HAL open science

# Intergenerational transmission :

Didier Bédé, Charlotte Massa, Nathalie Maumon

## To cite this version:

Didier Bédé, Charlotte Massa, Nathalie Maumon. Intergenerational transmission :. 11th Academy of Wine Business Research Conference, Academy of Wine Business Research, Jan 2019, Stellenbosch, South Africa. hal-04047139

**HAL Id: hal-04047139**

**https://hal.science/hal-04047139v1**

Submitted on 27 Mar 2023

**HAL** is a multi-disciplinary open access archive for the deposit and dissemination of scientific research documents, whether they are published or not. The documents may come from teaching and research institutions in France or abroad, or from public or private research centers.

L'archive ouverte pluridisciplinaire **HAL**, est destinée au dépôt et à la diffusion de documents scientifiques de niveau recherche, publiés ou non, émanant des établissements d'enseignement et de recherche français ou étrangers, des laboratoires publics ou privés.

# INTERGENERATIONAL TRANSMISSION: AN EXPLORATORY STUDY OF GENERATION Z WINE CONSUMER BEHAVIOUR

Didier Bédé, Paul Sabatier University, Toulouse, France
Charlotte Massa, University of Strasbourg, Strasbourg, France
Nathalie Maumon, Toulouse 2 Jean Jaurès – Espe St Agne, Toulouse, France

**Keywords:** Health perception, Intergenerational transmission, Gen-Zers, Wine purchase behaviour.

**Abstract**

The aim of this paper is to explore French generation Z wine consumer behaviour process. Our primary goal is to highlight the relation between wine and health through the concept of intergenerational transmission. This research proposes to understand the influence of the previous generations on wine consumption and on health perception of Gen-Zers. Qualitative research was conducted with a sample of wine makers (18) and Gen-Zers consumers (40) of Toulouse, France, in 2018. The results were analysed using thematic coding with Nvivo. Concerning findings, generation Z wine consumer behaviour is mainly influenced by their family and the wine industry as wine education transmitters. Healthier wine and traditional taste are significant on wine purchasing for this generation and health perception for Gen-Zers is based on the cultural "French paradox" phenomenon. This research can be of interest to market researchers and wine firms trying to undertake appropriate marketing decisions concerning Gen-Zers.

## Introduction

From generation to generation, all French people develop a specific relationship with wine. The reputation of French wines all over the world since centuries and the production of "terroir" wines expanded to almost all regions of France has positioned wine as a product with a specific sociocultural role to play in the life of the French consumers. Whether you are a connoisseur or a non-alcoholic drinker, wine is an important part of the French culture: it is a product synonym of conviviality, pleasure and sharing. For several generations, French

consumers have learned to appreciate wine and to know its secrets better and thus, to develop a very archetypal French behaviour.

Concerning the wine industry in France, it is currently coping with the international competition of New World wines and the globalization of multiple changes in consumption, production and supply. The French wine industry must make its cultural revolution, to pass from wines of “wine growers” to wines corresponding "to the taste of the consumer", from the "product" to the "business"[6]. French wine industry has to be transparent about its products, about its benefits as well as the risks of excess consumption. All the actors have to affirm through wine a positive and confident attitude claiming the "French way of life". Thus, some producers have already made the reasoned choice of clarity and responsibility, the choice of an education policy (“drink with moderation”) and the promotion of the culture of taste to the detriment of drunkenness.

But what does it mean by “*in moderation*”? Inspired by the culinary and cultural heritage of wine, promoting moderation and responsibility in wine drinking corresponds to a cultural and social norm. If consumed in excess, alcoholic beverages increase the exposure to a wide range of risk factors[7] whereby the risk rises with the amount of alcohol consumed. In addition to health issues resulting from excessive alcohol consumption, there are social consequences, both for the drinker and for others in the community. But, changing attitudes towards drinking is putting the wine industry under pressure, particularly in some of its most developed markets[8] and particularly concerning young consumers.

---

[6] Roumegoux M. (2018), Plan stratégique de valorisation de la filière vitivinicole Français à l’Horizon 2020, ladocumentationfrançaise.fr

[7] Harmful and hazardous consumption of alcoholic beverages is one of the main causes of premature death and avoidable disease. Causes of death include road traffic accidents, injuries, violence and liver disease. It is the net cause of 7.4% of all ill-health and early deaths in the EU and impacts negatively on labour and productivity. Alcohol abuse has also been associated with a range of long-term chronic diseases that reduce the quality of life. These include hypertension, cardiovascular problems, cirrhosis of the liver, alcohol dependence, various forms of cancer, alcohol-related brain damage and a range of other problems.

[8] www.wineintelligence.com/going-down

In recent years, much has been written about the generation of young consumers labelled Generation Y, Millennials, Echo Boomers, N-Geners, Nexters, or Internet Generation. Youth today is referred to as Generation Z or Gen-Zers. Research on the Gen-Zers gained increasing attention recently in the wine industry but mostly limited to the U.K., the U.S and Australia (Teagle et al., 2010). The Gen-Zers arrival means that many of marketing's fundamental orientations must change in regard to the characteristics and values of this generation (see Table 1, p.71). For example, the one-way approach, where consumers have to listen, accept and buy, is ending. Approximately 17.959.954 French people (26,73% of the population) are currently aged 0 - 21. The 18-21 consumers in this segment, about 3.179.039 (4,73% of the population), are potentially an important segment for the wine industry, however relatively little is known about their attitudes or behaviours towards wine and towards wine and health. Thus, the purpose of this exploratory research is to understand what is the perception of wine and health of Gen-Zers and what is the impact and the role of the previous generations (relatives and industry) in this process.

