

**DEMOGRAPHICS, CULTURAL DIMENSIONS AND COGNAC
CONSUMPTION IN FRANCE: A CONSUMER BEHAVIOR
ANALYSIS BASED ON THE MARKETING MIX**

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Abstract

English

Although Cognac consumption has been booming across the world, the success of this spirit did not receive the same outcome in its country of production, France. Understanding consumer behaviour is a key for companies and a widely covered subject by researchers. The Cognac industry has not benefited from an extensive literature coverage, and the current context is making it interesting to study. The aim of this study is to analyse if there is an influence from demographics and cultural dimensions on Cognac consumer behaviour, in France. Regarding demographics, Age and Wage are the two independent variables, relating to generation and purchasing behaviour. For the cultural dimensions, Masculinity and Restriction have been used from Hofstede works. The consumer behaviour is split in four part according to the marketing mix: Price, Place, Promotion, Product. Study. Through this study, it has been found that Age is influencing negatively the choice of premium places of consumptions, like the cultural dimension restriction. Wage in this study did not have any impact on the buying behaviour of consumers. Relating to Masculinity, it is interesting to state that respondents with a tendency to have a more masculine behavior are willing to pay more for a cocktail with Cognac. The goal of this study is to open a part of the literature where there is a gap between the Consumption of Cognac and the French consumers.

Keywords : Consumer Behaviour, Masculinity, Restriction, Demographics

JEL : Microeconomics, Labour and Demographics economics

Portuguese

Desde que o consumo de Cognac tem vindo a crescer em todo o mundo, o sucesso deste espírito não recebeu o mesmo acolhimento no seu país de produção, a França. A compreensão do comportamento do consumidor é uma chave para as empresas e um tema amplamente coberto pelos investigadores. O conhaque industry não recebe muita atenção da literatura, e o contexto da acutel está a tornar interessante o estudo. O objectivo deste estudo, é analisar se existe uma influência da demografia e das dimensões culturais no comportamento dos consumidores de Cognac, em França. Relativamente à demografia, Idade e Salário são as duas variáveis independentes, relacionadas com a geração e o comportamento de compra. Para as dimensões culturais, Masculinidade e Restrição têm sido utilizadas de obras de Hofstede. O comportamento do consumidor é dividido em quatro partes de acordo com a mistura de marketing: Preço, Local, Promoção, Produto. Estudo. Através deste estudo, verificou-se que a Idade está a influenciar negativamente a escolha de locais de consumo premium, tal como a

restrição da dimensão cultural. O salário neste estudo não teve qualquer impacto sobre o comportamento de compra dos consumidores. Em relação à Masculinidade, é interessante afirmar que os inquiridos mais masculinos estão dispostos a pagar mais por um cocktail com Cognac. O objectivo deste estudo é abrir uma parte da literatura onde existe uma lacuna entre o Consumo de Cognac e os consumidores franceses.

Palavras-chave: Comportamento dos Consumidores, Maculinidade, Restrição, Demografia

JEL: Mircoeconomics, Labor and Demographics economics.

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Purpose of the Research

The purpose of this research is to analyse the effect of two demographics, wage and age, and two cultural dimensions created by Hofstede, masculinity and restriction, on the Cognac consumers behaviour in France.

1. Introduction

The Cognac industry is fascinating, being regulated by strict and limited specifications in a small area of France, it is the biggest exporter in value in French wines & spirits (BNIC, 2019). Indeed, the industry is the major component of the economy in Charente region, where Cognac is produced. The industry is employing directly 17.000 people creating enough wealth to make 60.000 people live from Cognac industry (BNIC, 2020). As stated, production of Cognac is limited in a strict area in order to obtain an Appellation of Controlled Origin. Made from wine, Cognac possesses a vineyard of 78.000 hectares, split in 4.276 winegrowers (UGVC, 2020). It represents 10% of the French vineyards, and the biggest white wine vineyard. Interestingly, this product made from a limited geographical zone in France, is exported at 97.9% (BNIC, 2020). France is today the fifth biggest market for Cognac, it represents 2.1% of the consumption in the World. Thus, Cognac industry depends a lot on the big four Cognac markets, The United states of America (42.6%), Singapore (13.3%), China (11.8%), Great Britain (4.8%). Even if France is well ranked, the volume is small compared to the first markets. In addition, when comparing Cognac consumption with other spirits in France, we can see that there is a gap in the French market. Indeed, Cognac represents 0.97% of the consumption of Spirits in France (IWSR, 2020). How such a locally made product can represent a small share of consumption in its country of origin was the starting point of this research.

In order to understand the Cognac industry, it is interesting to understand how consumers behave. Relating to price, there exists three main categories of Cognac based on ageing. The Very Special (VS) is for eaux de vies older than two years, the Very Superior Old Pale (VSOP) is for eaux de vies older than four years, and Extra Old (XO) is for eaux de vie older than ten years (Martell, 2020). In the world in 2019, 53% of the Cognac sold is from the Very Special category, 37% from the Very Superior Old Pale and 10% from Extra Old (XO). When looking at specifics' markets, we can see that there are disparities compared to the world tendency. VS in the USA represents 68.9% of the consumption, while in China it represents only 11.5%.

VSOP and XO are the most consumed Cognac in Singapore in China (BNIC, 2020). Relating to consumption, the “Bureau National Interprofessional du Cognac”, stated that 80% of Cognac is consumed in Cocktail in the world (2020). Nevertheless, disparities also exist in way of consuming Cognac. Chinese usually drink Cognac with a meal, while British consumers enjoy it in cocktails (BNIC, 2020). 50% of British are redoing their favourite cocktails at home, translating an influence of bars on the retail.

Disparities in Cognac consumer behaviour is interesting for researchers. One study compared American and Chinese consumers (Son et al, 2018). It linked their findings with the BNIC studies and gave a better understanding of consumer behaviour in both countries. Nevertheless, finding literature about the French market was complicated. Due to the almost non-existent data and keeping in mind that Cognac is popular in markets with very different consumers, the aim of this research is to better understand how French consumers behave. In order to structure the behaviour, many links between consumers and marketing mix were found in the literature (Borden, 1949; McCarthy, 1960; Singh, 2012). Thus, Price, Place, Promotion and Product defined the dependent variable “Consumer behaviour” relating to Cognac consumption in France.

I wanted to understand, instead of comparing France to other countries, if specific consumer profiles could match specific consumer behaviours. Demographics are variables that enable measuring directly the purchasing behaviour, the generational profile, key aspects in the analysis of consumers behaviour. Furthermore, culture is an important variable in consumption and Cognac is rooted in French culture with an aging image. In addition, it is seen as a luxury product and a social symbol in other markets (Son et al, 2018). Masculinity, which defines if the society is driven by competition, achievement, and success (Hofstede, 1980), gives an observation on the behaviour of people. Are they buying a product in order to illustrate their success? Hofstede also describes another dimension called restriction: the extent to which people try to control their desires and impulses. Cognac is considered a Luxury product and consequently not as an essential product.

Therefore, the aim of the study is to consider if demographics and cultural dimensions (Masculinity and Restriction) influence the behaviour of French consumers in relation to Cognac product. I will firstly give an overview of the literature around the dependent and independent variables in order to create hypothesis. Secondly, I will explain how the research

has been conducted, and analyse and discuss the results. To finish with, recommendations will be suggested to future researchers and a critic exercise will be done in order to give the limitations of the research.

2. Literature Review

2.1 Cognac, Consumer behaviour, marketing mix

2.1.1 Cognac, its history, definition, and consumers

2.1.1.1 The history of Cognac

In order to understand the current situation in the world, its international success and the failures of the French market, it is important to begin by the history of the product. From a grape, to a wine, to a brandy, to a Cognac, let's dive deep into the fascinating story of this product.

The spirit Cognac finds its origin in the vestiges of wine production in the region of Cognac city. Dating back to the 1st century AD according to the BNIC (2009), scientists found evidences of vineyards and wine making in the region. In the meantime, the « Syndicat des Producteurs et de Promotion des Vins de Pays Charentais » states the emergence of wine growing in the area at the end of the third century (2018). This paradox appears as new scholars' articles declined the promulgation of an edict in 92 CE forbidding the plantation of grapes in Gaule until the end of the third century (GRIS). This small step back did not change the development of wines within the region. Trade-oriented from the start, the beginning of the middle age gave to the Charente region an international aura. It is thanks to its river, named by the romans « the walking path », that the region benefitted from an easiness to ship to the heart of the Poitou Charentes from the Atlantic Ocean (BNIC, 2008). From salt made in Saintes and paper in Angoulême, Cognac was at the middle of a trade road particularly used by the Dutch (BNIC, 2018). Their wines, especially the quality of white wine « sometimes higher in quality compared to white wines from Graves, Bordeaux » (Bérauld, 1892), made them famous in northern Europe since the XII century (Vins de Pays Charentais, 2018).

