

# A sociocultural perspective on wine: identification of four dimensions of wine consumption value

**Gwarlann De Kerviler**

IESEG SCHOOL OF MANAGEMENT LEM-CNRS (UMR 9221)

**Barry BABIN**

Ole Miss Business School

**Pol SOLANELLES**

Ole Miss Business School

Cite as:

De Kerviler Gwarlann, BABIN Barry, SOLANELLES Pol (2024), A sociocultural perspective on wine: identification of four dimensions of wine consumption value. *Proceedings of the European Marketing Academy*, 53rd, (118823)

Paper from the 53rd Annual EMAC Conference, Bucharest, Romania, May 28-31, 2024



# A sociocultural perspective on wine: identification of four dimensions of wine consumption value

## **Abstract**

Wine consumption is multi-faceted and different values may resonate with different consumers. This study adopts a perspective of wine drinking as a cultural activity, an approach which was missing in past research, to identify and develop four distinct values related to wine consumption. Social value derived from consuming wine for bonding across diverse settings, from formal gatherings to casual meet-ups. Epicurean value stemming from an appreciation for the taste of wine, tying into personal identity and cultural capital. Coping value linked to temporarily escaping one's worries and alleviating sources of stress, both physical and emotional. Utilitarian value associated with medicinal and health benefits as wine consumption can fulfill immediate impulses, irrespective of the deeper experience of wine appreciation. This finding provides guidance for marketers to develop communication strategies with a more targeted approach that would align with value derived from wine drinking.

**Subject Areas:** *Consumer Behaviour, Goal-Derived Categorization*

**Track:** Consumer Behaviour