Based on a literature review, the first section discusses the relation between wine and health and presents a description of the main characteristics and values of each generation, with a focus on Generation Z. Moreover, this section introduces the conceptual framework of the research, based on the concept of "*intergenerational transmission*", in order to understand the impact and the influence of previous generations on wine and health perception and wine consumption of Gen-Zers. Then, we describe the data collection and the methodology followed to analyse it. After presenting the main results, the last section of this study defines the marketing implications for the wine industry and the future research directions.

**Literature**

- An evolutionary approach to the relation between wine and health

Wine-based studies underline that wine consumption motives are relative to enjoying the taste of wine, social aspects of wine, lifestyle patterns and factors like health concerns (Chang et al., 2016; Charters and Pettigrew, 2008; Olsen et al., 2007). Authors like Renaud and De Lorgeril (1992), Catalgol et al. (2012) or Higgins and Llanos (2015) present a specific

situation related to a positive relation between wine and health known as "*the French paradox*". This paradoxical situation suggests that despite a high intake of saturated fat there is a low mortality from coronary heart diseases in France. The authors indicate this paradox may be attributable in part to high wine consumption. A daily consumption of red wine will help the cardiovascular system but also increase the lifetime thanks to the resveratrol. French average lifetime outperforms other countries partly because of the daily consumption of red wine with meal. Norrie (2000) have suggested that the consumption modification, from white wine to red wine, in Australia is correlated with a greater consumer awareness of the health benefits. However, the health benefits of red wine are not absolutely evident for consumers and may not be the first motivation to buy wine. Van Zanten (2005, p.57) shows that "*despite a high level of awareness of the health benefits of wine consumption […] drinking wine because 'it is good for my health' was not a significant attitudinal or behavioural factor*". Taste enjoyment and variety of tastes and flavours (Van Zanten, 2005) or aesthetic stimulation, relaxation and sociability (Charters and Pettigrew, 2008) was found to be more important on classic consumers generations. Nevertheless, consumer research on wine consumption does not yet investigate the Gen-Zers specific motivation to consume wine.

*Table 7- Generations description, characteristics and values*

| **Generation** | **Birth date and age in 2018** | **Population in France** | **Representative percentage of the total population in France** | **Characteristics and values** |
|---|---|---|---|---|
| **Heritage or Silent generation** | 1918-1941 (from 76 to 100 year or more) | 5.686.317 | 8,46% | - Custodian of the history and cultural heritage<br>- Collective vision |
| **Baby-boom generation** | 1942-1967 (from 50 to 75 year) | 20.355.458 | 30,30% | - Wants to manage<br>- Loyal to employer<br>- Work hard<br>- Looking for security<br>- Accept the chain of command<br>- Teamwork<br>- Brand loyalty |

| | | | | |
|---|---|---|---|---|
| **X generation** | 1968-1976 (from 41 to 49 year) | 7.960.232 | 11,85% | - Looking for personal satisfaction<br>- Loyal to profession and skills<br>- Looking for autonomy and flexibility<br>- Technically savvy<br>- Individuality<br>- Pragmatic<br>- Brand switchers |
| **Y generation** | 1977-1995 (from 22 to 40 year) | 15.224.677 | 22,66% | - Lifestyle<br>- Self-discovery<br>- Participative<br>- Creative<br>- Little brand loyalty |
| **Z generation** | 1996-nowaday (from 0 to 21 year) | 17.959.954 | 26,73% | - New conservatives<br>- Old-school values (respect, trust and restraint)<br>- Self-controlled people<br>- Traditional belief<br>- Accustomed to high-tech and multiple information sources |

*Source*: (Benckendorff et al., 2010; Champion et al., 2018; Williams et al., 2010; Yu and Miller, 2005)

- A Gen-Zers perspective

Gen-Zers are the first generation of all native technology speakers, a smartphone and wireless generation (Özkan and Solmaz, 2015). For them, the world is borderless and existing through technology. They can be connected 24 x 7 and access to any information across countries and cultures. Be instructed is less a priority than construct themselves by active learning in interactive environments. Gen-Zers is less concerned than the previous generations about privacy, security and online payment. Gen-Zers are health conscious and focused on wellness (Rickes, 2016), this is the first generation to "*use technology to self-monitor health*" (Centeio, 2017). As consumers Gen-Zers have never seen a world without health consciousness and environmental challenge. Health consciousness is relative to "*an individual's comprehensive orientation towards overall well-being and health*" (Chang et al., 2016, p. 106). Recent study on health consciousness suggests that the "*level of health*

*consciousness appears to have a strong influence on personal choices related to food and beverage consumption*" (Chang et al., 2016, p. 111). Higgins and Llanos (2015) investigate the health aspect of red wine as a marketing tool for winery to gain a competitive advantage and found that the youngest consumers, identify as the lightest drinkers, willing to increase their consumption if more health benefits are associated with wine. In direct relation with the health consciousness, environmental challenge for Gen-Zers is an unavoidable discriminant variable of their life. Vecchio & al. (2017, p. 20) have determined consumer segmentation by testing the influence of media, legislation, health appreciation wine and environmental involvement in consumers' perceptions and found that "*the perception of the health benefits of wine is also influenced by environmental awareness and the presence of environmental labelling*". Developing an environmental friendly wine production for winemaker could be a business opportunity especially in regard to the research the relation between the environmental production and the probability of paying a higher price for wine (D'Amico et al., 2016; Delmas and Lessem, 2017). Finally, following Villa (2018), Gen-Zers purchasing behaviour have to be observed as gender specific. While women are much more attract by experiences (going to a concert, eating with friends, etc.), men prefer to spend money on products. Nevertheless, their consumer decision-making process are similar and is mostly affected by friends and family while online ratings and reviews serve as a confirmative source of information (Villa, 2018). Thereby, our research is related to Gen-Zers wine consumer behaviour through the glass of intergenerational transmission.

