable food decisions.

Étiquettes de lignes	Is sustainability important when you purchase food ?	Is sustainability important when you purchase food ? 2
Fixed-term	8	9%
Yes	7	88%
No	1	13%
Long term	38	43%
Yes	35	92%
No	3	8%
Unemployed	4	4%
Yes	4	100%
Student	39	44%
Yes	37	95%
No	2	5%
Total général	89	100%

Table 3 : Pivot table of sustainable importance regarding the employability.

Table 3 illustrate sustainability importance in food consumption regarding the consumers employability. The results indicate that the importance of sustainability isn't linked to the incomes of peoples.

Furthermore, when people are asked to number the important of sustainability for them from 1 to 10, the most common response is 7. In the same question, 70% of the respondent give an answer between 7 and 10 and 82% between 6 and 10. The Tab. 4 shown the full results.

Étiquettes de lignes	Is sustainability important when you purchase food ?	Is sustainability important when you purchase food ? 2
<input type="checkbox"/> Yes	83	93%
1	1	1%
2	1	1%
3	2	2%
4	7	8%
5	4	5%
6	10	12%
7	30	36%
8	16	19%
9	7	8%
10	4	5%
(vide)	1	1%
<input type="checkbox"/> No	6	7%
(vide)	6	100%
Total général	89	100%

Table 4 : Pivot table of sustainable importance regarding the numbering influence.

Table 4 illustrate sustainability importance regarding the ranking of it. This indicate that most people are well influence by it but not extremely as only 11% give a note of 9 and 10.

Staying on the same question, if the results with the gender of the respondents are cross, the higher the score is, the more women give it as shown in Tab. 5.

Étiquettes de lignes	Is sustainability important when you purchase food ?	Is sustainability important when you purchase food ? 2
<input type="checkbox"/> Yes	83	93%
<input type="checkbox"/> 1	1	1%
Men	1	100%
<input type="checkbox"/> 2	1	1%
Women	1	100%
<input type="checkbox"/> 3	2	2%
Men	1	50%
Women	1	50%
<input type="checkbox"/> 4	7	8%
Men	5	71%
Women	2	29%
<input type="checkbox"/> 5	4	5%
Men	2	50%
Women	2	50%
<input type="checkbox"/> 6	10	12%
Men	5	50%
Women	5	50%
<input type="checkbox"/> 7	30	36%
Men	10	33%
Women	20	67%
<input type="checkbox"/> 8	16	19%
Men	5	31%
Women	11	69%
<input type="checkbox"/> 9	7	8%
Men	2	29%
Women	5	71%
<input type="checkbox"/> 10	4	5%
Women	4	100%
<input type="checkbox"/> (vide)	1	1%
Women	1	100%
<input type="checkbox"/> No	6	7%
<input type="checkbox"/> (vide)	6	100%
Men	5	83%
Women	1	17%
Total général	89	100%

Table 5 : Pivot table of sustainable importance regarding number ranking and gender.

Table 5 illustrate the importance of sustainability regarding the number ranking of it and the gender of the respondent. This indicate that scores 5 and 6 are given 50/50 by women and men. The score 7, which is the most attributed, is obtained 76% by women. The scores 8 and 9 are awarded 71% by women, and finally, 9 and 10 are awarded only by women. In conclusion, it indicate that women are mare concern about sustainability than men despite there are more women than men in the population.

Sustainable aspects		
Absence of products of animal origin	1	0,2%
Economic: fair distribution of income	38	9,2%
Economic: corporate social responsibility	18	4,4%
Economic: efficient use of natural resources	43	10,5%
Environmental: climate change	45	10,9%
Environmental: air pollution	36	8,8%
Environmental: water pollution	45	10,9%
Environmental: Land Use	38	9,2%
Social: fair trade	52	12,7%
Social: working conditions	30	7,3%
Social: Food security	34	8,3%
Social: Child labour	31	7,5%
Total	411	100,0%

Table 6 illustrate the results per sub- aspect of environmental, social and economic topics. This indicate that the most consumer awareness is firstly the environmental aspect, secondly the social aspect and lastly the economic aspect.

When asked about their knowledge in terms of labels, 61% of respondents say they know sustainable labels. These results were obtained by a text analyzer that counts the number of times a word is repeated. Once the layout is set up, a very representative word cloud is obtained like the Fig. 5 :

Figure 5 : Word cloud of label awareness.

Figure 5 illustrate the result of the qualitative question about labels awareness. This indicate that within the 61%, the best know label is "AB" which mean organic farming. In second place, closely following the "Fairtrade" and "red label" labels.

About the influence, 63% says that they're influenced by labels in their purchases. The most common reason is to ensure a certain level of quality in their food purchase and consumption. The other biggest reason is to contribute to the environmental conservation. The smaller other reasons are to ensure a social respect for all part (grower, distributor and consumer) but also because it gives them confidence in their purchase and unsure a guarantee. The last aspect is to encourage the enterprises who make environmental decisions. For the remaining 34% the biggest reason is they don't know about labels, so it doesn't impact their purchase and doesn't attract their attention. The second reason the lack of knowledge about labels and above all the lack of questioning on these subjects. Finally, the smaller reasons are: buying directly to the producer, put more importance on the flavor than on the origin, having an issue with the price and don't believe in labels.

When the data are crossed, the most interesting result obtain is 15% of people who find sustainability important do not know of any labels but say they are influenced by them when buying food. This result was obtained thanks to a pivot table as shown the Tab. 7 below.

Étiquettes d'Is sustainability important when you purchase food ?	Is sustainability important when you purchase food ? 2
<input checked="" type="checkbox"/> Yes	83 93%
<input checked="" type="checkbox"/> Yes	52 58%
Yes	42 47%
No	10 11%
<input checked="" type="checkbox"/> No	31 35%
Yes	13 15%
No	18 20%
<input checked="" type="checkbox"/> No	6 7%
<input checked="" type="checkbox"/> Yes	1 1%
Yes	1 1%
<input checked="" type="checkbox"/> No	5 6%
No	5 6%
Total général	89 100%

Table 7 : Pivot table of sustainable importance regarding labels awareness and influence.

Table 7 illustrate the result of sustainability importance cross to labels awareness and labels influence in food purchase. The mix of 3 questions indicate the massive impact that label have and even if they are often criticized are helpful for the uneducated customer.

The first part of the questionnaire showed that sustainability is an important aspect for most of the population of Angers. But also, that it doesn't have a strong correlation with origin or sector of activity. However, people who are closest to the agricultural/viticulture sector and nature in their place of living are slightly more sensitive. Another important factor is the gender of the persons. Indeed, women are more sensitive to sustainability than men. In addition, sustainable food labels have a strong impact on the purchase and consumption of this discerning population. However, it is important to note that some people who are not aware of the labels claim to be influenced by their impact when making purchases. To answer the first sub-question: "What sustainable criteria influences the purchasing decisions of French millennials for food ?" the results show that sustainability is a big aspect of the

purchasing decisions of millennials but also to identify that environmental aspect is the biggest sustainable criteria that impact their purchase.