Nevertheless, it is the limitation of packaging and long distance of shipping that made the first link between wine and Cognac (BNIC, 2018). Indeed, the low-alcoholic composition of the wines made them suffer from long distance shipment and temperature change. Fortunately, the Dutch decided to use a scientific process already used by them to create the father of Gin in the XIII century, the Jenever (Jacobs Solmonson, 2012). This process is called distillation: the first

existing and written proof of the scientific reaction was made by Dioscoride (1st century) : « The tar oil is obtained by separating the aqueous part, which is on top like a serum. This aqueous part is removed during the cooking of the tar by applying pure wool to it. This wool, moistened by the action of rising steam, is dehydrated in the container and continues during the boiling of the tar. ». Indeed, the distillation was used uniquely for medicinal remedies until the XII century when distilled wine were created in the city of Salerne (Rival, 2005). There is no link between the creation of Cognac and this first distillation of grapes. Undoubtedly, the origin of distilled alcohol in the Netherlands arrived with Francis de le Boë, inventor of the Jenever (Delos, 1993; Mussart, 2012). Regarding the specific definition of alcohol distillation, the BNIC is defining this principle by understanding the composition of alcohol: Alcohol is a product of fermentation of sugars naturally occurring in the fruit as fructose and glucose. It also occurs in combination with many other compounds and therefore must be isolated from them. This is done by distillation. The principle of distillation is based on the difference in volatility of these compounds (their evaporation capacity depends on their boiling point: the most volatile compound has a lower boiling point than the least volatile), (2018). As a matter of fact, the distillation is purifying the liquid by taking of the non and low-volatiles compounds.

Consequently, the Dutch decided to use this process once the wines arrived in the Netherlands. It gave birth to a category of spirits known worldwide: « Brandy » (Vitaux, 2012). Brandy is the English word for Brandewijn, translated as « burnt wine » by the Encyclopaedia Academia (Campbell, 2009). As the distillation is reducing the number of compounds, the volume of liquid is reducing too. This is where science met profit in this history: the Dutch realized the cost would be reduced by implementing the distillation process in Charente during the XVIth century (BNIC, 2018). This is one of the first technological transfers (BNIC, 2018) in order to benefit from a comparative advantage (Ricardo, 1817). In addition, this transfer gave to the people of Charente the knowledge of distillation. Therefore, the people from Charente added their modifications to the stills used for distillation and created the « Charentais still » (annexis 1). These modifications appear with what made Cognac unique at this time, the double distillation (BNIC, 2018). The Charentais discovered the capacity of their grapes to develop a complex aromatic even more diversified with a second heat.

After learning about the fruit of origin, the transformation from wine to brandy, another element made the product reach a high quality. It is also one of the most important factors in today's Cognac industry: the conservation in oak barrel. Oak barrels have been used for storage of wine

since the beginning of the Roman empire (MacNeil, 2011). It has also been discovered that the oak affects the wine (MacNeil, 2011), and can positively benefit in taste when it has been resting the right amount of time. At the XVI century, the production of bottles were not industrialized. The common practice to stock wine and brandy was with oak barrels. Consequently, the first use of these barrels was to stock and not to develop the aromas of the product. However, history can be created naturally and thanks to this discovery, the brandy from Cognac continued to grow. In 1643, the first Cognac house, Augier was launched (BNIC, 2018).

During two centuries, the industry of Cognac has been through many developments: from the free trade agreement between France and England under Napoleon III (Dunham, 1930), to the creation of mechanized glassbottle manufacturing production by Claude Boucher (Bour & al., 1998). The volume of Cognac sold is multiplied by three. It gave to the city and the industry a new dimension and an international reputation. Nevertheless, similarly to the majority of the vineyards across Europe, the Cognac region had been heavily impacted by the Phylloxera crisis. 85% of the vineyards disappeared, pushing the region to create the first Viticulture committee in 1888 in order to protect the vineyard. From this first institution, the XIX century had been driven by the legislation around Cognac Spirit. In 1936, the Cognac is recognized as an « Appellation d'origine contrôlée », (BNIC, 2018).

From the First century to the XIX, Cognac had been created with time and history, through innovation and passion, discovery and trade. Nowadays, thanks to the AOC, Cognac has a specific definition defined by the « cahier des charges » in order to give to the Cognac Houses, values and benefits in the Wines & Spirits industry.

2.1.1.2 The definition of Cognac

2.1.1.2.1 The official definition of Cognac

The definition of Cognac obviously found its origin with the invention of Brandy by the Dutch and the transfer of the art of distillation in Charente. Nevertheless, the official definition of the spirit began the 1st of May 1909 with the decree delimiting the region with an exclusive right to the names of Cognac, eau-de-vie de Cognac, eau-de-vie des Charentes for its eaux-de-vie (Inao.gouv, 2020). Consequently, only Cognac could be produced on the soil of four departments: Charente, Charente-Martime, Dordogne, Deux-Sèvres¹. In order to have the

¹ Please find in appendix x the detailed arrondissements and communes in each departments.

appellations “Cognac”, “Eau-de-vie de Cognac” & “Eau-de-vie des Charentes”, considered as “controlled designation of origin”; the history had to wait for the nomination of Joseph Capus. He was the minister of agriculture of France before being senator of Gironde from 1930 to 1940 (Capus, 1947). More precisely, the 12 of March 1935, the senator introduced a bill to create the National Committee for Appellations of Origin of Wines and Brandies. This allowed to the wines of France and the spirits to have protection and official reputation of quality around the world, following strict regulations on the origin, the terroir, the methods of production (Le Roy de Boiseaumarié, 1967). Thus, there is only one official definition of Cognac and few literatures on the subject. Surprisingly, it took 73 years to translate the decree of “controlled designation of origin” regarding Cognac to an official written Specifications for the registered designation (BNIC, 2009; Legifrance, 2009). Split in two parts, the technical fact sheet and the obligatory declarations and registers, the table 1 is showing the structure of these two pillars. Appendix 2 is giving the official written Specification for the registered designation.

SPECIFICATIONS FOR THE REGISTERED DESIGNATION OF ORIGIN “Cognac” or “Eau-de-vie de Cognac” or “Eau-de-vie des Charentes”	
I – TECHNICAL FACT SHEET	II – OBLIGATORY DECLARATIONS AND REGISTERS
A – Name of the registered designation of origin and category of the spirit	A – Obligatory declarations
B – Description of the spirit drink	B – Keeping of registers
C – Definition of the Geographical Area of Origin (Decree of 1909)	
D – Description of the production process	
E – Factors inherent to origin	
F – French national rules and regulations	
G – The applicant	
H – Complementary names to the geographical denominations	

Table 1. Structure of the official Specifications for the registered designation of origin “Cognac” or “Eau-de vie de Cognac” or “Eau-de-vie des Charentes”

2.1.1.2.2 The definition of Cognac from the makers

Interestingly, Cognac with this strict and ruled definition and appellation, has many different perspectives for the makers of this spirit.

Cognac has been defined in the beginning of the XXth century by the “Bureau National interprofessional du Cognac” called BNIC. Through a large document defining the “Specifications for the registered designation of origin”, review and published in the Official Journal of the French Republic on the 9th January 2015, the BNIC is giving to the product a specific definition, relating to production and making. Another interesting perspective regarding the definition of Cognac is to give the words to the people at the origin of the product, the cellar masters. According to Jacki (2018), the senior editor of the blog Cognac Expert, a cellar master need to be highly skilled in all the existing activities around Cognac production : « An expert viticulturist (the science, production, and study of grapes), a winemaker, a blender, have a highly refined sense of smell and taste, and—perhaps this is the most important quality—have the uncanny ability to just know what combination of flavors and aromas will work within a blend. ». Pascal Cibrot, cellar master of Martell, define his role as a « the keeper of time, the guardians of the temple, and the guarantors of our product quality » (La Distillerie Générale, 2018).

Testimonies of the Cellar Masters on the definition of Cognac and their visions have been collected in a book called « Cellar Master of Cognac » (Jamin & Ray, 2018).

Cellar Masters	Cognac Definition
Jean-Phillipe Bergier – Bache Gabrielsen	Cognac is a soil extract, through wine and distillation, sublimated by ageing.
Denis Lahouratate - Bisquit	Cognac is the distillation of wine, which gives the most accomplished expression of a brown, aged spirit from a very special terroir. It is a product whose beginning, but never its end, is known. It is an infinite form...
Eric Rey – Boinaud De Luze	Cognac is a product that must please, it is a product of pleasure. We must please ourselves by designing it, by producing it, and please the people who will taste it, make them want to go back.

Patrick Léger – Camus	It is a fabulous local product from a region relatively unknown to the French because of its international reach, 98% of sales are made abroad. It is a product that allows you to travel in time, that you can age, that has no limits. It is very rare in the world of wines and spirits, and luxury products in general.
Michel Casavecchia – Otard et Dussé	It is an exceptional product elaborated by a small village of die-hard Gauls who resist and are proud of it.
Laurent Vallet – Château Montifaud	It's a fabulous product. A product of passion, of terroir, of family, of know-how.
Patrice Pinet – Courvoisier	It is a product of pleasure, refined and expresses the quintessence of a terroir. It is a spirit that is unlike any other, elegant. It carries within it the aroma of the wines, expresses all the know-how of the women and men of the region, who know how to make the most of the difficult, chalky, relatively poor land.
Dominique Touteau – Delamain	It is above all emotion; Cognac must be this creator of emotion. It is an olfactory journey where we find the scent of each continent. The leather of the suitcase, the fresh grapes of Europe, the musk of black Africa, the tobacco of Cuba, the spices of India.
Isabelle Couprie – Domaines Francis Abécassis	It is a golden treasure, the fruit of the vine and of the terroir that nourishes it, of the men and women who allow it to express itself.
Alexandre Gabriel – Ferrand	Cognac is the soul and essence of wine transcended by distillation and blending. One of the rare products that takes time as a tool. A vector of emotion, a shared emotion. An aesthetic range. A way of saying things.
Patrice Piveteau – Frapin	Cognac is the spirit in the world with the most finesse.
Renaud Fillioux de Gironde – Hennessy	Cognac is the product that participates the most in beautiful moments, exceptional moments, great emotions.

