



## **Using Questionnaire to Study the New Culture of Wine in Vietnam ; Comparaison Versus France**

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Wine consumption in Vietnam has been on the rise for the last few years... Due to westernization and health awareness, consumers living in towns tend to be interested in wine. We are doing research in understanding how such a cultural context affects the way people perceive wine in this non viti-cultural country. Everyday thinking patterns in Vietnam related to wine are explored within the theoretical framework of representations. We used focus group techniques to explore consumers' representations of wine in two cities in Vietnam (Hanoi and Hochiminh) and compared them with the representations elaborated by consumers living in a viti-cultural city in France (Dijon). Based on items generated by focus groups results a questionnaire was then designed and administered among about 1200 Vietnamese and French participants. This questionnaire includes three parts. The first two parts aim at validating observations of the focus groups. The first part comprises 40 questions measuring opinions and attitudes towards wine. The second part consists in an association task in which subjects are asked to choose, among a list, the terms that are the most associated to wine. The last part aims at categorizing participants as non-consumers, novice consumers or wine connoisseurs.

Preliminary results by multivariate analysis indicate that, in Vietnam, wine is not as associated with sensory pleasure or with history and tradition values as it is in France, but rather with social and health issues. Many Vietnamese participants declared not to like the taste of wine, but to find it valuable to exhibit bottles or to drink wine on important occasions. Drinking imported wine sounds fashionable and more prestigious than drinking other types of alcohol. Wine consuming is also believed to be a sign of success in social life. In the other hands the difference between Vietnam and France has been found in the way people used vocabulary in the association task. These results could suggest several implications for wine marketing in a new culture wine of Vietnam.