3.2 – Results of sustainable purchasing decisions about wine.

The results of this section are obtained from analyzing the responses to questions 14 to 21 in the survey questionnaire and provides answers to the first sub-question: What sustainable shopping decisions do millennials make when purchasing wines?

One of the first questions in this section is the respondents' consumption. The results obtain are not significant as shown in the Tab. 8 :

Étiquettes de lignes	How often do you drink wines ?	How often do you drink wines ? 2
<input type="checkbox"/> Never	14	16%
Men	6	43%
Women	8	57%
<input type="checkbox"/> One time a month	11	12%
Men	5	45%
Women	6	55%
<input type="checkbox"/> one time every two weeks	19	21%
Men	7	37%
Women	12	63%
<input type="checkbox"/> One a week	17	19%
Men	7	41%
Women	10	59%
<input type="checkbox"/> several times a week	26	29%
Men	10	38%
Women	16	62%
<input type="checkbox"/> Everyday	2	2%
Men	1	50%
Women	1	50%
Total général	89	100%

Table 8 : Pivot table of wine consumption regarding gender.

Table 8 illustrate the wine consumption habit regarding the consumer gender. This indicate women's drink slightly more often than men.

Futhermore, there is no correlations between the wine consumption and the age group, but also with the place of living as shown Tab. 9 :

Étiquettes de lignes	How often do you drink wines ?	How often do you drink wines ? 2
<input type="checkbox"/> Never	14	16%
On the edge	4	29%
In town	10	71%
<input type="checkbox"/> One time a month	11	12%
On the edge	1	9%
In town	10	91%
<input type="checkbox"/> One time every two weeks	19	21%
On the edge	3	16%
In town	16	84%
<input type="checkbox"/> One time a week	17	19%
On the edge	3	18%
In town	14	82%
<input type="checkbox"/> several times a week	26	29%
On the edge	7	27%
In town	19	73%
<input type="checkbox"/> Everyday	2	2%
On the edge	1	50%
In town	1	50%
Total général	89	100%

Table 9 : Pivot table of wine consumption regarding the place of living.

Table 9 illustrate the wine consumption habits regarding the consumers place of living. This indicate no correlation between those 2 factors as there is more respondent living in town than on the edge.

Regarding the working sector, the Tab. 10 show that results are not significant either:

Étiquettes de lignes	How often do you drink wines ?	How often do you drink wines ? 2
<input type="checkbox"/> Never	14	16%
Primary (Agriculture/Viticul	1	7%
Secondary (Industry)	3	21%
Tertiary (Services)	10	71%
<input type="checkbox"/> One time a month	11	12%
Primary (Agriculture/Viticul	1	9%
Secondary (Industry)	4	36%
Tertiary (Services)	6	55%
<input type="checkbox"/> One time every two weeks	19	21%
Primary (Agriculture/Viticul	3	16%
Tertiary (Services)	16	84%
<input type="checkbox"/> One time a week	17	19%
Primary (Agriculture/Viticul	5	29%
Secondary (Industry)	2	12%
Tertiary (Services)	10	59%
<input type="checkbox"/> Several time a week	26	29%
Primary (Agriculture/Viticul	11	42%
Secondary (Industry)	1	4%
Tertiary (Services)	14	54%
<input type="checkbox"/> Everyday	2	2%
Primary (Agriculture/Viticul	1	50%
Tertiary (Services)	1	50%
Total général	89	100%

Tab 10 : Pivot table of wine consumption regarding working sector.

Table 10 illustrate the wine consumption habits regarding the consumers working sectors. This indicate that there is no correlation between those 2 factors.

About place of consuming, Fig. 6 show where wine it is most consume by millennials.

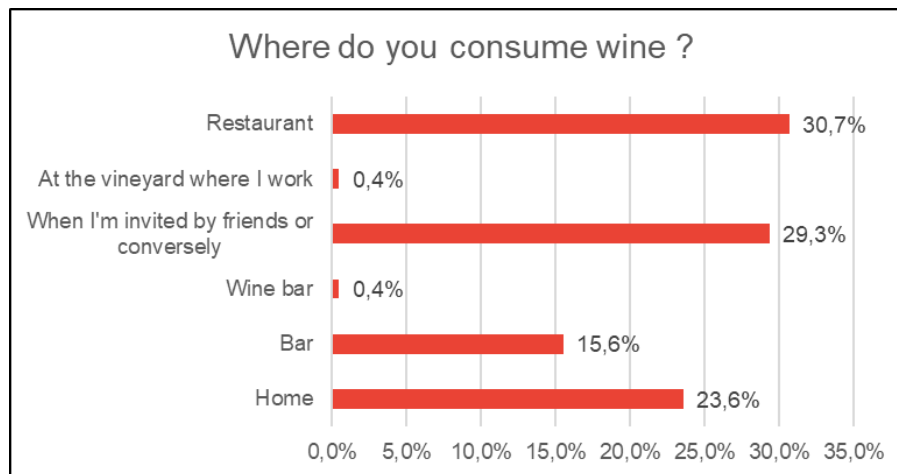


Figure 6 : Statistic graph about the place of wine consumption

Figure 6 illustrate where people consume wines. This indicate most people drink wines at the restaurant. The second most popular place is home, but they are invited or when they invite. Then far behind the third famous place is home by their own and finally the bar.

Also, important to notice that the population observe is the 83% of the population who is consuming wines. The worst news of this questionnaire is population asked and consuming is at 52% not applying the same sustainable decisions to wines than to foods. When they are asked why, the results are irrevocable: they don't know about wine or they don't think of sustainability for alcohols. But for the people who know their way around wines their first opinion is because of the taste of organic wines. When the question is focus on sustainable labels of wines the answer is also disappointing: only 29% know sustainable wine labels but it's quite small as show the Fig. 7 :



Figure 7 : Word cloud of wine sustainable labels

Figure 7 illustrate the most famous wines labels. This indicate that "AB" = Organic wines, "HEV" = High environmental value and Demeter are the most known.

In the same way as for food, the respondent was asked about the influence of labels on their purchase of wines. Furthermore, it is surprising to see that 71% people don't know sustainable labels on wines as shown Tab. 11 :

Étiquettes de lignes	Do you know sustainable wine labels ?	Do you know sustainable wine labels ? 2
<input checked="" type="checkbox"/> No	63	71%
No	33	37%
Yes	30	34%
<input checked="" type="checkbox"/> Yes	26	29%
No	5	6%
Yes	21	24%
Total général	89	100%

Table 11 : Pivot table of sustainable wine label awareness regarding their influence on purchase.

These are the answer of the question “Does they (nb: the labels) influence your act of purchase ?

Table 11 illustrate the sustainable wine label awareness regarding their influence on consumers purchase. This indicate that within this 71% who are not aware of labels, 34% declare being influence by them during their wines purchase even if they don’t know it.