Eric Forget & Pierre Boyer - Hine	This is the spirit of wine. It is the most complex spirit and the most linked to its origin, to its terroir.
Christophe Fillioux – Jean Fillioux	The son = It is a noble product, one of the most complex eaux de vies
	The father = A good cognac, a great cognac, is a blend of so many eaux-de-vie that there is always one missing...; The challenge is to find the one that is missing. You never completely finish a blend, you can always do better in search of the grall that is cognac...
Robert Andrieux - Larsen	It is the elixir of the gods.
Laurent Robin – Louis Royer	It is the most beautiful brandy in the world, it is the essence of wine, the best that can be made from wine.
Patrick Raguenaud – Marnier-Lapostolle	It is the result of the distillation of wine from the region and ageing in oak barrels. It is a product of terroir, tradition, of very high quality, and of international renown. It is the most beautiful of spirits. Isn't it called the "liqueur of the gods"?
Christophe Valtaud – Martell	It is a synthesis of know-how to create an emotion. It is the spirit that seeks excellence in all types of soil, viticulture, distillation (we have our own still, the Charentais still), cooperage, flasks. There is no equivalent.
Gilles Merlet – Merlet & Fils	It is a fruit brandy.
Anne Sarteaux – Meukow	It is a wine brandy distilled twice, characteristic of our region. It is the result of a common artisanal work between the winemaker, the distiller, the cooper and the cellar master.

Stéphane Burnez – Prunier	It's concentrated wine, and time.
Baptiste Loiseau – Remy Martin	If there was only one word to remember, it would be terroir. Cognac is first and foremost a terroir.
David Croizet – Renault	It is the quintessence of wine. It is also and above all the work of man with the gifts of nature, with grapes and oak. It is man who thinks he is God, wanting to transform and create.
Romain Martial – Tesseron	It is a noble, unique product, specific to a region and its terroir.
Richard Brastad – Tiffon Brastad	It is a story between the vine and man, a culmination. By means of distillation, man sublimates and brings to their peak all the aromas that the vine carries. These aromas are preserved, which is the particularity of Cognac.

Table 2. Cellar masters testimonies from the book Cellar Masters, Cognac.

2.1.1.3 The top five Cognac Markets

The importance of describing the history of the product, its regulations and its qualities serves to define the modern history and the current context of the Cognac industry. Moreover, the understanding of the French market, birthplace and unique production location of Cognac spirit, needs to receive an important historical background.

Nowadays, Cognac is exported at 98%. The top five main markets are respectively ranked as: The United States of America, Singapore, China, United Kingdom, and France (BNIC, 2019). In order to analyse the context, each market will be described separately.

2.1.1.3.1 United States of America

First of all, in the United States of America, French liqueurs are considered to be high-end products and are known for their quality, which reinforces the trend towards high-end products.

As the largest consumer of French wines and spirits, whose exports increased by 4.6% to \$3.2 billion last year, consumption in the United States continues to grow steadily.

The United States has been the most important cognac market for 20 years (BNIC, 2019), accounting for 41% of the total volume and 38% of the value of deliveries. In 2018, 87.196.185 bottles were shipped to the United States. Cognac shipments to the United States alone account for more than 10% of total French wine and spirits exports. Cognac also has a significant impact on the balance of trade between the European Union and the United States, as it accounts for almost a third of the total value of spirits exports to the United States, just behind whisky and well ahead of vodka (Spirits Europe, 2018).

According to a study by IWSR and Vinexpo, consumption of premium spirits in the United States is expected to grow by 5% per year between 2016 and 2021. Annual data published by the Distilled Spirits Council of the United States (DISCUS) shows that cognac and brandy will account for approximately 16% of total US spirits market growth in 2017.

2.1.1.3.2 Singapore & China

In order to understand why Singapore is the second market for Cognac in the world, it is important to focus on international trade policies (Le Monde, 2018). Thanks to its free port status, there are no customs duties on imports, making Singapore an ideal platform to boost the South-east Asian economy (Tan, 2018). Singapore and China are the second and third largest Cognac markets, importing 27.2 million and 23.8 million bottles respectively in 2018 (BNIC, 2019). These are surprisingly similar figures given the significant population difference between the two countries but can be explained by the fact that Singapore re-ships the majority of its Cognac imports to China, Vietnam and other Asian countries.

Money and social status are very important in China (Hofstede, 2020). Cognac is synonymous of social and economic success (Song, Wei and Bergiel, 2018). It is a high-level luxury product in a country where appearance is paramount. Considering that cognac is a symbol of prestigious quality, offering cognac is considered as a sign of respect (Song, Wei and Bergiel, 2018). It is a very seasonal product, popular at Chinese New Year, Valentine's Day, full day, half day, etc. Cognacs of the highest quality are always in great demand. With a share of more than 22% of direct exports in 2018, the VSOP and XO categories are increasingly popular with Chinese consumers (BNIC, 2019).

The most common way to drink cognac in China is to consume it with a meal (together with baiju, the traditional Chinese alcohol), often served with sweet and spicy Shanghai dishes, Peking duck and steamed Cantonese dishes (Song, Wei and Bergiel, 2018).

Other ways of consuming cognac have also been developed, which are particularly suitable for parties. Cognac in cocktails is very fashionable in karaoke bars, which are very popular with students, thirty-somethings and businessmen who invite their customers to the private karaoke lounges (KTV) of luxury establishments. Cognacs are also popular in trendy nightclubs (BNIC, 2020).

2.1.1.3.3 Great Britain

The British alcoholic drinks industry is dynamic. 24 million British citizens consume alcoholic beverages, representing half of the UK adult population (drinkaware, 2019). Recent trends are the search for authenticity, artisanal products and the development of a cocktail culture (barmagazine, 2018). Commercial consumption is increasing thanks to the sale of craft beers, wines and especially blended spirits. 52% of UK residents say they like to drink cocktails and prepare them at home (Bacardi, 2018). Brands are taking advantage of this new trend, using products with fashionable packaging to attract a new generation of young consumers.

2.1.1.3.4 France

Most French people over 18 years of age consume alcoholic beverages less than once a week. The number of people drinking every day has decreased by 6 points in 7 years (to 9%). Attendance in bars and restaurants has been falling since 2008 (BNIC,2019). (-13.4%), stopped in 2016, where it remained stable (IWSR,2017).

The phenomenon of retraining observed in recent years - which absorbs less but better - is not questioned by this reduction of the annual budget. The prize is related to the notion of additional pleasure and the demand for reinsurance of local or even organic products (larvf, 2015).

Alcohol consumption in France is still dominated by whisky, aniseed and rum, which represent almost 75% of consumption. For most French people, spirits have a good image and are synonymous with hospitality and know-how (LVMH, 2018). In regard to taxation, which has

been steadily increasing for years, three quarters of French people believe that the level of taxation applied to alcohol is unjustified (Le Monde, 2018).

The trend of cocktails is becoming increasingly popular (IWSR,2019). Roosters cocktails are invited to the table, colourful and tasty, and have established themselves as the fashionable drink of the moment. Today no luxury hotel bar or restaurant can do without its cocktail menu, and some establishments have even specialised. This is how Paris today abounds in good directions and ranks among the world's cocktail capitals (Cuisine et vin de France, 2015).

Today it is said that cognac is present in 15% of a la carte cocktails, behind rum and vodka. According to bartenders, in order to make a name for itself on the fast shelves of French bars, cognac must continue to dust off its image on its territory and reveal itself as it is on its most important markets: dynamic and cosmopolitan (BNIC, 2018).

These five markets have similarities and differences in trends and consumers behaviour, making it interesting to analyse and difficult to define a profile of Cognac consumers.

2.1.2 Consumer Behaviours

2.1.2.1 Definition

It is often necessary to understand the customer and his/her regional and cultural influences. This will affect the marketing mix of a company, designed as a marketing strategy in order to develop a brand, product in a certain market. (Linehan, 2008).

First of all, it is important to give a definition of a consumer, according to Walters : "A consumer is an individual who purchases, has the capacity to purchase, goods and services offered for sale by marketing institutions in order to satisfy personal or household needs, wants, or desires." (1974). From this definition, Walters designed the consumer behaviour as " ... the process whereby individuals decide whether, what, when, where, how, and from whom to purchase goods and services." (1974). Questions we can find in the building of marketing mix strategies (Twin, 2020). Schiffman & Kanuk (1997), join the statement of Walters (1974) by linking the study of consumer behaviour to analysing the What, Why, When and How consumers purchase and use products. They added to their research dimensions that appear after the purchasing act: « using, evaluating, and disposing of products, services, and ideas. ».