- Consumer behaviour of Gen-Zers concerning wine can be understood through the concept of "*intergenerational transmission*"

Some studies have aimed to understand the role and the impact of a generation on the next one, concerning attitudes, beliefs, behaviours and consumer practices (e.g. Bourcier-Béquaert and de Barnier, 2010; Karanika and Hogg, 2016; Ladwein et al., 2009). Concerning literature in marketing and in wine business, the concept of "consumer socialization" has been discussed in some research (Olsen et al., 2007 ; Velikova et al., 2013) as "longitudinal processes by which consumers first learn the skills and attitudes that allow them to participate in the marketplace" (Ward, 1974). So, consumer socialization begins with families and then occurs throughout life with mass media, reference groups and peers in order to

learn decision-making skills and acquire product knowledge. While several previous studies examined wine consumption patterns based on the process of wine socialization, very little research has been conducted on the wine intergenerational transmission.

Based on Erikson's (1959) theory of human personality development, Guillemot (2018) developed an integrative conceptual framework concerning the intergenerational transmission of consumer behaviour (cf. Figure 1).

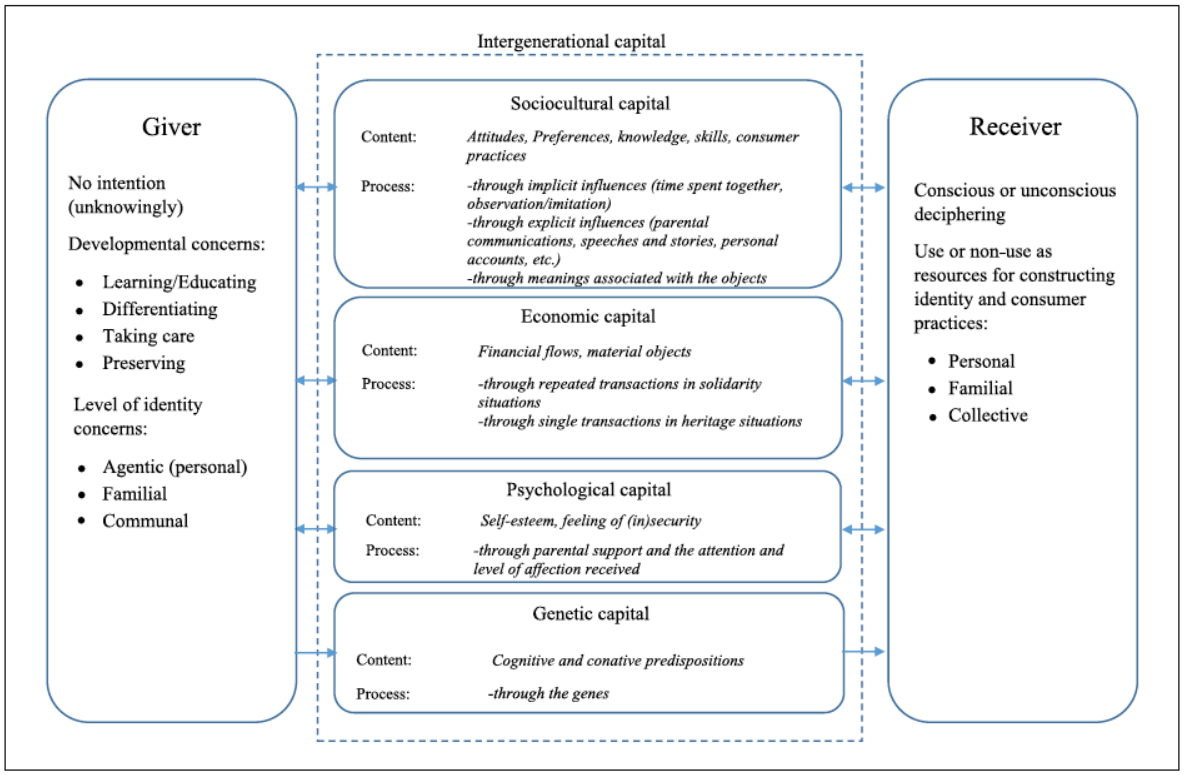


*Figure 3. Integrative conceptual framework of intergenerational transmission in consumer behaviour*

Guillemot (2018) points out that the developmental concerns of the younger and older generations – learning, differentiating, taking care and preserving – are linked around the notion of "intergenerational capital" (p. 93). Thanks to the intergenerational capital, we can understand how "each generation relies on the others for their own development" (Guillemot, 2018, p.96) and how all material and immaterial assets given from a generation to another evolve (Trizulla et al., 2016). Gire (2003) describes a movement, a passage or an exchange between generations, implying a giver – the one who transmits – and a receiver – the one who learns and receives. One development concern is about "learning from other generations" (e.g. Moore et al. 2002; Schindler et al., 2014) and, more precisely, about "learning skills and techniques and assimilating values and valorised behaviours" (Guillemot,

2018, p.97). In consumer behaviour, some studies identify intergenerational continuities (i.e. same behaviour between the parents and their children) relating to knowledge, consumer practices and attitudes such as preferences (e.g. Guillemot, 2018; Moore et al. 2002). Thus, concerning this research, this conceptual framework is essential to enrich our data and understand the perception of wine and health of the Gen-Zers and their consumption practices.