Also, the reason to follow labels during the purchase is the same as for food: buy their engaged purchase, people want to be part of the environment conservation and to ensure a certain level of quality in the product. For the remaining 43% who are not influenced in their purchase, they say it’s because they don’t know the labels, so it doesn’t impact them. Secondly, they say not feeling concern about sustainability. Some of the respondent are not consuming wine and alcohol at all which is also an important aspect. Furthermore, a very interesting aspect have been risen in this question: the fact that the region of production and the way the wine is produce is more important than its composition. It means that some regions are more polluting than others in function of how hard it is to grow wine is this region.

In this part, the questionnaire has shown that sustainability is not well established in the purchase and consumption of alcohol and more precisely of wines. Most of the time, the reasons are that people don’t think of it for this time of purchase. This is an area for improvement. Another fact is that 17% of the population don’t drink alcohol. In addition, the labels study is also very revealing: 36% of the drinking population don’t know any labels (in food and in wines), 25% know food and wine labels, 35% know labels for food but not for wine and 4% know wines but not food labels. To answer the second sub-question: “What sustainable shopping decisions do millennials make when purchasing wines?” the results show that when millennials buy wines, they also pay attention to sustainability and environment aspect but in a less important measure than for food. This is mainly due to a gap of reflection in the impact of alcohol production environmental impact.

3.3 – Results of the factors influencing purchasing behaviors about wines from the New World.

The results of this section are obtained from analyzing the responses to questions 22 to 26 in the survey questionnaire and provides answers to the first sub-question: What are the factors that influence consumer purchasing behavior of wines from the New World?

The first important fact of this part is that only 34% of the population drink wines. This reduce the population number of 30 for this part. Within these 30 respondents the consumption of wines from the New World is quite small because most of the people drink them one time a month. The important question of this part is the open question on the environmental impact of new wines. The most famous answer is that their impact it’s not good. The problem is there

is no explanation and argument, so it's seems to be a certainty in the general spirit but not a reflection. The second most famous answer is that people have never think of it so have no ideas about. But some answers are argued and bring interesting ideas. The first one is that it depends of the produce country. It is a question here of geography of the latter. The second interesting point is in correlation with some answer of the second part. They support the idea of an environmental impact that would depend more on the methods of production in the vineyard rather than only on transport. The last question of the survey consist of giving a ranking from 1 to 10 to the influence of the act of purchase if the wine would have a sustainable label on it. Seamlessly, most people would be impact: 26% give an 8, 49% gives between 8 and 10 and 71% gives from 6 to 10.

In this part, the questionnaire has shown that wines from the new world are still not much consume because only 30% consume it and drink it only one time a month. Most of the people think that their environmental impact is important but still consume it. On the other hand, the knowledgeable people have interesting answers that need to be explored further. To answer the third sub-question: "What are the factors that influence consumer purchasing behavior of wines from the New World?" the results show factors that influence consumer when they buy wines from the new world in mainly the flavor and organoleptic aspects.

This chapter have resumed the results obtain by the online questionnaire. Lots of results have been cross and some unexpected answer have been highlighted. Now that the results have been restate the next chapter will consist of discuss it and compared them with the previous result quoted in the literature review.

The full results are in annexes as "Annexe 2 – Results".

Chapter 4 : Discussion of results

This thesis was created in order to understand the factors that influence millennial purchases about food and wines and their vision of the wines from the new world. This is relatively unknown and is the research objective for this thesis. This thesis is conducted in order to understand the purchase factors of millennials. This will be helpful to understand the future market and to adapt business strategies of the stakeholders. To answer this knowledge gap, three questions were created: 1) What sustainable criteria influences the purchasing decisions of French millennials for food? 2) What sustainable shopping decisions do millennials make when purchasing wines? And 3) What are the factors that influence consumer purchasing behavior of wines from the New World? Those 3 sub-questions will lead to a main question "What are the sustainable purchasing behaviors of wines from the new world by millennials in Angers, France?". Angers, France was chosen to reduce the limitation of research. To be in coherence with this strategy, this chapter will be described per sub-question and will focus on the methodology and results.

4.1 – Discussion on sustainable purchasing decisions about food.

This part is the biggest one, lots of data's have been collected and analyzed. In order the first result obtained was the importance of sustainability in food purchase. As 93% of the population answered in a positive way it is easy to conclude that sustainability is important for every millennial. This result was also found by Pomarici, E., Amato, M., & Vecchio, R. (2016) and Verain, MC., Bartels, J., Dagevos, H., Sijtsma, SJ., Onwezen, MC., & Antonidesv (2012). They respectively supported the ideas of a high demand of sustainable products and sustainability as a new decision-making factor for today's consumers. Another highlighted point of this study was about women sensibility being more developed than men's one. Women have always give higher answer than men on ranking questions. This could be due to the maternity aspect, the protection of the planet for future generations or the fact that, unfortunately, women still do more food shopping than men. They would therefore be more predisposed to pay attention to the quality of food products. This result was also found by Vecchio, R. (2013) in his study of willingness to pay for sustainable product in a auction sale. The questionnaire was also questioning people about their place of living to see if it was impacting their choices. When people live on the edge of town there are slightly more concern about sustainability than people living directly in town. A possible interpretation would be that people living of the edge have more space around their house, live closer to field or forest and are then in permanent contact with nature. Which make them more sensitive about sustainability than people living in apartment for example. When it comes to the working sector, peoples working on primary sector are slightly more aware than the others. A possible interpretation would be to understand that people who work in the agriculture sector give more importance on sustainability than those who work far from the earth and the growth methods. This result is very interesting as lot of urban citizen think that farmers doesn't pay attention to the planet and the well-being of the soils. This result shows the opposite. The most common remarks against sustainable products are about prices. In fact, this study has highlighted that the employability of the millennial doesn't impact their willingness to buy and consume sustainable products. Even people who are not employed have answered positive answer to the importance of consuming in a better way. This shows the accessibility to sustainable

product and denies the previous remarks. Another important aspect of this research was to understand which aspect of sustainability is the most important for the consumers. After a ranking question, the results are in first place environmental aspect, then social aspect and finally economic aspect. This part of the research was relied on the work of Vecchio, R. (2013) and the result of his work are like this one. Those aspects are highlight to the consumers by labels on products. Some questions of the questionnaire where linked to them. It was a surprise to see that 61% know them and that 63% feel influence by it during their food purchase. Most of the people ask to have answered being confident towards labels. Furthermore, 15% of the population said they did not know the labels but were positively influenced by them at the time of purchase. This result was also found by Bollani, L.; Bonadonna, A.; Peira, G. (2019) in his study of the impact of labels on millennials. An easy conclusion is that millennials are highly impact by labels. On the other hand, for the remaining people who don't feel concern about sustainability it's because they don't feel concern about it or don't ask themselves questions about the environment. Conversely, an education campaign would be beneficial to the few remaining people who do not know what they mean.