Schiffman & Kanuk (1997) also joined the idea of Mowen (1993) describing not only individuals by adding buying units into their definitions. The first authors divided consumers in two types: personal consumers purchasing goods for personal, household, or gift use. Thus, personal consumers are purchasing for final consumption. Organisational consumers on the other hand purchase in order to develop an organisation.

Since the definition of Engel, Blackwell & Miniard (1990), « Consumers purchasing actions directly involved in obtaining, consuming, and disposing of products and services, including the decision processes that precede and follow these actions", following studies did not modify the essence of the statement above (Peter & Olson, 2002 ; Arnould et al, 2002).

2.1.2.2 Association with marketing mix

Obviously, the marketing mix is directly influencing consumer behaviours (Borden, 1949; McCarthy, 1960; Singh, 2012). Undoubtedly, the origin of the marketing mix designed by the twelve dimensions of Borden (1949) have been built in connection with the consumers behaviour. Later, the author used the term behaviour later in another study "When building a marketing program to fit the needs of his firm, the marketing manager has to weigh the behavioural forces and then juggle marketing elements in his mix with a keen eye on the resources with which he has to work." (Borden, 1964).

From the marketing mix, McCarthy designed the most common variables used in the construction of marketing strategies, the 4Ps (1960). Price, Promotion, Product, and Place, according to McCarthy, marketers essentially have these four variables they can use to develop a marketing strategy and write a marketing plan. In the long term, the four variables in the mix can be changed, but in the short term, it's difficult to change the product or the distribution channel.

2.1.2.2.1 Price

Pricing – The process of effectively setting a price for a specific product or service. It is often divided into two parts: price determination (based on relative prices of similar offerings) and price administration (fitting prices to sales situations such as geographic location or sales position of local distributors)

The price is defined as "the value attributed to the service or product provided to the customer". (Nuseir and Madanat, 2015). Price is a difficult and complex decision that a company must make based on supply, demand and other factors, and must take into account discounts and credits (Bag and Biswas, 2013). Demand law, according to the Oxford Dictionary of Economics 11, is defined as "the level of demand for a good or service is inversely proportional to its price". (Black et al, 2013). This means that as prices rise, demand and prices fall, consumers demand more of a particular product. Price is directly related to perceived quality and sends strong signals to consumers to influence their purchasing decisions. Demand factors that influence price include customer demographics and psychography. Price prestige is a psychological pricing strategy often cited in the wine industry. According to consumer theory, individuals decide to maximise their utility, subject to budgetary constraints, at a level corresponding to total wealth (Levin and Milgrom, 2004).

In addition to income, a combination of demographic and psychological factors has a direct impact on price elasticity. Price elasticity is measured by the percentage change in quantity required divided by the percentage change in price (Peter and Donnelly, 2013).

Price is considered one of the most important factors influencing consumer choice, and it is the consumer who should cancel the purchase of a product or service (Nakhleh, 2012). Consumers should make decisions based on available resources. According to consumer theory, these decisions cannot be based on available resources.

Relating to literature about Cognac pricing strategy, Bouët et al stated that in many estimations, the extensive (respectively intensive) margin of trade is positively (respectively negatively) correlated with an appreciation of the Euro (2015). In addition, Emlinger & Lamani discovered that per-unit trade costs decrease the price of high-quality Cognac and ad-valorem charges increase it. There is also different buying behaviour across Cognac markets. While Chinese consumers are consuming VSOP and XO in majority (Song et al, 2018), Americans are looking for VS. Nevertheless, Literature did not cover the influence of cultural dimensions on the buying behaviour of consumers. It will be interesting to see if there is a significant effect in order to orientate companies on pricing strategies in France.

2.1.2.2.2 Place

The spirits industry has a particularity to be split in two categories of distribution. The Off-trade which relate to retail, and the On-trade which relate to the CHR².

2.1.2.2.2.1 Off-trade

Off-trade defines the mass retail (Cofeep, 2019). Three main channels of distributions arise from this category: Mass retail, E-commerce, liquor shops. Indeed, hypermarkets and supermarkets have the right to sell spirits in their shops when other countries are only allowed to sell spirits in liquor shops (BNIC, 2018). According to IWSR, Off-trade in France represents 77,2% of the sales and is consequently the biggest category. Nevertheless, it is important to say the mass retail is generating most of the sales. The Liquor shops are mature but still a niche market while the E-commerce is at the beginning of its growth in the Spirits industry (Bacardi, 2018). Even if these channels are part of the same category, they have different types of offering. While mass retail is focusing on core products, the E-commerce and Liquors shops are looking for premium, unique, rare spirits (IWSR, 2020).

2.1.2.2.2.2 On-trade

Building value and developing the imagination around brands is a major challenge! In order to reach a consumer in search of an experience, it is common to see manufacturers using Out-of-Home Consumption (OOH) as an integral part of their marketing or sales plan (Pernod Ricard, 2015). Using Out-of-Home as a trend laboratory

Brand building, image renewal, testing or product launch are all reasons that can justify an OOH action. Touching and surprising your target consumers in a world associated with leisure, conviviality and relaxation will resonate with them when they are on the shelves and reassure them of their choice.

For the beverage categories, beyond the volume that the sector generates, the OOH is used to launch, innovate or support its action in supermarkets and hypermarkets (IWSR, 2018). The phenomenon of bistronomy observed in the food sector is found in the consumption of spirits (larvf, 2015). People drink less but better, the category is moving upmarket and consumption patterns are changing. The accessibility of the cocktail, with an average price of €8.401 for a

² CHR means Café, Hotels, Restaurants. A french name used in the spirits industry to define the consumption out of home.

cocktail with alcohol in a local restaurant, opens up new prospects for manufacturers (BNIC, 2018).

The success of the mojito in bars, a growth vector for the Rum category (Fernandez et Maillot, 2012). More than one out of 4 French people drink mojito. It is the most popular cocktail among consumers at the CHD. It is drunk 'Royal' with champagne, 'Fruité' depending on the season, 'Virgin' without alcohol, with an energy drink or beer. The mojito has thus become a category in its own right on the bar menu. With its image of travel, freshness and partying, this way of drinking appeals to young and old, men and women, initiated and novice. Over the last ten years, the mojito trend has made a major contribution to the growth of rum in supermarkets, where sales have risen by almost 50%. Consumers who want to bring this drinking experience back into the home are receptive to promotional offers and on-shelf mojito events. And it is with a promise to simplify the making of mojito at home that Bacardi Mojito Classic and Saint James Mojito have been among the best spirits innovations in supermarkets over the last two years (LSA conso, 2017).

The connection between out-of-home and supermarkets is so true that we are now seeing the arrival in supermarkets of out-of-home brands such as Starbucks, which last year launched its Frappuccino's to conquer the shelves! They will certainly not be the last to exploit this vein...

According to Spirits companies, the On-trade is the opening door to the Off-trade (Bacardi, 2015). The third biggest player on the world in Wines & Spirits industry is focusing on a specific mantra: "we are selling drinks, not bottles". Therefore, the strategy is to develop the On-trade in order to start cocktails trend and push people to redo these cocktails at home. Consequently, the rise of the On-trade will push sales in Off-trade (Bacardi, 2015).

Once again, it is important to adapt the marketing mix to each market. For instance, it is common in China to drink Cognac with a meal (Song, Wei and Bergiel, 2018).. The young generations, more urban and modern, are consuming Cognac in trendy night clubs and karaoke bars (BNIC, 2018). Cognac consumption in China is consequently On-trade oriented. In France for instance, Cognac in On-trade is making more and more appearances on the cocktail's menu. However, it still receives an old school image of a digestif drink after a dinner in high-end restaurants (BNIC, 2018).

2.1.2.2.2.3 Product

The product is regrouping a set of components such as quality, image, Branding, Variants, etc. According to my researches, and in order to meet the time requirement, I chose to study one variable, packaging:

Packaging in French covers two distinct notions: conditioning and packaging. As Cliquet (1999) points out, it seems difficult to give an a priori definition of the packaging, which is why many professionals prefer to use the Anglo-Saxon term. According to the author, the packaging would be linked to the way the product is presented in the customer at the point of sale and the packaging concerns logistics. It is therefore by its packaging that the product must ensure an attraction for new customers and a loyalty for existing customers. Packaging is also a major about the use of the product and its brand image.

The brand St-Germain used perfectly the packaging in order to give a poetic and referential function to it by creating a bottle inspired from the 1920's Art deco period. It gives the impression it is a product a century old with a huge history contributor to positioning of the product in terms of price and the perception of its image. In this research, we will give priority to the use of the terms conditioning or packaging that will refer to the visual aspect of the product as a whole, more precisely to the way of presentation chosen by brand managers to appear on the shelves of a store. This will make it easier to combine the language of professionals with that of academic research. Packaging has undergone many changes in terms of aesthetics and design, the aim being to make it more attractive to consumers, thus improving the use of the products but also differentiating oneself from competitors. The role of Aesthetics and design is becoming increasingly strong even in the most common products, from small appliances to consumer products. The water bottle mineral is adorned with chic Christmas packaging. "It now has carefully studied packaging, whose creation is entrusted to the greatest designers. The bottle of Corsican water Saint-Georges, for example, was designed by Philippe Stark " (Manceau, 2003). The bottle of Suze is dressed this year by Sonia Rykiel. after Jean-Charles de Castelbajac and Christian Lacroix. The result is a "feminine" since the designer has adorned it with her famous stripes. According to Jallais (1999), "Design as a design technique applies to the product, packaging logo, clothing, architecture, ... ; in all these fields the primary function of the design is to produce functional beauty.