**Methodology**

To achieve research targets, a qualitative analysis was opted in using semi-structured interviews. This method is recommended to reveal people's unconscious and discovery motivations and brakes of consumers (Giannelloni and Vernette, 2015; Malhotra et al., 2011).

The exploratory study was aimed to depth the intergenerational transmission in the specific sector: French wine industry. According to the theoretical framework and the context of this research, two actors were chosen: winemakers, as givers, and young wine consumers, Gen-Zers, as receivers. Through this choice, we wanted to question the two key actors in the wine value chain: producers and consumers to better understand the connection or the misconnection between them. To observe this phenomenon, the health perception of wine was selected because this thematic is actually an important societal challenge and the perfect example of social representation as per Moscovici (1984).

A multiple-case study was applied for the winemakers, with 18 vineyards in the French South West (Yin, 2013, 2010). When the observations are multisite, this study case is synchronic (Gombault 2000). This state permits to increase the understanding of the studied phenomenon (Hlady-Rispal, 2002)

*Table 1 : Winemakers characteristics (2017)*

| | |
|---|---|
| Wine Annual production (hl) | Average : 1.424<br>Mini: 100<br>Max: 3.000 |
| Bottle number | Average: 87.775<br>Mini: 13.300<br>Max: 200.000 |

To continue to explore the intergenerational transmission, a specific class of consumers, Gen-Zers, was focused. Therefore, 40 wine consumers, born between 1996 and 2000, were selected based on a declared interest in wine (not necessarily on actual consumption).

*Table 2 : Semi-interviews characteristics*

| | **Winemaker Interviews** | **Gen-zers Interviews duration(min)** |
|---|---|---|
| **Semi-interview period** | April-May 2018 | April-May 2018 |
| **Duration (min)** | Average : 48,41<br>Mini: 32,45<br>Max: 75,23<br>Total: 871,29 | Average: 40,08<br>Mini: 24,23<br>Max: 57,4<br>Total: 681,4 |

To reveal the social representations of wine by the actors, the semi-structured interview was chosen. This method was recommended for this quality to depth the unconscious people and understanding a phenomenon (Giannelloni and Vernette, 2015; Miles and Huberman, 2013; Roussel and Wacheux, 2005). Consequently, two semi-structured interview guides were elaborated: one for the winemaker and another one for the Gen-Zers wine consumers. To achieve unconscious of participants, funnel-shaped was respected, in starting perception wine industry, for winemaker, and wine perception to finish at health perception of wine. In our research protocol, to observe the wine intergenerational transmission, the topical social representation, the health perception was selected.

NVivo was opted and qualitative data were analysed with thematic analysis, more precisely horizontal and vertical analysis. The theory saturation was attained, checking code was practiced and obtained more 80% intercoder reliability, respecting Miles and Hubermann (2003) recommendations.

For ethical reason, we applied process to anonymise all data. Thereby, the winemakers are noted $Wm_x$ and Gen-Zers consumer, $Gen\text{-}Zers_x$.

**Results**

Given the representations that emerged from the thematic analysis and from the interpretation of collected data, we present these results based on the main points raised by the informants and through an adaptation of the “integrative conceptual framework of intergenerational transmission in consumer behaviour” (Guillemot, 2018). Figure 2, which

illustrates our results, perfectly matches the purpose of this exploratory qualitative approach that was to understand what is the perception of wine and health of Gen-Zers and what is the impact of intergenerational transmission in this process.

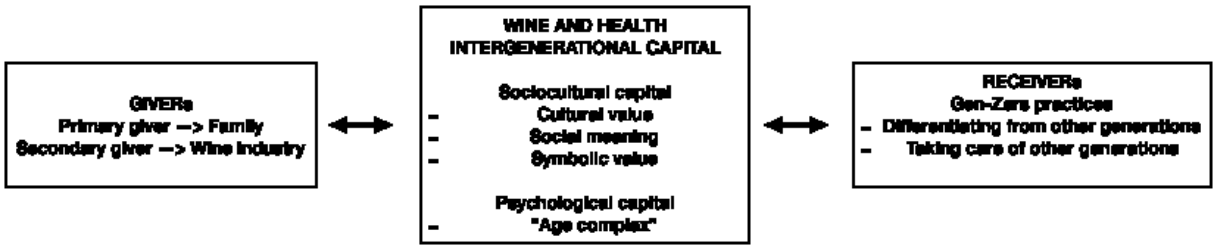


*Figure 4. Wine and health intergenerational transmission and practices (adapted from Guillemot, 2018)*

- Giver – the role of the family and the wine industry

A giver is an actor who transfer part of his own identity based on his "developmental concerns: learning, differentiating, taking care, preserving" (Guillemot, 2018). Based on both the corpus analysis consisted of 18 winemaker interviews and 40 Gen-Zers interviews, this research points out two different givers (i.e. transmitters) concerning wine and health: a primary giver – the family, and a secondary giver – the industry. First, family circle passed down wine perception and practices to Gen-Zers, through conversations, sharing meals, time spent together, etc. From the early infancy to the end of adolescence, the child and the adolescent – the receiver – can observe, learn and educate himself/herself to wines and their consumption through his/her own family practices. The majority of informants emphasized that their actual consumption of wine is mainly during family meals and important occasions.