4.2 – Discussion on sustainable purchasing decisions about wine.

The second part of the questionnaire was focus on wines. At first sight it becomes clear that millennials are occasional drinkers which results was also found by Mueller, S., Remaud, H., & Chabin, Y. (2011). The little surprise in this part was the result of consumption as it appears that women consume wines more often than men's. The favorite place for millennials to drink is the restaurant or when invited by friends which indicate their mostly consume outside. This result was also found by Vecchio, R. (2013). An important aspect is that there is no correlation highlight between wine consumption and age, place of living, working sector and employability. An interpretation would be that this generation consumes more sensibly. The reflection can be pushed further and say that it might be due to the campaign of the Minister of Health and Road Safety. Moreover, only 17% of the population don't consume any alcohol at all. Another result obtain thanks to the questionnaire was the demand on sustainable wines, especially in organic wines. Indeed, in each case, the Organic Agriculture label is the best known. This result was also found by Pomarici, E., Amato, M., & Vecchio, R. (2016). However, 52% of wine drinkers do not apply their sustainable choice to their wine purchase. In line, 71% of the drinking population don't know about sustainable wines labels. This percentage is very high. An interpretation would be due to the Evin law applied in France. This law forbidden explicit add and marketing campaigns about alcohol in public to save the young generations. For the remaining 29% the most known labels are "AB" = organic product and "HVE" = High environmental value. However, this result is not really significant as those label are not specific in wine but are applicable to sustainable product in general. On the other hand, 48% of people who drink wine and do not know about sustainable labels for the wine sector are influenced by them when buying wine. This result is in line with the one obtains in the food section and in line with the result obtain by Bollani, L.; Bonadonna, A.; Peira, G. (2019). During the free writing spaces, some consumers explain that they buy products with sustainable values in order to support the brands making efforts for the planet. This idea is in line with the work of Pomarici, E., Amato, M., & Vecchio, R. (2016), who explained that new generations are willing to pay more for sustainably committed products. Finally, one of the main studies in this thesis

is that of Ricardo Vecchio on the willingness of Italian millennials to pay for wines with sustainable values (Vecchio, 2013). This study was carried out in 2013 and yet today, the results are very similar: 60% are women, the average age is 24 years, the $\frac{3}{4}$ consume wine out of their homes, knowledge of wine labels is low but yet half of the people apply sustainable values to their wine purchases. Finally, the only difference is the percentage of people concerned about sustainability in general. At the time, only 44% had a general interest in it. Today the figure is 93%. Finally, women are still more predisposed to do sustainable purchase. Comparing the results of the questionnaire and this study brings many conclusions. Almost no other factors have changed, apart from the importance of sustainability. An easy conclusion is the strong increase in awareness and ecological impact in the daily life of the millennials.

4.3 – Discussion on the factors influencing purchasing behaviors of wines from the New World.

In this part focus on wines from the New World, the result is meagre. They show that only 34% of people consume New World wines and half of them do it only once a month. The results are close to the one announced by FranceAgrimer (2019): 26% of wine purchases were foreign wines and that they represented 14% of overall consumption in France. It is important to note, however, that these figures are based on all foreign wines and not only those from the new world. Its figures do not currently exist for the French market. Even if it is impossible to compare the results precisely, the one of the questionnaires are still consistent with those announced by FranceAgrimer. One of the striking results of this study is the total absence of sustainable thinking when it comes to buying its new wines. Most of the respondents who consume them do not ask themselves any questions or explain that their consumption is so low that they do not pay attention to it. Furthermore, about sustainable labels, the answer is mitigating, it is obvious that a label would promote the purchase in a very lightly way. In fact, people just don't consume them much and I think that the answer will not just be labels. A whole marketing and communication would help as the main attractive point for those wines are their organoleptic novelty and their simplicity for the most part. This result was also found by Lorey, T., & Albouy, J. (2015). However, the emerging ideas about the environmental impact of its wines is an interesting aspect to investigate further. Indeed, when consumers are questioned, their idea only focuses on the impact of transporting their wines. However, some of its wines are produced in regions that are hostile to vine cultivation and require very polluting logistics to get there. The idea that the pollution of a wine comes more from its production than from its transport is an idea that deserves a complete study in order to better understand and properly sensitize consumers. Moreover, this idea is not present in any of the academic articles or research reports mentioned during the creation of the research plan for this thesis. Even if some articles speak of it, it is an emergent idea and is not rely on trust studies for the moment. The reason is a such broad research could only be realized by a professional company. This demonstrates the lack of knowledge on this subject. Finally, one of the missing answers in this section is the one facing that of Schirmer, R. (2004). He argued that the favorite time to drink New World wines was during the aperitif for a festive and relaxed moment. These data could not be corroborated or refuted because a question was missing from the questionnaire on this part. To do this, respondents would have had to be asked where and when they consumed these wines. This answer is probably the most

important missing data in this study. This would have influence the results of this section as the main idea if this research is to understand the motivation of the millennials to consume wines from the new world. Schirmer, R. (2004) have put forward the idea that their consumption rely on the break with the wines of the old world and their complicated and close consumption. To understand where those wine are consumed would have bring interesting results to corroborate or denied the results of Schirmer as his study was dated from 2004 (Schirmer, 2004).

4.4 – Limitation of the study

The methodology set out in Chapter 2 was carefully followed and made it possible to carry out this questionnaire. However, as mentioned earlier, it had limitations. Even though the internet made it possible to reach many respondents in a very easy way, the process was not optimal. The quantitative questions were satisfactory and provided the hoped-for answers. Unfortunately, the qualitative questions were often problematic. About half of the qualitative answers were not usable. There were several reasons for this: some people did not answer the questions. Most of the time this is due to the lack of envy of the respondents because it is long and requires more reflection than just ticking a box. The second problem was people who did not understand the substance of the question and answered next to it. Finally, a last category of people answered very quickly, sometimes even with a simple word. These quick and too short answers did not allow the answers to be considered. The typical example being: "Why is sustainability important to you? ", the answer was: " Because it matters to me ". It is obvious that this kind of answer is not workable. Face-to-face interviews would have helped to remedy this as the interviewer could have asked for clarification of the answer. In this case, it is not clear whether it is the environmental, social or participatory aspect that is important. Another point to be remedied was the consistency of the lack of knowledge with the questions asked. Indeed, as written in section 3.3, a fact that is stated and crucial in understanding the purchasing habits of millenniums about New World wines remains unanswered. This poses a problem in the analysis of the results and in the provision of answers to the problem. This is mainly because this was only my second questionnaire and the first one was just as important. A better methodology of questionnaire construction could be foreseen for a future questionnaire. Apart from its two points, the questionnaire kept its promises and made it possible to verify much of the data collected in Chapter 1 and to open new perspectives for further reflection on the subject.