Some propose a semiotic approach to packaging (Dano, 1996). The action of the packaging then consists in giving a narrative value to the product. Barthes (1985, in Dano,1996) proposes to analyse two levels of meaning: the denoted level and the connoted level. At the denoted level, the packaging conveys material and technical meanings, at the level of connoted, the packaging conveys non-material and pictorial meanings about the product, the brand and the user. The packaging then fulfils 6 communication functions: the expressive function, metalinguistic function, phatic function, poetic function and the referential function. Each of these functions can be understood either from the point of view of the sender of the speech or from the point of view of the receiver (Dano, 1996). Indeed, in the spirits industry, the bottle is giving many details and information background, however the brand is just 13 years old (St Germain, 2019).

Another example is the use of Bacara crystal by the Brand Louis XIII to create this unique carafe. The expressive function by using this packaging is to show by the quality of the material chosen for the carafe the quality of the liquid inside (Louis XII).

One of the most important windows of a brand in the spirit industry, directly linked with the packaging, is the perfect serve. Diageo is analysing in its bar academy program five elements in the making of the perfect serve : the right glassware (packaging influence), the quality and amount of ice (neat, on the rocks, full with ice), the perfect pour (right amount of alcohol), the quality of mixers (if it is not neat), Fresh garnish (increase presentation estétique). A perfect serve is the best way of consuming a product according to the brand. The jaggerbomb for jaggerminster, the Spritz for Aperol, the Cuba Libre for Bacardi carta oro, it is the way of communicating in order to give the best experience to the consumers. From the colour, the shape, the taste of a perfect serve, a spirit can increase its market shares through the success of its drink. By focusing on the Aperol Spritz, Great Mind Consulting came out with this analysis : It told a story of positivity: people should go out and enjoy themselves, and this light and refreshing (not to mention photographic) drink is the perfect casual way to enjoy an early-evening gathering (Akbari, 2019). They focused on the photographic aesthetic of the drink, touching younger generation and by a matter of fact, the biggest window of the digital world, Instagram (Akbari, 2019).

2.1.2.2.2.4 Promotion

Since its inception in 1991, the Evin Act has evolved along with society. This has been the case in 2009 (regulated authorisation of advertising on the internet) and in 2016 (distinction between advertising and cultural or oenotourism information) (Legifrance, 2016). Today we have a relatively balanced law.

The spirit of the law: regulating without prohibiting. In 1991, the legislator, by passing the Évin Act, decided to tackle two major public health issues: smoking and alcoholism. The stated objective was to combat excessive alcohol consumption and protect at-risk populations, particularly young people, by regulating the communication of alcoholic beverages. This objective is fully shared by the wine industry, which advocates measured consumption and wishes to fight against excesses that are harmful to all. Today, this law is enshrined in Articles L3323-2 to L3323-6 and L3351-7 of the Public Health Code (Vin et société, 2019).

Consequently, communication is difficult in the Wine & Spirit industry in France. Younger generations do not have the same influence from advertisement relating to alcohol compare to older generations that knew marketing of spirits before the Evin law (BNIC, 2019).

Literature did not cover the topic of consumer behaviour compared to the Evin law.

2.2 The Demographics, & Culture

2.2.1 The demographics

It is interesting to see how demographics can influence the behaviour of consumers. Consumer behaviour does not remain the same or constant in every situation; it changes from time to time. There are different factors that influence consumer behaviour. As these factors change, consumer behaviour also changes. (Kumar, 2014).

The age group has long been one of the major determinants of consumer behaviour, alongside social origin, gender and purchasing power. This trend is now disappearing. There is a convergence of consumption patterns of young and old towards those of the so-called 'pivotal' generation. The formerly selective, reasoned, even sacrificial consumption of the elderly is gradually giving way to more spontaneous, uncomplicated purchasing behaviour. From now on, the generation over 60 years of age is no longer just a population of patients, sick people, or an underprivileged and dependent population, but a population of consumers - and

consumers among the richest (Bazin, 2010). In France, Cognac consumption as the reputation to be positively correlated with Age (BNIC, 2018). However, this image is not the reality as more and more bars are adding Cognac to their cocktail menu.

As Cognac is a luxury product, it is important to see the impact of Wage on the consumption of this spirit. Wage and spending have a positive relationship (Ahmed et al, 2016). When it comes to making a buying decision an individual goes through mental budgeting and financial management process to manage ones income and contemplates whether to spent the income on luxuries or opt for savings. In regard to alcohol consumption, French and Zarkin (1998) found that individuals who consume approximately 1.5 to 2.5 drinks per day have higher wages than non-drinkers and heavy drinkers, we found no evidence of a turning point at this consumption level for either men or women Chinese are using Cognac as a symbol of their wealth, linking directly the Wage to the consumer behaviour (BNIC, 2018).

2.2.2 Two dimensions of culture: Masculinity and indulgence

2.2.2.1 Masculinity

It is interesting to see how culture can affect consumer behaviour. In order to develop this analysis, we will focus on two dimensions of culture defined by Hofstede (1984). The masculinity, defined as the « The Masculinity side of this dimension represents a preference in society for achievement, heroism, assertiveness, and material rewards for success. Society at large is more competitive. Its opposite, Femininity, stands for a preference for cooperation, modesty, caring for the weak and quality of life. Society at large is more consensus oriented. In the business context Masculinity versus Femininity is sometimes also related to as “tough versus tender” cultures. » (Hofstede, 1984). More particularly, this study will focus on the materialistic value in the masculinity dimension. Widely researched since the early 1960’s, it is specifically defined by Chang and Arkin as « the degree to which individuals principally find that possessions play a central role in their lives » (2002). Indeed, Cognac Spirit is a product and consequently possess physical characteristics. In addition, products from luxury industry consumed in public are more likely to be conspicuous goods compare to private luxury consumed goods (Teimourpour ; Heidarzadeh Hanzae, 2011). To go further, studies found a positive correlation between the conspicuousness of a product and its susceptibility to a reference group. In other terms, the consumption of luxury good is more attractive to consumers when it is consumed publicly. Previous research indicates conspicuous behaviour as one of the

main characteristics of Chinese luxury consumption (Adams, 2011, Podoshen et al., 2011, Wong and Ahuvia, 1998). The materialist spirit prevailing in the current society makes people eager to display their financial ability, a synonym of success, intelligence, and competence (Durvasula and Lysonski, 2010, Podoshen et al., 2011).

2.2.2.2 Restriction

Secondly, the indulgence dimension interested me, as it is the youngest dimension of Hofstede model and a matching dimension with the wines & spirits industry. « Indulgence stands for a society that allows relatively free gratification of basic and natural human drives related to enjoying life and having fun. Restraint stands for a society that suppresses gratification of needs and regulates it by means of strict social norms. ». It is the extent to which people try to control their desires and impulses, based on the way they were raised. This dimension has been divided in three sub-dimensions by Michael Minkov (2001), Hofstede's research associate. Happiness and pleasure in life, importance of leisure and friendship, and life control were taken into account in his researches. Hofstede used this dimension to explain the paradox between poor people from Philippines happier than Rich people from Hong Kong (2010:286). Indeed, even if the national wealth is positively correlated with the indulgence dimension, the relation is weak and explains about 10 percent of country differences in indulgence (Hofstede et al., 2010). Consequently, the level of GDP is slightly affecting the level of a country indulgence.

In addition, it is important to understand the limit of affecting a cultural score to a country. The diversity of its population and the limitation of a sample used by Hofstede had been discussed in the literature. Firstly, admitted by Hofstede himself, the « average person » from a country does not exist (1991), showing the limitation of giving a global view of a country. Furthermore, the sample for the population survey is coming from only one company, IBM, with respondents largely situated in sales and marketing department of the company (McSweeney 2002). Despite the addition of two dimensions in 2010, the original survey is dating from 1980, showing a lack of accuracy with today's populations due to external changes in the world (Aldred, 2018).

2.3 Hypothesis

By taking into account what we learn from the literature studied and analysed on the subject, we can predict different behaviours in front of the different independent variables. In addition, six models will be analysed in order to study the four Ps of the marketing mix. Price and Place will contain two models each, one for the Off trade, and one for the On trade due to their specificities.

2.3.1 Price

Off trade hypothesis:

Hypothesis 1: Masculinity is positively correlated with the price of buying a Cognac bottle

Hypothesis 2: Restriction is negatively correlated with price of buying a Cognac bottle

Hypothesis 3: Wage is positively correlated with the price of buying a Cognac bottle

On trade hypothesis:

Hypothesis 4: Masculinity is positively correlated with the price of buying a Cognac cocktail

Hypothesis 5: Restriction is negatively correlated with price of buying a Cognac cocktail

Hypothesis 6: Wage is positively correlated with the price of buying a Cognac cocktail

2.3.2 Place

Off trade hypothesis:

Hypothesis 7: Masculinity is positively correlated with the premiumness of distribution places

Hypothesis 8: Restriction is negatively correlated with the premiumness of distribution places

Hypothesis 9: Age is positively correlated with the premiumness of distribution places

On trade hypothesis:

Hypothesis 10: Masculinity is positively correlated with the premiumness of distribution places

Hypothesis 11: Restriction is negatively correlated with the premiumness of distribution places

Hypothesis 12: Age is positively correlated with the premiumness of distribution places

2.3.3 Promotion

Hypothesis 13: Age is negatively correlated with the memory of an advertisement about spirits.