*"I only drink wine at family meals, in the presence of my close family." (Gen-Zers$_3$)*

*"(...) From time to time, my family and I go to wine shops. In Rabastens, there is a wine merchant, we often go for bottles for special occasions, to buy a good bottle of wine for family meals or a birthday, to offer a good bottle of wine ... things like that."( Gen-Zers$_{24}$)*

The secondary giver concerning wine and, also health, is the wine industry. What is interesting about this result is that transmission is unconscious for the receiver – the Gen-

Zers – but totally accepted by the giver, i.e. wine makers. Based on their actions and speeches, media, public institutions and peer are the main representatives of the wine industry. Interviewed winemakers understand the concerns of public health about wine consumption and alcohol issues. According to them, their mission and the role of public health are to learn people to drink in moderation, to be responsible and educate consumers, and especially young consumers, about wine and how to drink it.

*"It is necessary to drink in moderation, to learn how to consume wine (...) The discourse "to consume responsible" is normal, but that does not prevent from tasting wine. It is possible to drink two or three glasses of wine a day, just be responsible." (Wm9)*
*"I invite you to turn around and read what is written behind me. "Here we do not drink to forget, we drink to remember." (...) that is to say we are not here to drink but we are here to discover wines. (...) It's the best thing about public health goals that we can have, we have the same fight. (...) And today we are more and more about the approach of our profession, it is necessary to make people dream, to bring them an education about wine. It is an education of grape varieties but it is also an education about how to drink wines. (...) I cannot oppose myself to a restriction of consumption when it is abusive." (Wm14)*

Thus, families as well as the wine industry are the givers concerning wine and health. They seek to learn and educate younger generations, mainly Gen-Zers, and to take care of their own intergenerational capital.

- Wine and health intergenerational capital

Thanks to the intergenerational capital, we can understand how "each generation relies on others for their own development" (Guillemot, 2018). This capital consists of four main layers that "interact with and overlap one another" (Guillemot, 2018): sociocultural capital, economic capital, psychological capital and genetic capital. Based on data, concerning wine and health, main resources that play a part in the construction of the intergenerational capital are (1) sociocultural capital and (2) psychological capital.

One major pillar of the sociocultural capital concerns the cultural value of wine. In France, wine is a part of French culture and drinking wine a national practice. Historically, wine has had an importance place in the society, more specifically in the French cooking. From generations and generations, wine is perceived by French people and other people all around the world as a rooted type of drink in France. Through the wine consumption, people

are also consuming a lot of symbols, times and specific events as well as some locations. Barthes (1970), in his analysis of French culture, names wine as a "totem drink", i.e. a sign of Frenchness.

*"Wine is part of French culture." (Gen-Zers$_{31}$)*

*"It is a typical product in France, it is part of the traditions." (Gen-Zers$_{8}$)*

*"(…) because wine is part of the French gastronomy. So, for me, it's more a pleasure to consume wine than strong alcohol like whiskey." (Gen-Zers$_{22}$)*

Moreover, concerning wine and health, Gen-Zers continue to develop and keep the existence of the "French paradox". This phenomenon corresponds to a French particularity: wine could permit to decrease health problems of resulting from rich French cooking. So, wine would protect to health and cardiovascular problems (Biagi 2015). As verbatim describe it, this French paradox is present in the beliefs and knowledge of the Gen-Zers. These young consumers easily describe as wine can be helpful and advised concerning some health problems or specific circumstances. But they also highlight the danger of this idea of the French paradox when people drink more than they should. So, this cultural idea is present in their mind as previous generations but Gen-Zers are more critical and sceptical about it.

*"Drinking a glass of red wine each evening is advised but harmful in case of addiction (liver). Wine can harm our health if it is consumed in high doses. (...) It is one of the least dangerous alcohols, a glass a day is recommended for the proper functioning of the body, even if usually we drink more than one glass." (Gen-Zers$_{22}$)*

*"I think that red wine, one glass per meal can be good for physical or mental health (cardiovascular and distressing)" (Gen-Zers$_{15}$)*

*"It is said that a glass of wine per day is good for health because of the bacteria that it brings to the body but it is not because we drink wine that we are in good health. It is a very light factor, like tea, but it should not be abused otherwise the opposite effect occurs." (Gen-Zers$_{26}$)*

In line with the older generations, the Gen-Zers do not reject cultural aspect of wine. On the contrary, through time spent with family and older generations or observation of drinking

habits and stories and anecdotes about wine narrated by family or wine makers' influences, Gen-Zers develop specific knowledge and attitudes about wine consumption and French wine culture. Thus, the second main pillar of the sociocultural capital is the social meaning of wine. Wine symbolizes and echoes sharing value in different social contexts.

*"It's synonymous of sharing, it's a talking point, and when we drink it we spend most of your time with family or friends and it automatically plays a social role." (Gen-Zers$_{1}$)*
*"It is often shared with family or friends during a meal, so it promotes social cohesion. Wine is a symbol of conviviality, sharing and therefore has a very important social role" (Gen-Zers$_{5}$)*
*"He is present in many family meals in France so he must have a social role, it is always said that it brings people together, it must be true." (Gen-Zers$_{32}$)*

Beyond cultural dimensions and health benefits, Gen-Zers are connected to a specific symbolic value of wine; this is the third pillar of the sociocultural capital. Actually, these consumers perceive wine as a noble alcohol and they equate wine and upper class and wealthy people. This idea is also an intergenerational component because wine is associated with the concept of a "hierarchy" in the society from many years and some generations. Guille-Escuret (1987) argues that "wine is a food for hierarchy and consequently it contributes to the hierarchisation of society". The intensity of this hierarchy is due to the existence of a great variety of wines as well as a wide range of prices. Thus, traditionally, some characteristics and people are interconnected to the consumption of wine.