The research objective was to help importing companies to better apprehend the evolution of the market of wines from the new world but also marketers to adapt their strategy to the expectation of millennials. This research is also helpful for the supply chain and the stakeholders of the wine industry in Angers, France as the city is known for its studies on wine. Subsequently, the results of this research provide a basis for studying the purchasing behavior of the millennial wine consumer and give a good overall of what they are waiting toward food, wine and wines from the new word to purchase it.

Chapter 5 : Conclusions and recommendations

5.1 – Conclusions

Since a few years, sustainability become a big subject within all societies. Global warming has become one of the most important subject of politicians. As it is impacting the whole planet, every country are reinventing production, transformation, transport and commercialization. Thanks to scientist and their advertising statements people have also taken their share of the blame. In the last 2 years, sustainability is everywhere. People are paying more and more attention to their way of consuming and buying. A new way of consumption was born, and the millennials have taken the lead of it. Millennials are the people born between 1980 and 2000. They are the young generations of today. Millennials are also very known for their way of changing all the habits of the previous generations. One of the big points is the alcohol consumption. Their grandparents are drinking wine at each meal. Their parents were drinking every day. And they aren't consuming alcohol and especially wine anymore. This is revolutionary, they are occasional consumers. This is mostly due to an understanding of the wine market thanks to his complexity. Wine are classified by their alcohol percentage, their sweetness, their color and finally by their area of production. Since a few years they were made by the "old world" (France, Germany, Spain, Italy, ...). Nowadays almost every country produces wines. Those who weren't pioneer it this art are now called the new word. Their classification is very easier to understand as its base only on their price. They are also mostly mono variety wine. The taste is simple and easier to appreciate. The fun fact is that even if millennials are consuming less and less alcohol, the sales of wines from the new world are getting bigger and bigger. Their easy way makes them attractive to the new generation. On the other hand, regarding their sustainable way of consumption it is quite confusing. This is how the knowledge gap of this research was highlight.

It brings out the research objective of this thesis which are to understand the criteria and factors that influence millennial purchases about food and their vision of the wines from the new world. It was created in a way to help importing companies to better apprehend the evolution of the market of wines from the new world but also marketers to adapt their strategy to the expectation of millennials. This research is also helpful for the supply chain and the stakeholders of the wine industry. This is how a main question showed up:

What are the sustainable purchasing behaviors of wines from the new world by millennials in Angers, France ?

To answer it, three question were created to fill in the knowledge gap:

What sustainable criteria influences the purchasing decisions of French millennials for food?

What sustainable shopping decisions do millennials make when purchasing wines from the new world?

What are the factors that influence consumer purchasing behavior of wines from the new world?

For the first sub-part, there was a lot of findings. The main findings of this part are that sustainability is important for 93% of the population, that women are more concern about sustainability than men, that there is no big correlation between sustainability and the age of peoples, their place of living, their working sector or their employability. Furthermore, The environment aspect is the most important within all the sustainable aspects for consumers. Finally, labels are a strong indicator for millennial in their food consumption and know a lot of them. For the first sub-question the results show that sustainability is a big aspect of the purchasing decisions of millennials but also to identify that environmental aspect is the biggest sustainable criteria that impact their purchase.

For the second sub-part, the main findings were about the wine consumption of women who drink more often than men. Moreover, there is also no correlation between the wine consumption of peoples and their age, their place of living, their employability and heir working sector. Another important finding is that 17% of the population don't drink alcohol at all. For the remaining 83% they mostly consume outside of their home and for special event or reason. Finally, the millennial knowledge about sustainable labels o wine is very low, but lot of them consider labels during their wine purchase. For the second sub-question the results show that when millennials buy wines, they also pay attention to sustainability and environment aspect but in a less important measure than for food. This is mainly due to a gap of reflection in the impact of alcohol production environmental impact.

For the third sub-part, the main findings were that only 34% of the millennials drink wine from the new world and that they drink it only one time a month. Furthermore, there is no reflection about sustainable in this type of product. Most of the time, as it is a product consume in an exceptional way, sustainability isn't tale into account for this type of product. Most of the millennials that consume new world wines are for their taste and novelty. For the third sub-question the results show actors that influence consumer when they buy wines from the new world in mainly the flavor and organoleptic aspects.

As a conclusion, the answer to the main question is a mix from the three sub-question: Sustainability toward environment is a strong impact on millennial purchasing behavior for food. A little less on wines. For wines from the new world this aspect is not so much important as far as the organoleptic aspect is satisfying and if the product has a good flavor. In a more practical way, the future of the new world wines industry will be ensuring if companies are willing to turn toward more sustainable production and shipping and ensure a good organoleptic aspect. But it is important to remember that those aspect are turn toward a small amount of the population who drink them. The relevance of this result is based upon the literature review and the results obtain by qualitative and quantitative questions which were analyze by statistic calculation and excel pivot tables.

5.2 - Recommendations

The findings of this study lead to short term and long-term recommendations.

The short-term recommendations resulting from this report are, as a first step, to continue to raise consumer awareness of sustainable labels. In a second step to strengthen the reputation

of labels by promoting the independence of the labels in order to prove to consumers that they are independent. In a third step, it would be positive to raise awareness of sustainability in all its forms and not only in the food sector. Here, for example, on alcohol. Finally, it could be to compare the results of Angers' millennial and the general French millennial to see if the obtain result are relevant.

A long term recommendation could be to realize another study that ensue from this one : Evaluate the environmental impact of the wine industry all over the world. Some aspect has shown that a study like that would be very revealing and knowledgeable for wine consumers and industry.

Annexes :

Annexe 1 - Questionnaire :

- 1) Are you a male/female ?
- 2) Do you live in the Urban/rural part of Angers, France ?
- 3) How old are you ?
- 4) What is your actual situation ?
 - Student
 - Unemployed
 - CDD
 - CDI
- 5) In which sector do you study/work ?
 - Primary (agriculture)
 - Secondary (industry)
 - Tertiary (administration)

Sustainability means ensuring human rights and well-being without depleting or diminishing the capacity of the earth's ecosystems to support life, or at the expense of others well-being. The 3 pillars of sustainability are social, economic and environment. Social aspect is taking care of the human being behind the production. Economic aspect is fair distribution of revenues, corporate social responsibility and the efficient use of natural resources. Environmental aspect is considering the effect of activities on natural resources, environment and air quality.

- 6) Is sustainability an important aspect for you when purchasing food ? Yes/No
- 7) If "yes" how strong ? 1 2 3 4 5 6 7 8 9 10
- 8) And what are you paying attention to ?

Social	Economic	Environemental
○ Child labour	○ Fair distribution of revenues	○ Climate change
○ Fairtrade	○ Corporate social responsibility	○ Land use
○ Food security	○ Efficient use of naturel resources	○ Water polution
○ Working conditions		○ Air polution

- 9) If no, why.....
- 10) Do you know any sustainable labels on food products ? YES/NO
- 11) If yes, which one :

12) Is your act of purchase impacted by sustainable labels? YES/NO

13) How often do you consume wine?