2.3.4 Product

Hypothesis 14: Masculinity is positively correlated with the premiumness of a packaging

Hypothesis 15: Restriction is negatively correlated with the premiumness of a packaging

Hypothesis 16: Age is negatively correlated with the premiumness of a packaging

Based on these hypotheses and the information extracted from the literature, a survey is created to investigate the impact of Masculinity, Restriction, Age and Wage on the dependent variables.

3. Methodology

The study was designed with the only survey platform of Google “Google Form”. I used the snowball sampling method, by distributing it on social medias, namely LinkedIn, Whatsapp, and on Facebook student communities.

The independent variables were two cultural dimensions “masculinity” and “Indulgence” and two demographics “Age” and Wage”. Six dependent variables are analysed over six different models.

3.1- Demographics

To measure Age and Wage, I used the categories developed by INSEE, the National Institute of Statistics and Economics Studies. Questions are scales regrouping respondents in different categories. For Age, participants chose between 8 categories, from “<18 years old” to “>75 years old”. To measure Wage, respondents indicate their Wage between 6 categories, from “<1000€” to “>5000€”.

3.2- Cultural dimensions

In order to measure the two other independent variables, this part of the survey is asking one series of four questions to measure Masculinity and one series of five questions to measure Restriction. These questions have been created in accordance with the definitions of the cultural dimensions explained by Hofstede on its official website. (e.g. Masculinity first sub question 1 = “I have sympathy for those who don't succeed, and I envy others for their success.”; 5 = “I admire winners and I think those who lose should be punished.”). The mean and SD for each series of 5 questions will be the final score for these cultural dimensions.

3.3- Consumers behaviour

Relating to the dependent variables, the consumer behaviour is measured by question relating to the marketing mix describe in the literature review: Price, Place, Promotion, Product. The focus is made on the Cognac spirits. The use of pictures in this part is giving to the respondent an easiness to understand the different “Places”; “Products”; and “Promotions” relating to the questions (e.g., “Where would you drink a cocktail made with Cognac?” or “What type of bottle is more appealing to you?”). For the “Pricing”, the measurement is a grid mixing places of consumptions with a scale of pricing created by me while working for Bacardi-Martini Group. For the first dependent variable “Price of buying a Cognac bottle”, respondents had the choice between five categories, from “15-25€” to “>70€”. The second dependent variable from the Price category “Price of buying a Cocktail made from Cognac” is measured in six categories, from “<5€” to “>15€”.

For the two dependent variables relating to Place, images have been used to illustrate places of consumptions in increasing order by premiumness. This process is used for both Off trade and On trade places.

For Promotion, the literature review introduces to us the complexity of the Evin Law and the struggle of manufacturers to communicate on their brands. Consequently, I measured the influence of advertisement in spirits drink by asking if respondents can remember about an ad from an alcohol brand.

3.4 Process

The study began with a general briefing about the purpose of the study, after which we asked for participant’s age, gender and socio-economics status. Following this, participants were exposed to the questions relating to the cultural dimensions (Independent variables) with statements about professional and personal life. Then, they have been asked to give information about their actual spirits consumption. To finish with, few pictures and questions made participants chose how they would drink Cognac. The study ended with acknowledgment and a song about Cognac to thank them.

Results will be analysed with SPSS, using a regression analysis in order to test the hypotheses.

4. Results

4.1 Sample

First of all, it is important to conduct this summary statistics in order to get an overview of the data, their nature, and possible problems. In table 1, you can find a range of descriptive statistics that are giving information about the nature and the characteristics of the variables.

To begin with, the research will be based on a sample of 57 respondents, aged between 18 to 64 years old. Composed of 37 women and 20 Men, 59,4% of the Women respondents are younger than 25 years old when only 30% of the Men are.

The sample is split in three main CSPs: The Executives and Senior Professionals represent 35,1% of the respondent, followed by the Students (33,3%) and the Employees (24,6%). The two categories in minorities are the Craftmen, Retailers, entrepreneurs with 5,3% of respondents and one respondent with no professional activities.

	Valid	Off-trade Price	Off trade Place	Price On-trade	Places On-trade
N	57	57	57	57	57
Mean	3.65	3.72	4.26	3.67	
Median	4	4	5	4	
Mode	5	4	5	4	
Std. Deviation	1.433	0.774	1.53	0.476	
Skewness	-0.859	-2.82	-1.362	-0.726	
Std. Error of Skewness	0.316	0.316	0.316	0.316	
Kurtosis	0.173	6.971	2.094	-1.527	
Std. Error of Kurtosis	0.623	0.623	0.623	0.623	
Minimum	0	1	0	3	
Maximum	5	4	6	4	

Table 3. Descriptive statistics, dependent variables

	Advertisement	Packaging	AGE	WAGE	MAS	REST
N	57	57	57	57	57	57
Mean	0.46	2.63	29.981	2166.67	2.4868	2.21
Median	0	3	29.5	1500	2.5	2.2
Mode	0	4	21	1500	3	2.6
Std. Deviation	0.503	1.19	11.6119	1596.126	0.63108	0.41
Skewness	0.181	-0.094	1.259	0.9	0.124	-0.087
Std. Error of Skewness	0.316	0.316	0.316	0.316	0.316	0.316
Kurtosis	-2.04	-1.532	0.512	-0.213	-0.547	-0.51
Std. Error of Kurtosis	0.623	0.623	0.623	0.623	0.623	0.623
Minimum	0	1	21	500	1.25	1.2
Maximum	1	4	59.5	5500	4	3

Table 4. Descriptive statistics, dependent and independent variables

4.2 Checking assumptions for Regression Analysis

4.2.1 Outliers analysis

Relating to the outlier analysis, there is no need to check outliers. Firstly, we have X dummy variables, there is only value 0 or value 1 and for the interest of the study, we need to include all the observations for these variables. Secondly, Wage and Age can contain outliers. However, it is relevant to keep these possible outliers because it is a characteristic of the population and it is interesting to analyse how the variation of them can impact Cognac consumption.

4.2.2 Multicollinearity

After conducting a correlation matrix, there is no proof of multicollinearity. None of the coefficients are higher than 0.5.

4.2.3 Heteroscedasticity

In order to prevent the risk of heteroscedasticity, the error term variance is not constant over the observations, we are using robust standard error.

4.2.4 Independent observations

In this research, independent observations are assumed. The study has been designed in order to avoid any matching between respondents. Consequently, there is no relation between the observed scores between respondents. This also means the expected correlation between the residuals of a regression analysis are zero (independence assumption). In the case of dependence, the estimated standard error will be smaller than the actual standard error which leads to inefficient estimates of the regression coefficients.

4.2.5 Linear relationship

Relating to the dependents and independents variables stated in the hypothesis part, linear relationship between the dependent variable and the independent in each model is assumed. After means comparison followed by a linearity test, each model had a $p > 0.05$ (appendix x). It

can be concluded there is a linear relationship between the depend and the independent variables in each model.

4.2.6 Normality assumption

The table number X relating to the descriptive statistics assumes the normality of the distribution. Indeed, by looking at the Skewness, all the variables fit between -2 and +2. In addition, all the variables have a kurtosis between -7 and +7. According to the test of normality, we can assume the assumption of a normal distribution for this sample.