*"I still have an image that comes to mind, it's a "noble" alcohol. Wine is present in banquets, it is not tasted like other alcohols that are mixed with any drink" (Gen-Zers$_{32}$)*
*"An image linked to wealth and the bourgeoisie. (...) an alcohol more "noble" than other alcohols" (Gen-Zers$_{8}$)*
*"It is a product that has a prestigious connotation. (...) It is also a sign of social distinction (consumption of Grand Cru)" (Gen-Zers$_{14}$)*

Finally, concerning sociocultural capital, "two types of influences explain the intergenerational transmission: the implicit influences – learning through observation/imitation – and the explicit influences – embodied in educational practices and

parenting styles" (Guillemot, 2018). Through the analysis of our data, we confirm the existence and the importance of both influences. Through implicit (e.g. time spent with family and older generations or observation of drinking habits) and explicit (e.g. stories and anecdotes about wine narrated by family or wine makers) influences, Gen-Zers develop specific beliefs, practices and attitudes about wine consumption and French wine culture.

Then, psychological capital is also part of the intergenerational capital of wine and health. Due to the cultural and symbolic values of wine, the Gen-zers judge that they are too young to fully appreciate the wine and so, they develop an "age complex". They recognized some difficulties to understand the product specificities, more precisely the tasting knowledge. Today, they think that they are immature but, they look to the future and imagine that wine consumption will be consistent with their private life and their work life. So, wine appears as a success symbol.

*"At the moment, I have no relationship with wine. But it's true that growing up I could perhaps appreciate the wine more than today. I may be a specialist in the field who knows!" (Gen-Zers$_{32}$)*
*"I do not have much knowledge because I'm still young and I think that young people do not really consume wine in large quantities we will say. Adults consume a little more than our generation because they have more experience. So, knowledge so I do not really. " (Gen-Zers$_{24}$)*
*"I have always seen wine as an adult drink and consuming it was a symbol of maturity." (Gen-Zers$_{36}$)*

In the intergenerational capital applied to wine, Gen-Zers perceive wine as a cultural and symbolic product and they highlight the social meaning of the wine consumption. Moreover, the main consequence of symbolic value is that Gen-Zers perceive themselves as immature to consume and, so, to appreciate wine. So, based on givers, represented by older generations, Gen-Zers receive the principal elements of the wine and health intergenerational capital.

**Receiver – Gen-Zers practices**

Concerning receivers' behaviour to the intergenerational capital, previous studies describe two main reactions: (1) differentiating from other generations (e.g. Guillemot, 2018; Ladwein et al., 2009; Moore and al., 2002) and (2) taking care of other generations and of their intergenerational capital (e.g. Guillemot, 2018). Concerning wine and health intergenerational capital, we rediscover both these reactions through Gen-Zers practices. Firstly, for the Gen-Zers, in line with previous generations, wine is still perceived as an alcohol and they are conscious of health consequences and health issues. This knowledge of the facts – their perceptions – impacts their wine consumption and thus, their practices.

*"In my opinion, the link between health and wine is very close. Many people view wine as a different alcohol, but its consequences are as dangerous as other types of alcohol." (Gen-Zers$_{7}$)*
*"Wine is an alcoholic beverage, so do not overdo it as it can create a real addiction. To think that it belongs to a category of light alcohol so to consume more often is in my opinion an error" (Gen-Zers$_{19}$)*
*"Nevertheless, I'm quite aware that alcohol is harmful, it remains something that can cause addictions. So I would always be responsible for that point of view, I'm sure." (Gen-Zers$_{13}$)*

However, the governmental message of health on harmful effects of alcohol has raised and develop this awareness among Gen-Zers. The French government applied the European action plan to reduce the harmful use of alcohol 2012–2020. This massive campaigns to fight against different problems of addiction among young people and road safety bear can be perceived as a success. The previous verbatims can illustrate the safety government message. So, wine consumption involves responsibility in the quantity beverage drunk. Moreover, the reduction of alcohol consumption, including wine consumption, has encouraged winemakers to innovate. In accordance with governmental prevention, new products arise in this market, as low-alcohol wines and other modified products to respond to new consumer expectations and practices.

*"Why not, if the taste is okay, it would consume without headaches and drunkenness, for parties where you do not have to appoint a SAM [9]or in any case to be able to consume a little more and be sure of safe return" (Gen-Zers$_{15}$)*
*"Yes, I could be tempted by this kind of wine because my consumption is more motivated by the taste than the alcohol in my glass" (Gen-Zers$_{19}$)*

In line with previous generations, the taste of wine is very important and sought by the Gen-Zers. They can modify their wine consumption practices in order to discover different innovations, including those minimizing undesirable effects of alcohol, but not to the detriment of the taste that permits to identify the product: the wine. These consumers agree to reduce the quantity of alcohol drinks, mainly in response to the governmental message and they are predisposed to savor new wines but the taste would be traditional. To conclude, the effects of intergenerational capital were observed on practices of Gen-Zers through a reinterpretation and remodelling of this intergenerational capital as well as a reproduction of other generations' practices.