- ☐ Everyday
- ☐ several times a week
- ☐ once a week
- ☐ once every 2 weeks
- ☐ once a month
- ☐ Never

14) Where do you consume wine:

- ☐ at the restaurant
- ☐ bar
- ☐ home
- ☐ when invited by friends or relative
- ☐ others:

15) Do you apply the same sustainable purchasing decision to wines as for food ? Yes/no

16) If "No", can you list some reasons why ?

17) Are you aware of sustainable label on wines?

18) If "Yes", which ones can you list ?

19) Same as for the food, can sustainable labels on wines promote or stop your act of purchase ? YES/NO

20) Why:

Wines from the new world are all the wines produced out of the EU. For exemple : Chili, Argentina, New Zealand, Australia but not Espagna, Portugal, Italia or Germany.

21) Do you consume wine from the new world ? YES/NO

22) If Yes, how often :

- ☐ Everyday
- ☐ several times a week
- ☐ once a week
- ☐ once every 2 weeks
- ☐ once a month
- ☐ Never

If no *end of questionnaire*

23) What do you think of the environmental impact of wines from the new world ?

24) If the product as a sustainable label on it (carbon offsetting for the vineyard and/or transport, biological, biodynamic, ...) does it impact your purchase ?
If YES, How strong : 1 2 3 4 5 6 7 8 9 10

25) Do you have anything to add or mentioned regarding the previous questions?

.....

Annexe 2 : Answers :

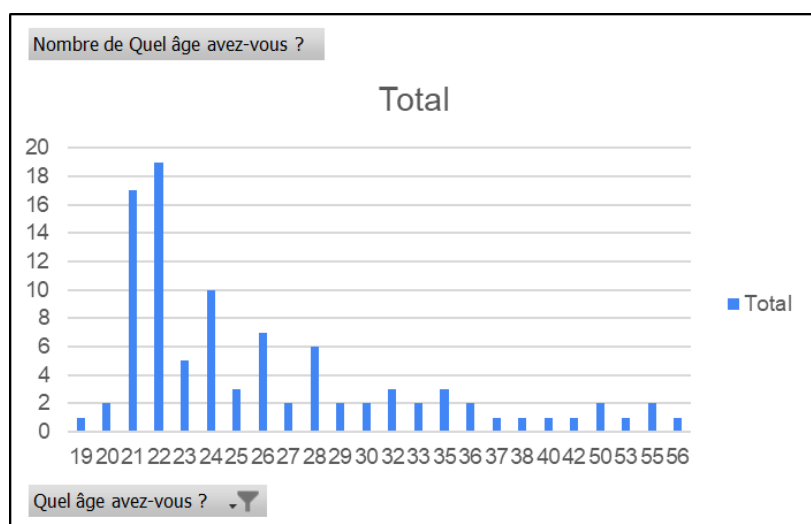
Question 1 :

Étiquettes de lignes	Vous êtes ?	Vous êtes ? 2
Un homme	36	40%
Une femme	53	60%
(vide)		0%
Total général	89	100%

Question 2 :

Étiquettes de lignes	Nombre de Où vivez-vous ?	Nombre de Où vivez-vous ?2
En périphérie	19	21%
En ville	70	79%
(vide)		0%
Total général	89	100%

Question 3 :



Question 4 :

Étiquettes de lignes	Nombre de Quelle est votre situation actuelle ?	Nombre de Quelle est votre situation actuelle ?2
CDD	8	9%
CDI	38	43%
En recherche d'emploi	4	4%
Etudiant	39	44%
(vide)		0%
Total général	89	100%

Question 5 :

Étiquettes de lignes	Nombre de Dans quel secteur étudiez/travaillez - vous ?	Nombre de Dans quel secteur étudiez/travaillez - vous ?2
Primaire (Agriculture/Viticulture)	22	25%
Secondaire (Industrie)	10	11%
Tertiaire (Service)	57	64%
(vide)		0%
Total général	89	100%

Question 6 :

Étiquettes de lignes	Nombre de Est-ce que la durabilité est un aspect important pour vous lors de vos achats alimentaires ?	Nombre de Est-ce que la durabilité est un aspect important pour vous lors de vos achats alimentaires ?2
Oui	83	93%
Non	6	7%
Total général	89	100%

Question 7 :

Étiquettes de lignes	Est-ce que la durabilité est importante dans vos achats alimentaires ?	Est-ce que la durabilité est importante dans vos achats alimentaires ? 2
<input checked="" type="checkbox"/> Oui	83	93%
1	1	1%
2	1	1%
3	2	2%
4	7	8%
5	4	5%
6	10	12%
7	30	36%
8	16	19%
9	7	8%
10	4	5%

Question 8 :

Aspects de la durabilité		
Absence de produits d'origine animale	1	0,2%
Economique : distribution équitable des revenus	38	9,2%
Economique : responsabilité sociétale des entreprises	18	4,4%
Economique : utilisation efficace des ressources naturelles	43	10,5%
Environnementale : changement climatique	45	10,9%
Environnementale : pollution de l'air	36	8,8%
Environnementale : pollution de l'eau	45	10,9%
Environnementale : Utilisation des sols	38	9,2%
Social : commerce équitable	52	12,7%
Social : les conditions de travail	30	7,3%
Social : Sécurité alimentaire	34	8,3%
Social : Travail des enfants	31	7,5%
Total	411	100,0%

Question 9 :

- Afin de préserver au mieux l'agriculture et l'environnement
- Ce n'est pas une nécessité
- C'est relativement secondaire pour moi
- Je choisis mes produits alimentaires principalement en fonction de la proximité, facilité d'accès mais aussi de la qualité. Certains des critères ci dessus englobent pour moi ce que je peux appeler des critères de qualité comme l'utilisation des sols et d'autres en rapport à l'environnement. Personne ne souhaite s'empoisonner. D'autres part ces éléments de durabilité sont inhérent à la production de qualité mais pas forcément en tête lors de mes achats.
- J y ai jamais pensé

Question 10 :

Étiquettes de lignes	Connaissez vous des labels alimentaire durables ?	Connaissez vous des labels alimentaires durables ?
Oui	54	61%
Non	35	39%
Total général	89	100%

A word cloud of French labels and terms related to organic and fair trade products. The most prominent words are 'Label rouge', 'AB', 'Maxhavelaar', 'Ecolabel', 'Fairtrade', 'Bleublancœur', 'Bio', 'Nature', 'Eco', 'Oxfam', 'Biodynamie', 'Label rouge', 'Ecolabel', 'Bleublancœur', 'Bio', 'Nature', 'Eco', 'Oxfam', 'Biodynamie'. Other visible words include 'environnement', 'emballage', 'faitrade', 'ISO', 'HEV', '14001', 'progrès', 'démeter', 'équitable', 'être', 'nature', 'animal', 'AOC', 'Ecocert', 'labelrouge', 'bioéquitable', 'maxhavelaar', 'fairtrade', 'Eco', 'Fairtrade', 'Oxfam', 'Biodynamie', 'Label rouge', 'Ecolabel', 'Bleublancœur', 'Bio', 'Nature', 'Eco', 'Oxfam', 'Biodynamie'.