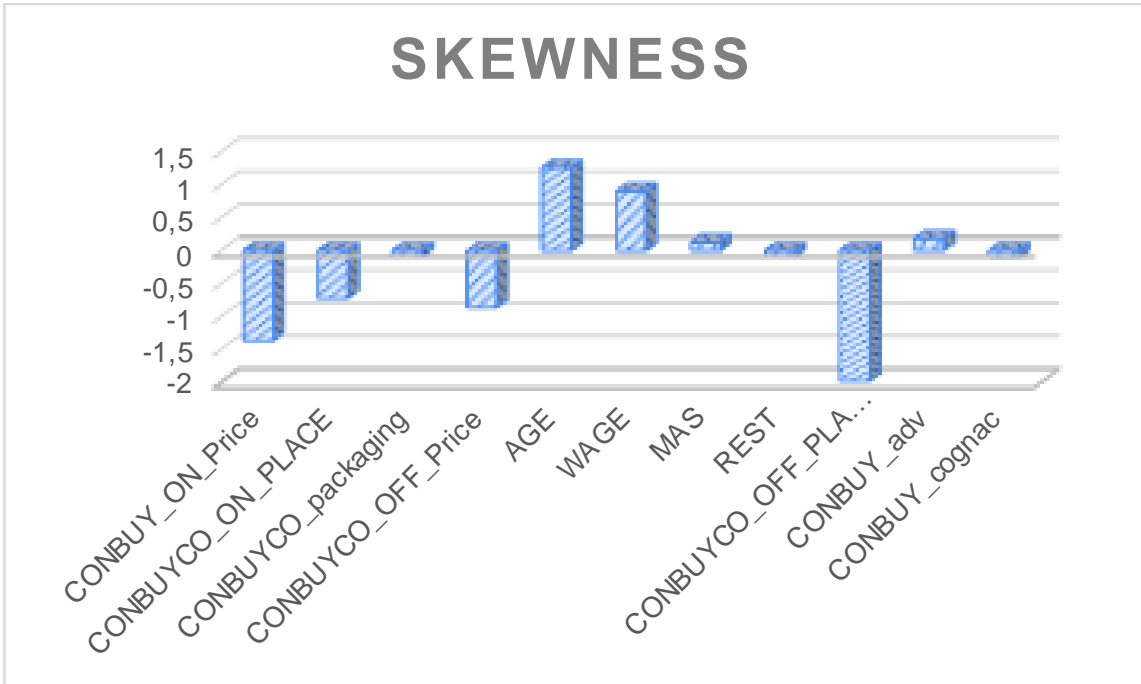


Table 5. Descriptive Statistics: Skewness, assumption for normality

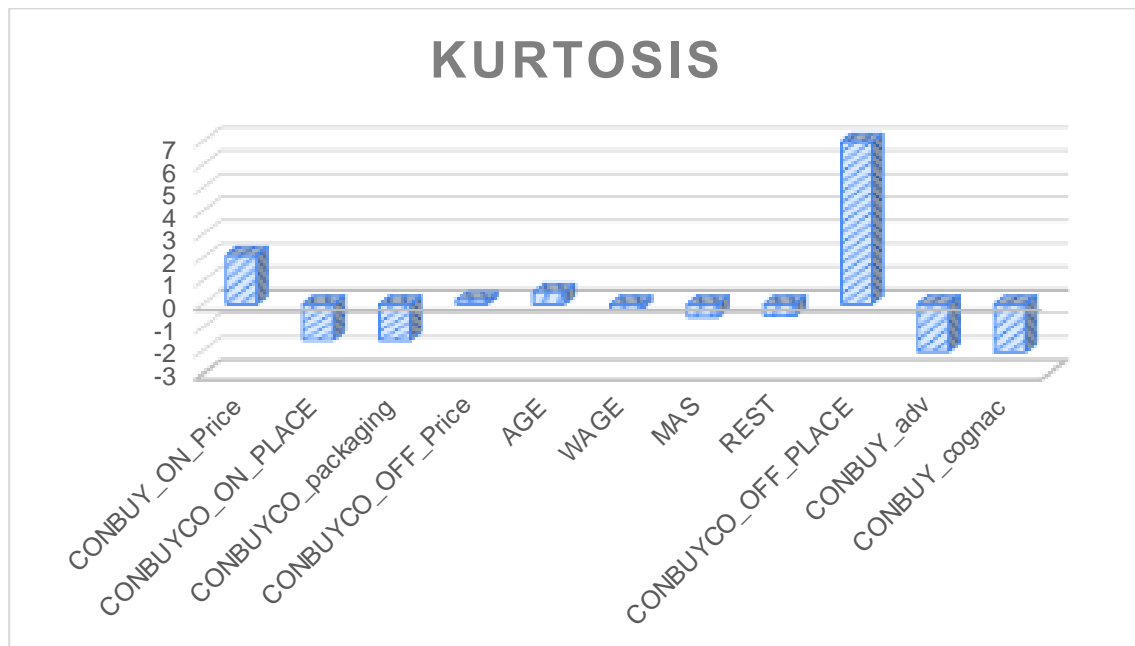


Table 6. Descriptive Statistics: Kurtosis, assumption for normality

4.3 Regression analysis

4.3.1 Price

The first models that will be analysed are part of the part « Price » from the marketing mix. The interest is to find whether two cultural dimensions, masculinity and restriction, and the demographic Wage can influence the buying behaviour of French consumers. The sample is composed of 57 respondents. On average, respondents are more feminine than masculine ($M=2.48$; $SD=0.63$). Furthermore, they are more indulgent than restraint ($M=2.49$; $SD=0.41$). Relating to the last independent variable, the respondents are earning more than two thousands euro before tax ($M=2166.67$; $SD=1596,13$). However, it is interesting to see that the standard deviation is high, the population of the sample is spread across the Wage scale.

Relating to the dependent variables, we can see that 52.6% of the population are willing to pay more than 50 euros for a bottle of Cognac in retail ($M=3.65$; 1.43). Relating to the purchase of a cocktail, 50.9% of the population in this sample are willing to pay more than thirteen euros in CHR.

In order to go deeper in the analysis, the model will be analysed following a multiple regression: Assumptions for regression analysis have been checked in the part « Assumptions for Regression analysis ».

4.3.1.1 OFFTRADE

The multiple regression analysis relating about the dependent variable « Buying Behaviour for a Cognac bottle » is not significant, $R^2=0.07$, $F(1.321)= ?$, $p=.277$. Consequently, it is not possible to reject H_0 and to assess a significant impact of the independent variables on the Buying Behaviour of the respondents regarding a Cognac bottle.

	Unst. Coefficients		St. Coefficients		t	p	F	R2	ΔR2	p
	B	SE	β							
Constant	1.616	1.178			1.372	0.176	1.321	0.07	0.017	.277b
Masculinity	0.218	0.313	0.096		0.695	0.49				
Restriction	0.542	0.471	0.156		1.151	0.255				
Wage		0	0	0.152	1.123	0.267				

Table 7. Regression analysis results, model 1

4.3.2.1 ONTRADE

The multiple regression analysis relating about the dependent variable « Buying Behaviour for a Cocktail » is not significant, $R^2=0.02$, $F(0.262)= ?$, $p=.852$. Consequently, it is not possible to reject H_0 and to assess a significant impact of the independent variables on the Buying Behaviour of the respondents regarding a Cognac cocktail.

	Unst. Coefficients		St. Coefficients		t	p	F	R2	ΔR2	p
	B	SE	β							
Constant	4.304	1.294			3.326	0.002	0.262	0.015	-0.041	.852b
Masculinity	0.187	0.344	0.077		0.543	0.589				
Restriction	-0.286	0.517	-0.077		-0.553	0.583				
Wage	0.00005753		0	0.06	0.432	0.668				

Table 8. Regression analysis results, model 2

4.3.2 Place

The first models that will be analyse are part of the part « Place » from the marketing mix. The interest is to find whether two cultural dimensions, masculinity and restriction, and the demographic Wage can influence the buying behaviour of French consumers. The sample is composed of 57 respondents, On average, respondents are more feminine than masculine ($M=2.48$; $SD=0,63$). Furthermore, they are more indulgent than restraint ($M=2.49$; $SD=0.41$). Relating to the last independent variable, 59,4% of the Women respondents are younger than 25 years old when only 30% of the Men are ($M=29.98$; $SD=11.61$).

Relating to the dependent variables, we can see that 86% of the population of the sample is willing to buy a bottle of Cognac in high premium shops (M=3.65 ; SD=1.43). In addition, 100% of the respondents are considering drinking a cocktail in a cocktails bar or a palace bar (M=3.67 ; SD=0.48).

In order to go deeper in the analysis, the model will be analysis following a -multiple regression: Assumptions for regression analysis have been check in the part « Assumptions for Regression analysis ».

4.3.2.1 OFFTRADE

The multiple regression analysis relating about the dependent variable « Places of consumption, OFF trade» is not significant, $R^2=0.06$, $F(1.093)= ?$, $p=.772$. Consequently, it is not possible to reject H_0 and to assess a significant impact of the independent variables on the Places of consumption in OFF trade.

	Unst. Coefficients		St. Coefficients		t	p	F	R2	ΔR2	p
	B	SE	β							
Constant	3.845	0.639			6.014	0	1.093	0.058	0.005	.360b
Masculinity	-0.294	0.175	-0.24		-1.686	0.098				
Restriction	0.233	0.259	0.124		0.901	0.372				
Age	0.003	0.01	0.046		0.319	0.751				

Table 9. Regression analysis results, model 3

4.3.2.2 ONTRADE

The multiple regression analysis relating about the dependent variable « Places of consumption, ON trade » reveal a significant effect, $R^2=0.20$, $F(4.433)= ?$, $p=.007 < \alpha=0.05$. Age has a negative impact on the premiumness of the places of consumption. For an increase of one unit of age, the premiumness of places of consumption is decreasing by 0.015 unit ($p=0.006 < \alpha=0.05$). The younger a person is, the more the selection will be on premium places.

In addition, the independent variable « Restriction » is not significant ($p=0.08 < \alpha=0.05$), but close to be. I decided to conduct a simple linear regression to analyse if there is a significant effect on the dependent variable « Places of consumption, On trade ». Indeed, the regression reveal a significant effect, $R^2=0.08$, $F(4.654)= ?$, $p=.035 < \alpha=0.05$. Restriction has a negative impact on the premiumness of Places of consumption in On trade. For one unit increase in Restriction, the premiumness of Places of consumption is reducing by 0.322 unit.