**Managerial implications**

As managers in the wine industry want to have a better understanding of their consumers, the intergenerational transmission framework that explains how Gen-Zers build and develop their wine beliefs and behaviours are a major concern. Marketing managers have long been concerned with how to reach young consumers most effectively. The importance of this target justifies itself that these consumers renew the potential market of wine industry. These results permit to explain the reasons of Gen-Zers consumption and highlight the played role of family and particularly the wine industry by vineyards. Thanks to this framework, wine managers could understand how the consumer was introduced to and learnt about wine, from whom, through which processes and practices and their actual and previous reactions and behaviours concerning wine and new products.

So, wine industry can understand that Gen-Zers consume in a responsible way when they drink alcohol beverages. It is the direct consequence of governmental message to reduce

[9] In France, it is a person designated to not drink and safely drive another person.

alcohol risks. To respond to Gen-Zers expectations and to attract these consumers, news products need to be developed as lower-alcohol wine, grapefruit rosé, etc. The results tend toward confirmed this phenomenon. Nevertheless, most of the Gen-Zers argue that the most important characteristic is the authentic taste of wine. The winemakers have to take advantage of the chance to attract Gen-Zers and increase potential market. For example, more efforts might be needed on the domestic wine industry to educate young consumers on the advantages of 'drinking local' (Fountain and Lamb, 2011). As a result, it would reduce the main Gen-Zers complex, the perception of themselves as immature to drink wine, and boost sales.

To reinforce the learning for Gen-Zers, the winemakers would use the communicate tools in harmony with the core target. Savvy producers may expand their communication efforts beyond classic communication (ads, e-mail…) to more technologically integrated forms of training and creative production (Nichols and Wright, 2018).

**Conclusion**

The present research provides some interesting insight into Gen-Zers wine consumer behaviour. First of all, our study indicates that French wine Gen-Zers consumers are concerned about their health and that the family first and the wine industry afterwards are the main contributing wine education transmitters. Moreover, in line with Guillemot (2018) and given our results, we can make a hypothesis about the central role of the 'pivot' generation (the 30-65 age group) concerning learning and education of wine.

Concerning wine and health, the results highlight that all choices and decisions are based on beliefs and resources that have been shaped by previous generations. Regarding the linkage between wine and health intergenerational capital, our results show that Gen-Zers are considering, in the continuity of older generations, wine consumption as a French cultural product. In accordance with the characteristics of the Gen-Zers (Table 1, p.4), our study confirms a tendency of this generation to maintain Old-School values and to construct themselves by active learning. Transmission of old-school values, for instance, is perceptible in relation with the preservation of the French paradox phenomenon.

Gen-zers wine consumers perceive wine as a healthier product than other alcoholic beverages and we can enquiry if French Gen-Zers appears to be more aware and informed

on health issues than people of other countries due to the governmental message. A comparison with other cultures, in the continuity of the research developed by Vecchio et al. (2017), including producing and non-producing countries but also countries from New World and Old World could provide extremely valuable results in order to develop a global comprehension about the impact and the influence of previous generations on wine and health perception and consumption of wine.

Finally, Gen-Zers are conscious of the health issues relative to wine consumption thanks to governmental message warning against drinking alcohols with excess in France and future research need to investigate if this awareness is different from previous generationsThis situation will encourage winemakers to innovate and develop new types of wines in accordance with the acceptance of Gen-Zers innovation. As a consequence, more effort might be needed for the wine industry to renew wine products and services to reduce the mismatch between supply and demand.

**References**

Barthes, R., (1970). *Mythologies*. Le Seuil.

Benckendorff, P., Moscardo, G., and Pendergast, D., (2010). *Tourism and Generation Y*. Cabi.

Biagi, M., and Bertelli, A. A., (2015). Wine, Alcohol and Pills: What Future for the French Paradox? Life Sciences 131: 19–22.

Catalgol, B., Batirel, S., Taga, Y., and Ozer, N. K., (2012). Resveratrol: French Paradox Revisited. Frontiers in Pharmacology 3: 141.

Centeio, E. E., (2017). The Have and Have Nots: An Ever-Present Digital Divide. Journal of Physical Education, Recreation & Dance 88 (6): 11–12.

Champion, J.-B., Lesdos-Cauhapé, C., Collin, C., and Quénechdu, V., (2018). Bilan Démographique 2017. 1683. Paris: INSEE.

Chang, K. J., Thach, M. L., and Olsen, J., (2016). Wine and Health Perceptions: Exploring the Impact of Gender, Age and Ethnicity on Consumer Perceptions of Wine and Health. Wine Economics and Policy 5 (2): 105–113.

Charters, S., and Pettigrew, S., (2008). Why Do People Drink Wine? A Consumer-Focused Exploration. Journal of Food Products Marketing 14 (3): 13–32.

D'Amico, M., Vita, G. D., and Monaco, L., (2016). Exploring Environmental Consciousness and Consumer Preferences for Organic Wines without Sulfites. Journal of Cleaner Production 120: 64–71.

Delmas, M. A., and Lessem, N., (2017). Eco-Premium or Eco-Penalty? Eco-Labels and Quality in the Organic Wine Market. Business & Society 56 (2): 318–356.

Erikson, E. H. 1994. Identity and the Life Cycle. New-York: W.W. Norton & Company.

Fountain JM, Lamb CG., (2011). Wine consumption and purchase behaviour in high and low involvement situations: A comparison of Gen Y and older consumers. 6th AWBR International Conference, Bordeaux Management School: 1–11.

Giannelloni, J.-L., and Vernette, E., (2015). Etudes de Marché. Vuibert.

Gire, P., (2003). Épistémologie Du Concept de Transmission. La Transmission Dans La Famille, Paris, L'Harmattan, 19–23.