Étiquettes de lignes	Votre acte d'achat est-il influencé par ces labels ?	Votre acte d'achat est-il influencé par ces labels ?
Oui	56	63%
Non	33	37%
Total général	89	100%

Étiquettes de lignes	Nombre de A quelle fréquence buvez-vous du vin ?	Nombre de A quelle fréquence buvez-vous du vin ?2
Never	14	16%
One time a month	11	12%
One time every two weeks	19	21%
One time a week	17	19%
several times a week	26	29%
everyday	2	2%
Total général	89	100%

Where do you consume wine ?

A horizontal bar chart with red bars representing the percentage of respondents for each location. The x-axis is labeled from 0,0% to 35,0% in 5,0% increments. The y-axis lists six locations. The bars are ordered from top to bottom: Restaurant (30,7%), At the vineyard where I work (0,4%), When I'm invited by friends or conversely (29,3%), Wine bar (0,4%), Bar (15,6%), and Home (23,6%).

Location	Percentage
Restaurant	30,7%
At the vineyard where I work	0,4%
When I'm invited by friends or conversely	29,3%
Wine bar	0,4%
Bar	15,6%
Home	23,6%

■ Série2

Étiquettes de lignes	Nombre de d'achats durables aux vins	Appliquez-vous les mêmes décisions qu'à vos autres achats	Nombre de Adresse e-mail
Non	46		52%
Oui	43		48%
(vide)			0%
Total général	89		100%

Question 16 :

- Je considère le vin comme une production agricole de terroir, c'est déjà suffisant pour moi
- Je connais moins bien les labels et certifications durables en termes de vin (je m'y connais généralement moins en vin)
- La qualité organoleptique prime sur le reste
- Je ne m'y connais pas
- Beaucoup moins de choix dans cette gamme, tout pas toujours au rdv
- Manque de connaissance du secteur
- Je prends tout le temps les mêmes vins que je connais bien, ils n'ont pas nécessairement de label de ce type
- C'est un produit qui bonifie avec le temps
- Je n'en bois pas
- manque de visibilité
- Je bois des vins issus de cépages qui n'ont pas encore beaucoup développé le bio
- Manque de connaissance
- J'en consomme peu et n'ai presque aucun levier pour faire mon choix en me basant sur ces critères
- Ça ne me vient pas à l'esprit pour le vin
- Question de prix
- Je n'apprécie pas trop le vin "biologique"
- J'achète rarement moi-même l'alcool
- Manque de connaissance et donc choix privilégié de noms ou appellations connus plutôt que de labels spécifiques associés à la durabilité
- Je n'y connais absolument rien du tout
- Je privilégie juste les vins français mais après je ne regarde pas les labels
- Je ne peux pas l'expliquer.
- Choix moins large
- Je n'y avais jamais pensé
- Peu d'impact sur la nature quand on consomme du vin (non agroalimentaire, transformé, c'est du local)
- Les vins bios sont de moindre qualité de manière générale
- Je m'y connais pas en vin et à chaque fois que je dois acheter une bouteille de vin, je demande de l'aide à mes amis
- Je ne bois pas d'alcool
- Si je buvais du vin, je garderais la même ligne de conduite.
- je n'en consomme que rarement, donc je ne m'en préoccupe pas spécialement.
- Je ne m'y connais pas assez en vin.
- Je ne m'y connais pas ! Donc je prends cinq régionaux mais je ne fais pas attention aux labels
- Je ne savais pas qu'il y en avait sur le vin
- Vins sont un secteur à part, la notion culturelle est très présente
- J'en bois pas
- Je ne connais pas très bien le système des vins durables.
- Ce n'est pas moi qui achète le vin
- J'ai souvent entendu que les vins biologiques avaient moins bon goût

Question 17 :

Étiquettes de lignes	Connaissez-vous des labels spécifique aux vins ?	Connaissez-vous des labels spécifique aux vins ?
Oui	21	24%
Non	68	76%
Total général	89	100%

Question 18 :



Question 19 :

Étiquettes de lignes	De la même manière que pour la nourriture, est-ce que les labels durables peuvent influencer ou empêcher votre acte d'achat ?	De la même manière que pour la nourriture, est-ce que les labels durables peuvent influencer ou empêcher votre acte d'achat ?
Oui	51	57%
Non	38	43%
Total général	89	100%

Question 20 :

Pour moi cela ne se passe pas au même plan, c'est la région d'origine et non la composition du produit qui est concernée

Je leur fais confiance

Des fois sensibles, si le vin semble degueulasse de loin, type cubi espagnole, je ne l'achèterai pas dans le cas où je recherche à sauver le monde mais plutôt à me murer la gueule

Environnement

Je regarde la qualité avant tout

Je suis sûre que le vin est produit de bonne manière

Ils sont une plus-value à un produit car ils certifient son origine et son processus de traitement (comme pour les produits alimentaires)

Il faut favoriser le savoir faire français, et les normes de productions à l'étranger ne sont pas les mêmes.

Qualité

Rapport qualité prix

Assurance de l'origine du produit

Pareillement

Pour la même raison citée précédemment

Synonyme de qualité, respect d'un cahier des charges mis en place par les acteurs du milieu de préférence, structure une production

Suivant le domaine, la région de production: j'achèterai ou pas

J'y porte peu d'intérêt

Respect de l'environnement et de la santé

Je sélectionne d'abord le vin pour son prix, et je teste rarement des nouveaux vins, ou des vins que l'on m'a recommandé, je ne regarde pas les labels particulièrement

Gage d'une meilleure qualité, labellisé

Confiance

Je n'en bois pas

Pas attention.

nsp

J'en consomme trop peu pour que je sois attachée aux aspects durables et biologiques. Par ailleurs, le rapport qualité prix est très discutable. Toutefois, mes achats de vin bio ont augmenté ces derniers mois, car les prix ont baissé.

Manque de connaissance

j'essaie de m'initier aux vins, et pour celà, je ne veux pas encore me restreindre.

Concernant les vins français, le profit qu'ils génèrent pour les producteurs devrait permettre de consacrer des ressources financières à la création et au respect de tels labels

Prise de conscience pendant le test

car il faut consommer des produits de qualité, qui ne sont pas transformé

Je ne fais pas attention en ce qui concerne l'alcool de manière générale

Majoritairement plus cher

Oui surtout l'origine France

Je suis de plus en plus impacté par l'acte d'achat que je fais et donc j'ai une conscience de consommation qui me dit qu'il est préférable d'acheter tel ou tel produit versus tel autre ne respectant aucune règle

Contrôle sur la provenance et qualité

Afin de mieux respecter l'environnement

Les labels ne sont pas prioritaires dans l'achat

Je ne bois pas d'alcool

raison similaire

Pour moi, cela empêche l'achat.