	Unst. Coefficients		St. Coefficients		t	p	F	R2	ΔR2	p
	B	SE	β	t						
Constant	4.445	0.362		12.271		0	4.433	0.201	0.155	.007b
Masculinity	0.104	0.099	0.138	1.054	0.296					
Restriction	-0.262	0.147	-0.227	-1.787	0.08					
Age	-0.015	0.005	-0.374	-2.841	0.006					

Table 10. Regression analysis results, model 4

4.3.2.3 Promotion

As explained in the literature review, the impact of the Evin law on the French market is important. The advertisement of spirits is strict, and brands do not have many tools and actions to communicate about Spirits. In addition to the cultural dimensions analysed in each model as independent variables, the aim of this model is also to understand if the Age is impacting positively the influence of advertisement on consumers. To give context, less than 50% of the respondents can remember an ad for a Brand of alcohol (M=.46; SD=.50).

In order to go deeper in the analysis, the model will be analysis following a multiple regression: Assumptions for regression analysis have been check in the part « Assumptions for Regression analysis ».

The multiple regression analysis relating about the dependent variable « Influence of advertisement» is not significant, $R^2=0.02$, $F(1,218)= ?$, $p=0.275 < \alpha=0.05$. Consequently, it is not possible to reject H_0 and to assess a significant impact of the independent variables on the influence of Advertisement on Spirits.

	Unst. Coefficients		St. Coefficients		t	p	F	R2	ΔR2	p
	B	SE	β	t						
Constant	0.647	0.185		3.491	0.001		1.218	0.022	0.004	.275b
Age	-0.006	0.006	-0.147	-1.104	0.275					

Table 11. Regression analysis results, model 5

4.3.2.4 Product

Relating to the product, the model explained in the methodology is focusing on the packaging of a bottle of Cognac as a dependent variable. The interest is to find whether two cultural dimensions, masculinity and restriction, and the demographic age can influence the buying behaviour of French consumers relating to the packaging. Relating to the dependent variable, 50% of the population of the sample are willing to choose a bottle with a super-premium and

hyper premium packaging. However, the distribution is spread between the four categories (M=2.63; SD=1.19).

In order to go deeper in the analysis, the model will be analysis following a multiple regression: Assumptions for regression analysis have been check in the part « Assumptions for Regression analysis ».

The multiple regression analysis relating about the dependent variable «Packaging» is not significant, $R^2=0.03$, $F(1.821)= ?$, $p=0.183 > \alpha=0.05$. Consequently, it is not possible to reject H_0 and to assess a significant impact of the independent variables on the premiuness of a packaging.

	Unst. Coefficients		St. Coefficients		t	p	F	R2	ΔR2	p
	B	SE	β							
Constant	4.923	0.96			5.131	0	2.038	0.103	0.053	,120b
Masculinity	-0.01	0.014	-0.096		-0.692	0.492				
Restriction	-0.172	0.262	-0.091		-0.654	0.516				
Age	-0.711	0.389	-0.246		-1.829	0.073				

Table 11. Regression analysis results, model 6

5. Discussion

5.1 Limits of the research

It is important to declare the limitations of this study. The first limit is the bounded rationality, as a human, I did not have the time and effort to collect enough data to receive significant results for every variable tested. Indeed, the Covid-19 crisis made me struggle in managing my time and effort between my actual job and the redaction of the thesis. Sample size is the big limit of the research as I decided to focus on the French market. However, I decide not to share my questionnaire to my relations in my hometown, Cognac. I did not want to make a bias by having half of the respondents coming from the region that produce Cognac, as their education to the product is different and closer to international markets. Thus, I only reached 57 respondents and I struggle to find significant results. Consequently, I did not manage to add a moderator to my questionnaire and to analyse it.

Another limit is regarding to the literature review. Cognac does not have a lot of literature and most of the analysis and statistics are coming from two main organisms: The Bureau National

Interprofessional du Cognac (IWSR) and The International Wine and Spirits Record (IWSR). More literature can give a better understanding and credibility to the study, and an easiness to access to information. In addition, the Covid-19 crisis made the possibility of interview in Cognac difficult in order to give more in depth analysis of Cognac industry.

The last limit I had, is the fact of writing this thesis while I was outside the school system. Managing time and being able to go back to scholar practices after a week working for a company made me lose time.

5.2 Implications

The research on Cognac patterns of consumption has received few interests from researchers. The interrogation of the French market and the success of others with many disparities in their consumption are fields of research to cover. The exercise has been done in this research to understand if demographics and cultural dimensions, “Masculinity” and “Restriction”, can influence the behaviour of French consumers. A majority of the results from the study have been stated as insignificant due to statistics calculations. However, result that were significant reject the hypothesis made. For instance, Age is reducing the will of the consumers to consume cognac in premium places. In the other hand, one significant result gave to the assumption credibility. Indeed, the study result gave that the more restrictive a person is, the less she or he will go to premium places. Relating to Price, even if results were insignificant, the regression shows that Wage did not impact the buying behaviour of respondents. However, Masculinity did impact positively the price of a Cocktail in a bar and negatively the price of a bottle in retail. It is matching with the fact this cultural dimension is focusing on the capacity to show its success and wealth in public. Promotion is the point of interrogation in the study, the Evin law is making it difficult to measure as it cannot be analysed as other products outside wine & spirits industry.

5.3 Ideas for future researches

This study is opening the gate for future researches on the Cognac French market. Consumer behaviour is a huge universe and need many researches to cover everything on every product. The aim of this study was to focus on the cultural and demographics aspect, and there is still things to do there. I think promotion is a really important part in the Cognac industry, French people still have an aging image of Cognac while it is seen modern and urban in the rest of the world. The communication of Wine & Spirits in France is really complex and future researchers should dive into this subject. It will be interesting to be in direct contact with marketing

departments from Spirits manufacturers. In addition, an immersive study to compare the reaction of the population between communication in France and communication in other countries from the same brand in order to analyse the influence of French regulations on Brand equity.

Another idea for future researches about the consumption of Cognac in France is to analyse the spending of Cognac companies in French market. The strategies and the allocation in order to develop Cognac might be link with the consumption of it. According to the BNIC, Cognac companies start to join them in order to develop the French market, the trend of cocktail is helping Cognac to grow. It will be interesting to see if the trend is real in few years.

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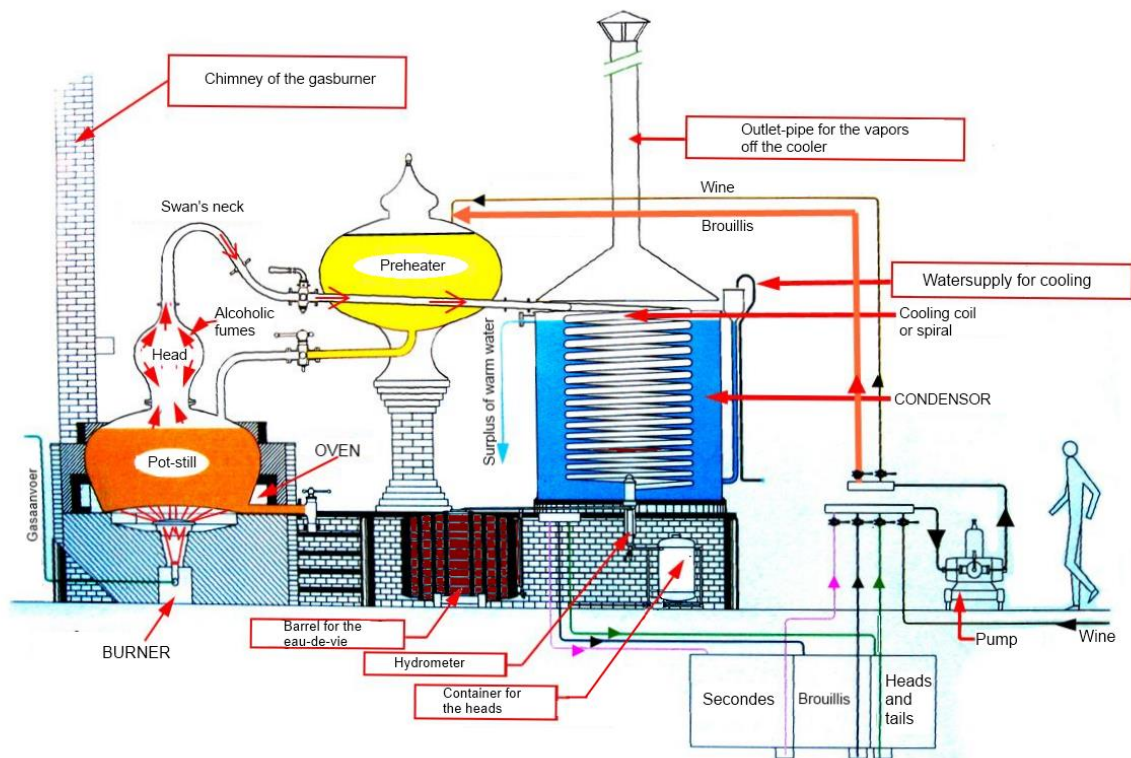
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7. Annexis

7.1 Annexis 1: Schema of the Cognac distillation process



Cognacton, 2019, representation of the distillation process, Cognac.

7.2 Annexis 2: Maps of “Crus du Cognac”

