

UK and France

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A Comparison of Wine Drinking Behaviours in Young Adults in the UK and France

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Abstract

Purpose: This paper presents an exploratory study investigating similarity and differences in interaction with and attitudes towards wine amongst young adults in the UK and France. The UK is not a wine producing country yet wine consumption is rising. In France along with other major European wine producing countries wine consumption is declining. The aim of this research is to better develop our understanding of how young adults in different European countries interact with wine; why and when they would choose to buy and consume wine in preference to other alcoholic drinks.

Design/methodology: Focus groups were held in the UK and France. The participants were young adults aged between 18 and 30 who drank wine.

Findings: The results suggest that in only in one wine consumption situation do young adult wine consumers in the UK and France behave in the same way; their acceptance of the synergy between wine and food. In other environments the consumption of wine in bars, pubs and clubs differs including gendered differences. Whilst many of the individual findings are supported by previous nationally based research this study also clearly suggests international cultural similarities and differences in interaction with wine.

Practical implications: These findings indicate a need for a Pan-European study to confirm how attitudes towards wine and wine consumption behaviours are changing,

converging and or diverging, in the young adult population within Europe. This would enable both the hospitality industry and wine trade to better understand, provision and market to the latest generation of wine consumers.

Key Words: International Study, France, UK, Young Adults, Drinking Behaviours, Wine