Traçabilités

Voir plus haut

Pour la confiance dans les achats et producteurs

J'y connais rien

Car j'achète mon vin en gros avec des "bons plans entre amis"

Idem gage de sécurité, traçabilité, confiance...

Ça m'aiderait.

Même chose que l'alimentaire

Je prends ce qui me fait envie

Je ne bois pas

J'ai l'impression d'être acteur de la conservation de l'environnement en investissant mon argent dans des produits écologiques ou à valeur sociale.

Pas assez de connaissances dans le domaine

Le goût prime

Une fois de plus si c'est label sont gage de qualité en matière de durabilité du vin et de coup ils seront pris en compte

Je regarde d'abord le sepage

Si c'est du vin étranger - empreinte carbone

J'évite les labels bios car souvent le vin est de moindre qualité ou se garde moins bien

Pour être honnête je savais pas ce que c'était la durabilité avant de faire cette enquête

Respect et signe de qualité

Si je devais acheter du vin je n'achèterai que du vin français et si possible bio.

Parce que je veux respecter les viticulteurs, leur travail et la terre

De même que pour l'alimentation, je pense que les modes de production, la manière de produire, de travailler les sols ou même les conditions sociales de travail et de traitement de déchets par exemple sont essentiels.

En matière de vin j'achète en fonction de mes goûts et des vins que je connais.

On pense à l'environnement, au travail de l'homme, donc on est influencé

Parce que je ne l'ai connaît pas

Mêmes raisons

En raison de la qualité (ex : présence de sulfites)

Ce n'est pas moi qui choisit (je suis les conseils de ma famille/ amis)

En cas d'hésitation je me tournerais plutôt sur un vin labellisé.

Je n'y fais pas attention

Car la place de l'écologie est plus importante aujourd'hui

Car ils appartiennent aussi aux denrées consommables et doivent donc répondre aux mêmes critères

Je dois avouer que pour faire du bœuf bourguignon, 2 fois par an, je n'ai pas trop besoin de regarder la qualité du vin utilisé....

Ça pousse à l'achat

Hve oui, j'évite Demeter et biodyvin car je suis pas pour la biodynamie

Je n'ai pas connaissance des labels ainsi ils ne peuvent influencer mes achats tu

Notion culturelle, qualité en fonction des châteaux

J'en bois pas q

Même réponse que pour la consommation alimentaire régulière

Je vais me renseigner, et ainsi m'orienter plus vers ce genre de vin.

Pour la même raison que pour la nourriture.

Non pas directement

Je ne les consulte pas pour les vins

Je ne bois pas

Même réponse, si mon achat valorise les producteurs

Pour ne pas faire tourner le commerce d'entreprises qui ne font pas attention à l'environnement ou aux conditions de travail

Ils nous donnent une première impression des produits

Non connaissance des labels

Question 21 :

Étiquettes de lignes	Consommez-vous des vins du Nouveau Monde ?	Consommez-vous des vins du Nouveau Monde ?
Oui	30	34%
Non	59	66%
Total général	89	100%

Question 22 :

Étiquettes de lignes	Nombre de A quelle fréquence buvez-vous des vins du nouveau monde ?	Nombre de A quelle fréquence buvez-vous des vins du nouveau monde ?2
Jamais	11	26,19%
Une fois par mois	24	57,14%
Une fois toutes les 2 semaines	5	11,90%
Une fois par semaine	2	4,76%
Total général	42	100,00%

Question 23 :

Rien

L'empreinte carbone est un peu moins jolie

Énorme impact

Je n'y avait jamais vraiment pensé

Le trajet avec les autres continents que le nôtre a une forte empreinte environnementale, mais ces vins sont d'autant plus intéressants que certaines « traditions » de production plus ou moins respectueuses de l'environnement n'existent pas dans l'histoire de ces « nouveaux » vins et on pense à la

production du vin dans son intégralité, par exemple l'aspect social avec le fair trade tourism (South Africa)

Impact écologique surtout vis à vis de la production (irrigation, utilisation des produits phytosanitaires, utilisation du sol)

Important

Tout dépend dans quels pays. En équateur par exemple le vin ne devrait pas y être produit, trop coûteux en énergie

Impact environnemental différence entre les vins du nouveau monde et les vins français, règle plus stricte en France, vins du nouveau monde plus impactant au niveau de l'environnement et de l'écologie

Pas terrible

Aucune idée, mais la consommation étant très faible ...

Aucune idée je ne connais pas

Il y a certes un impact par l'émission du CO2 lors de l'expédition mais certains vins du monde mais il y a des vins qui ont aussi le respect de valeurs que les vins français non pas encore ou dans une moindre mesure

Je ne connais pas assez

impact devastateur mais je suis curieux

Import de ces nouveaux vins peut peut-être impacter l'environnement

Pas d'avis

Pas d'avis spécifique. Je ne pense pas qu'il soit supérieur à celui de fruits exotiques importés ou de légumes d'été cultivés sous serre en hiver

Je ne connais pas

Je ne sais pas ce que signifie les vins du nouveau monde ?

Je pense qu'il dépend plus de la conduite de la vigne que du transport.

Je n'ai pas en tête qu'ils sont produit d'une manière différente des vins européens. Cela vient du fait que les vins du nouveau monde que je consomme sont pour la plupart sous le giron d'un grand groupe ou d'une grande maison française.

Du vin étrangers traverse les océans en cargo. De base, c'est pas bon.

Tout dépend du domaine. Le nouveau monde commence aussi à prendre en compte ces enjeux

Je pense que cela chamboule et change les manières de travailler, amenant ainsi plus de réflexion autour de la production.

Je pense qu'elle est moins « stricte » par rapport à la France ou même à l'Europe

Pollution lié aux transports

Pas très bon

Question 24 :

Nombre de Si le produit comportait un label de durabilité (compensation carbone, biologique, biodynamique, ...) cela pourrait-il impacter votre achat ?		
Étiquettes de lignes	Nombre de	Adresse e-mail
0	3	9%
2	1	3%
3	1	3%
4	2	6%
5	3	9%
6	5	14%
7	3	9%
8	9	26%
9	3	9%
10	5	14%
Total général	35	100%

Question 25 :

- "Je pense que beaucoup de communication doit être faite autour de ces labels. Aujourd'hui les labels sont présents partout et sont tout à fait opaques. Il y en a tellement que certains apparaissent plus comme une communication marketing plutôt qu'un réel gage d'une certaine qualité. Mettre un label sur son vin n'est pas pour moi un prétexte d'achat. Une histoire doit être racontée avec ce logo : pourquoi ? Quelle vision pour le futur ? Quelles actions concrètes sont mises en place ? Impact sur la production ? Impact sur le goût ?
- Trop souvent les marques se contentent de poser un énième label qui demande des efforts inconsiderés à comprendre."
- L'impact est aussi social/économique si on décide de favoriser le travail français.

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