Gombault, A., (2000). La Construction de l'identité Organisationnelle: Une Étude Exploratoire Au Musée Du Louvre. Université Montesquieu - Bordeaux 4: Bordeaux.

Guille-Escuret, G., (1995). La Souche, La Cuve et La Bouteille: Les Rencontres de l'histoire et de La Nature Dans Un Aliment: Le Vin. Les Editions de la MSH.

Guillemot, S., (2018). Intergenerational Transmission in Consumer Behaviour: An Integrative Conceptual Framework and Future Research Directions. Recherche et Applications En Marketing 33 (2): 93–114.

Higgins, L. M., and Llanos, E., (2015). A Healthy Indulgence? Wine Consumers and the Health Benefits of Wine. Wine Economics and Policy 4 (1): 3–11.

Hlady-Rispal, M., (2002). La Méthode Des Cas : Application à La Recherche En Gestion. Perspective Marketing. Bruxelles: De Boeck Supérieur.

Karanika, K., and Hogg, M. K., (2016). Consumption through the Ambivalent Prism of Intergenerational Support. European Journal of Marketing 50 (3/4): 575–601.

Ladwein, R., Carton, A., and Sevin, É., (2009). Trans-Generational Equity: The Transmission of Consumption Practices between Mother and Daughter. Recherche et Applications En Marketing (English Edition) 24 (2): 1–25.

Malhotra, N., Décaudin, J.-M., Bouguerra, A., and Bories, D., (2011). Etudes Marketing. Pearson Education. Paris: Pearson.

Miles, M. B., and Huberman, A. M., (2003). Analyse Des Données Qualitatives. Paris: De Boeck Université.

Moore, E. S., Wilkie, W. L., and Lutz, R. J., (2002). Passing the Torch: Intergenerational Influences as a Source of Brand Equity. Journal of Marketing 66 (2): 17–37.

Moscovici, S., (1984). The Phenomenon of Social Representations. In Social Representations, 3–69. Cambridge: Cambridge University Press.

Norrie, P., (2000). Here's to Your Health: Sensible Wine Consumption Offers the Benefits of Preventive Medicine. The Australian & New Zealand Wine Industry Journal 15 (1): 29–32.

Nichols, T., Wright, M., (2018). Generational differences: understanding and exploring generation Z. Southwest Academy of Management Proceedings Annual Meeting, Albuquerque, NM, pp.177-185.

OMS, 2012. European action plan to reduce the harmful use of alcohol 2012–2020.

OIV, 2012. Statistiques viticoles mondiales 2010-2011. Organisation Internationale de la Vigne et du Vin, Paris.

Olsen, D. J. E., Thach, L., and Nowak, and L., (2007). Wine for My Generation: Exploring How US Wine Consumers Are Socialized to Wine. Journal of Wine Research 18 (1): 1–18.

Özkan, M., and Solmaz, B., (2015). Mobile Addiction of Generation Z And Its Effects On Their Social Lifes. Procedia-Social and Behavioral Sciences 205: 92–98.

Renaud, S., and De Lorgeril, M., (1992). Wine, Alcohol, Platelets, and the French Paradox for Coronary Heart Disease. The Lancet 339 (8808): 1523–1526.

Rickes, P. C., (2016). Generations in Flux: How Gen Z Will Continue to Transform Higher Education Space. Planning for Higher Education 44 (4): 21.

Roussel, P., and Wacheux, F., (2005). Management Des Ressources Humaines: Méthodes de Recherche En Sciences Humaines et Sociales. Méthodes & Recherches. De Boeck Université.

Schindler, R. M., Lala, V., and Corcoran, C., (2014). Intergenerational Influence in Consumer Deal Proneness. Psychology & Marketing 31 (5): 307–320.

Teagle, J., Mueller, S., and Lockshin, L., (2010). How Do Millennials' Wine Attitudes and Behaviour Differ from Other Generations? In . Auckland.

Trizzulla, C., Garcia-Bardidia, R., and Rémy, E., (2016). From Bourdieu to Lahire: Social Determinism and Pluralist Consumer Practices. Recherche et Applications En Marketing (English Edition) 31 (1): 85–102.

Van Zanten, R., (2005). Drink Choice: Factors Influencing the Intention to Drink Wine. International Journal of Wine Marketing 17 (2): 49–61.

Vecchio, R., Decordi, G., Grésillon, L., Gugenberger, C., Mahéo, M., and Jourjon, F., (2017). European Consumers' Perception of Moderate Wine Consumption on Health. Wine Economics and Policy 6 (1): 14–22.

Velikova N., Fountain J., de Magistris T., Seccia A. and Wilson D., (2013). My first glass of wine: A comparison of Gen Y early wine experiences and socialization in New and Old world markets. 7th AWBR International Conference.

Villa, D., (2018). The State of the Gen Z: Meet the Throwback Generation. The Center for Generational Kinetics.

Ward, S. (1974). Consumer socialization. Journal of Consumer Research, 1(2), 1-16.

Williams, K. C., Page, R. A., Petrosky, A. R., and Hernandez, E. H., (2010). Multi-Generational Marketing: Descriptions, Characteristics, Lifestyles, and Attitudes. The Journal of Applied Business and Economics 11 (2): 21.

Yin, R. K., (2010). Qualitative Research from Start to Finish. New York: The Guilford Press.

Yin, R. K., (2013). Case Study Research: Design and Methods. London: Sage publications.

Yu, H.-C., and Miller, P., (2005). Leadership Style: The X Generation and Baby Boomers Compared in Different Cultural Contexts. Leadership & Organization Development Journal 26 (1): 35–50.